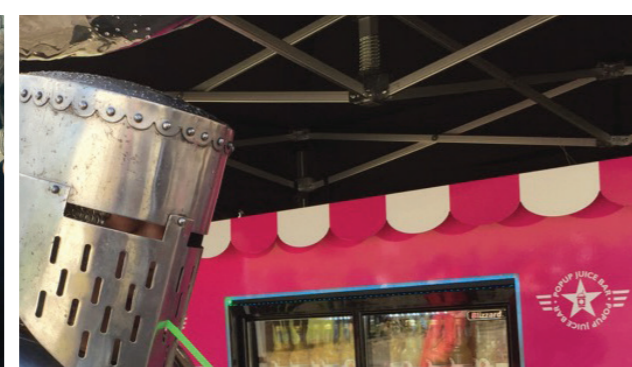


POP UP★  
*Piaggio*≡  
.com

POP UP PUB ★ KITCHEN ★ COFFEE VAN ★ SMOOTHIE BAR ★ JUICE VAN  
INFORMATION POINT ★ POP UP SHOP ★ MAKE YOUR OWN ★ TRANSFORM A VAN



# POP UP PIAGGIO RANGES

- ★ THE POP UP PIAGGIO
- ★ MAKE YOUR OWN PIAGGIO
- ★ TRANSFORM A VAN
- ★ POP UP PUB / MOBILE BAR

You can hire our vehicles as ready-made POP UP units which are perfect at short notice for one-off events. We can also customise our vans and build exactly what you want for your marketing or promotional campaigns.

Our POP UP PIAGGIO campaign clients have included SHLOER, ZANUSSI, NESTLÉ, AZERA COFFEE, LITTLE TIKES, UNCLE BENS' RICE, CANCER RESEARCH, BARE MINERALS, LINA TOMATOES, INDESIT, SHARK NINJA and BUMBLE. We have worked with numerous Creative Agencies on their unique campaigns.

Our POP UP Range is also available for private functions including birthdays, weddings and are widely used at festivals and public events.

- ★ EXPERIENTIAL MARKETING
- ★ PR STUNTS
- ★ VIDEO SHOOTS
- ★ SAMPLING DISTRIBUTION
- ★ PRODUCT DISTRIBUTION
- ★ MOBILE ADVERTISING
- ★ CONCERTS AND FESTIVALS
- ★ CORPORATE EVENTS
- ★ EXHIBITIONS
- ★ PRODUCT LAUNCHES
- ★ STREET FOOD
- ★ WEDDINGS AND PARTIES
- ★ MOBILE BAR





## THE POP UP PIAGGIO

A RANGE OF READY TO HIRE VEHICLES WITH STANDARD DISPLAY UNITS.

Each vehicle in the POP UP range is equipped with a TV unit on one side, and a display or merchandise space on the other. At short notice the vehicles can be adapted into an INFORMATION POINT, PUB, KITCHEN, COFFEE BAR, POP UP SHOP, SMOOTHIE VAN, JUICE BAR, PROSECCO VAN, CRAFT BEER VAN, ADVERTISING VAN or any creative use of your choice.

The bespoke graphics created for each project slip easily on and off the framework of the Piaggio enabling the re-use of your unique display items again and again. As well as keeping the costs down for you, this also enables us to respond to requests quickly and efficiently.

We also have PIAGGIO SCOOTERS available to complement any display.





# BIGGER WASH? EASY

Our built-in washing machines now have a large 7kg capacity, reducing the number of washes.

# QUICK WASH? EASY

Our dishwashers save time and get dishes squeaky clean in only 30 minutes at 60°C.



## MAKE YOUR OWN

EXPERTISE IN BESPOKE VEHICLE  
DESIGN & CREATION.

Projects have included bespoke fitted kitchens, light boxes, Interactive TV's, serving units, unique displays, giant domes, 'A' frames, extensions and pull-out counters.

The quality of our builds are very high and combined with our top end graphics and attention to detail we achieve fantastic results all on the back of a quirky vehicles which can be easily wheeled in and out of the smallest of venues.

We usually manage the logistics and often are involved in experiential roadshows. We have trailers and specially adapted delivery vans to ensure your event vehicle arrives in perfect condition for each event.

Visit [popuppiaggio.com](http://popuppiaggio.com) and view our gallery for case studies.







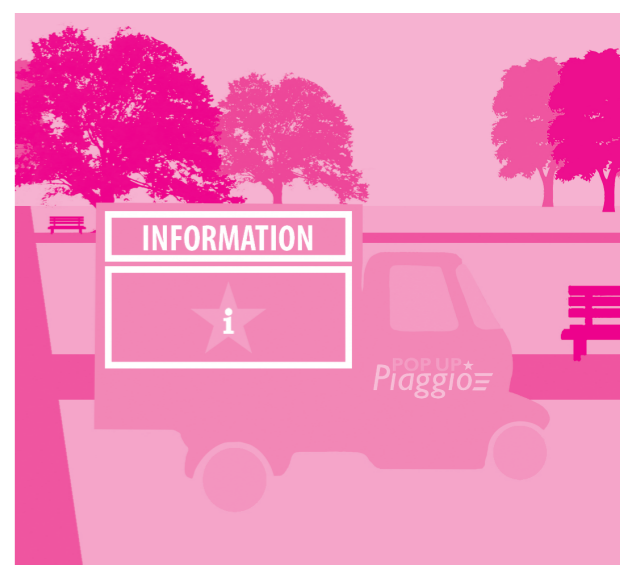
## TRANSFORM A VAN

WE NOW HAVE VEHICLES OFFERING READY-MADE ALUMINIUM UNITS WITH EASY CLICK AND LOCK MECHANISMS.

Build out in any direction, build up in any direction, you can literally TRANSFORM A VAN in our new range.

This takes POP UP PIAGGIO to a new level, you can attach numerous counter tops, booths, flags and graphics. You could even use your own click and lock stand and attach this to one of our Piaggios. A completely personalised option, amazing for the corporate event world as well as for the private events market.

POP UP PIAGGIO TRANSFORM A VAN - the most flexible and exciting Piaggio available. HIRE NOW FOR YOUR EXHIBITION OR EVENT.







## POP UP MOBILE BAR

A READY MADE PUB/BAR THAT CAN BE PERSONALISED JUST FOR YOU.

OUR RANGE OF DEDICATED MOBILE BARS ARE PERFECT WHEN A TOUCH OF CLASS OR SOMETHING A BIT DIFFERENT WOULD SUIT YOUR EVENT.

This range includes a drinks fridge, an interactive TV, Cold Beer and Sparkling Wine taps, a till and we will even include a kitchen sink!!

We offer our bars as dry hire or can operate a pay bar offering a huge range of drinks including Prosecco and Craft Beer on tap. Our staff are qualified and hold BIIAB Level 2 Awards for Personal Licence.

Every panel can be updated. By using simple to change graphics our vans can be transformed and personalised just for you.

Perfect for corporate events, private parties or to complement a product launch or campaign.





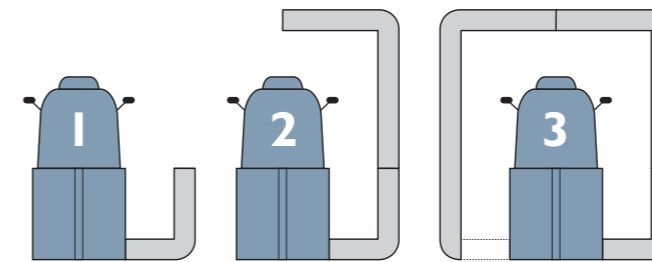






## BAR/COUNTER CONFIGURATIONS

The Piaggio bars are normally made up of one metre wide units and can be configured in various formats as desired. Completely surround the vehicle or create a single sided bar, it's up to you.



### OPTIONAL EXTRAS AVAILABLE TO HIRE

POP UP PUB	COFFEE VAN	KITCHEN / SMOOTHIE BAR
Beer hand pump	Espresso machine	Microwave
Beer/Prosecco/wine	Filter machine	Pans
Mixers/soft drinks	Nespresso machine	Cartons
Additional cooler taps	Bean to cup machine	Blenders
Fixed cork screw	Grinder	Juices
Fridge	Fridge	GENERAL
Additional sink	Coffee cups	Additional TV's
Plastic glasses	Syrups	Gazebos
Ice buckets	Stirrers	Flags
Cash till	Napkins	







1720



1480



1150  
200

## PRINT AND DESIGN

TAKE FULL ADVANTAGE OF OUR PROFESSIONAL SERVICE.

Create your own unique display on a POP UP PIAGGIO. You can be as creative as you like, whether it's for selling your product or demonstrating your latest innovations.

To help you with this we can offer you a full print and design service. With our in-house design and print expertise we can create graphics for your campaign and to your brand specifications.

Talk to us and we will help make your latest project work for you.







## ABOUT SELLING IDEAS (CONSULTANCY) LTD

POP UP PIAGGIO was created when we, as a team at Selling Ideas, had the idea to mix our fondness of the Italian classic van with our skills in print, design, sign making and exhibition build. Selling Ideas also trades as Printing Ideas and Delivering Ideas.

We bought the first of our fleet of Piaggio Apes and Vespa Scooters in 2009. After a period of renovation the Piaggios were ready and we began hiring them out for events and marketing campaigns.

PRINTING IDEAS has been trading since 1999 and excels in high quality print for many market sectors and therefore all our vehicles are branded to the highest standards and we can help with other literature, lanyards, mugs or any other promotional and printed items.

DELIVERING IDEAS was founded in 2006 and has created stunning back drops for events and exhibitions as well as being relied upon to deliver exhibition and promotional stands as well as security and Event Support.

selling  ideas

POP UP PIAGGIO, Unit D017 Parkhall, 62 Tritton Road, Dulwich, London SE21 8DE.  
Telephone: 020 8761 2602 Email: mail@popuppiaggio.com

POP UP PIAGGIO is a trading name of Selling Ideas (Consultancy) Ltd.

