

*Be on top,  
rent a Pop-Up Shop*



#BEFORETOMATOJUICE  
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# Agenda



- 01** The Pop-Up concept
- 02** GRID - the modular shopfitting system
- 03** The marketplaces & our Pop-Up shops
- 04** The conditions

# The perfect location for landing sales success.

International, lively, always on the move - a place where the world is coming together. Where visitors with purchasing power from all over the world arrive and depart daily, where innovative products and ideas are presented exclusively, where 26,000 sqm of high-quality shop space await you and where 11,000 sqm of dining experience ensure the perfect ambiance, is the place to be for your brand.

**Welcome on board.**

**Welcome to Frankfurt Airport.**



01  
MIN

The Pop-Up concept

# More flexibility for your business.

Our Pop-Up concept includes fully equipped retail spaces at Frankfurt Airport that are available for your temporary Pop-Up staging. All retail spaces are located in established marketplaces. To enhance your staging even further, there is a media package right on top. A flexible rental concept tailored to your needs.

**We will give you a tailwind!**



# 5 good reasons why your business should land at the airport.



## Ready to move in

Flexible rental of converted shop areas. We have already taken care of acquiring construction and fire safety approvals for you.



## Modular shop fitting

Exclusively for your individual staging.



## Perfect location

Passenger structures suiting your target group.



## Never miss anyone

Attractive media package to increase your reach.



## No long-term binding

Contract period 6 months.

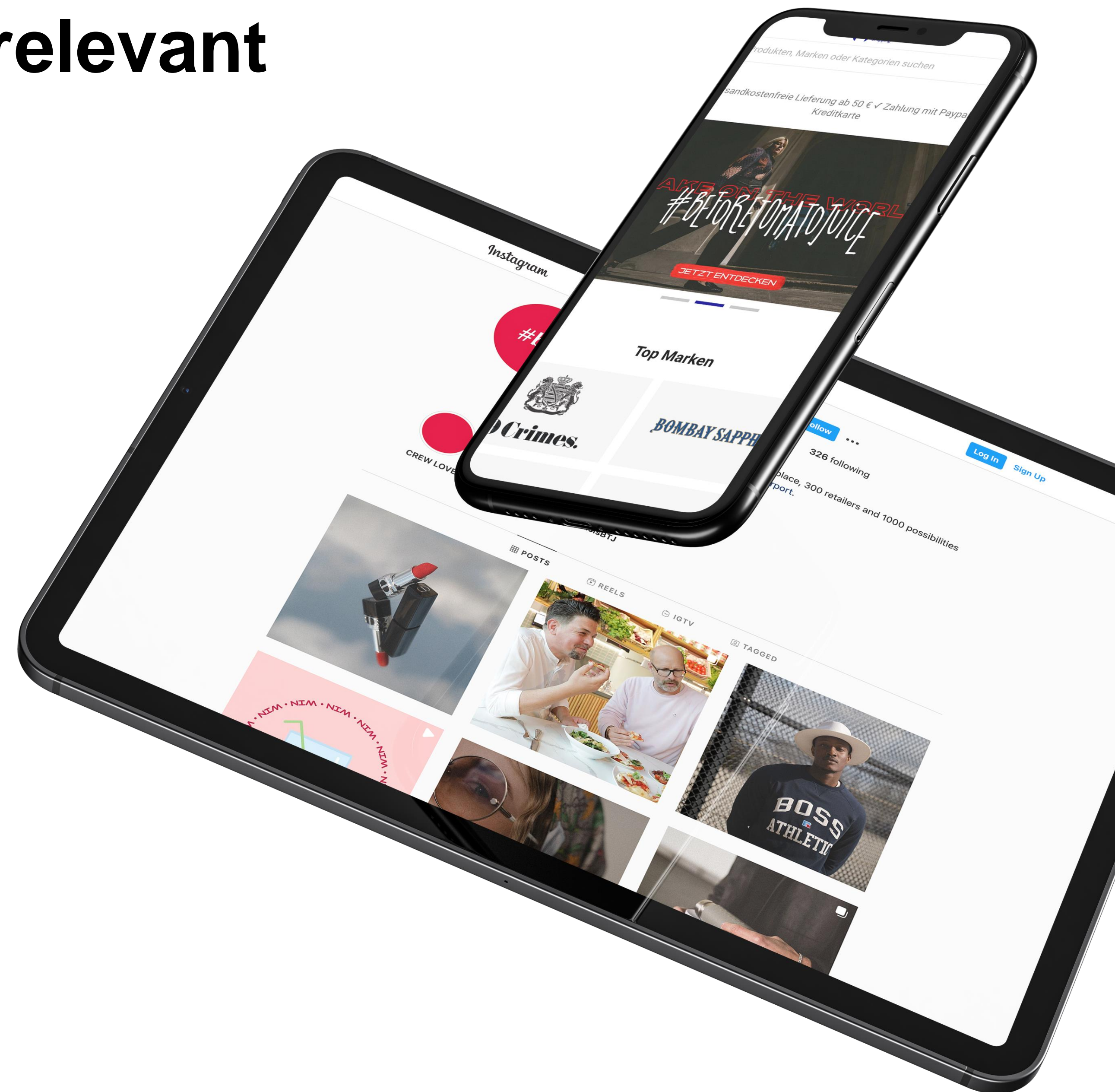
# This is how you land in the relevant set of your target group.

For even more reach, we pull out all the communicative stops and support your staging online and offline via our channels.

**Offline** integration into our stationary campaigns

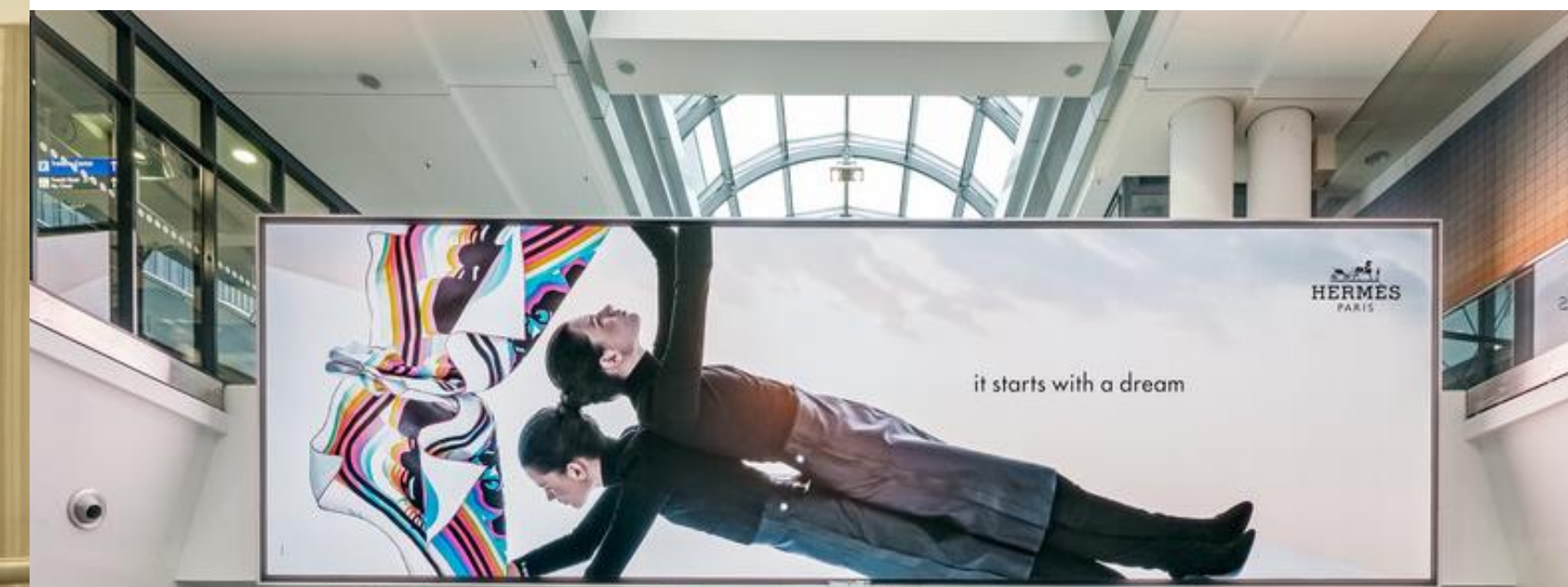
**Online** digital presence on our website, Instagram channel

#beforetomatojuice & WeChat



# For those who want a little more.

Media Frankfurt will put together a media package tailored to your needs at exclusive conditions for pop-up partners. Find out more about the Media Frankfurt offer: <https://www.media-frankfurt.de/en/>







## □ GRID □

the modular shopfitting system

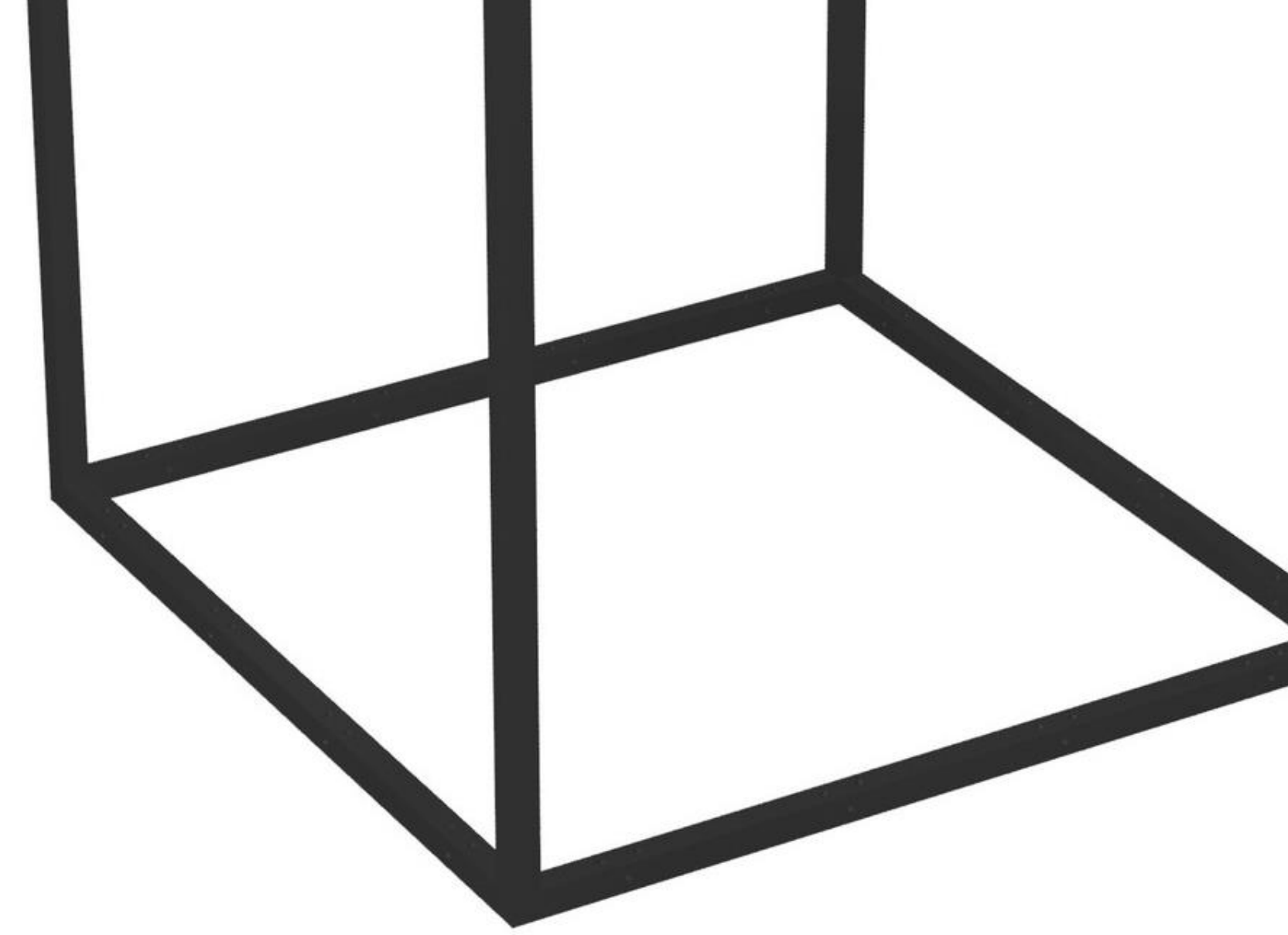
# Business modules for all business models

**System with brains: GRID.  
The modular shopfitting system.**

To make your staging as flexible as possible, Gridstudio GmbH and Fraport have teamed up. GRID is a modular interior system that meets all challenges in retail. It combines functionality and elegance with a timeless design and thus offers your products a stage without outstripping them.

A GRID module measures 40 x 40 x 40 cm and consists of a 1.2 cm fibreglass-reinforced nylon frame. Any interior design is possible: GRID is suitable as a room divider, shelving system, counter, display, seating, storage unit or art installation. Each GRID module can be combined with one or more GRID modules and other GRID components. Find out more about Gridstudio: <https://gridstudio.de/>

□ GRID □



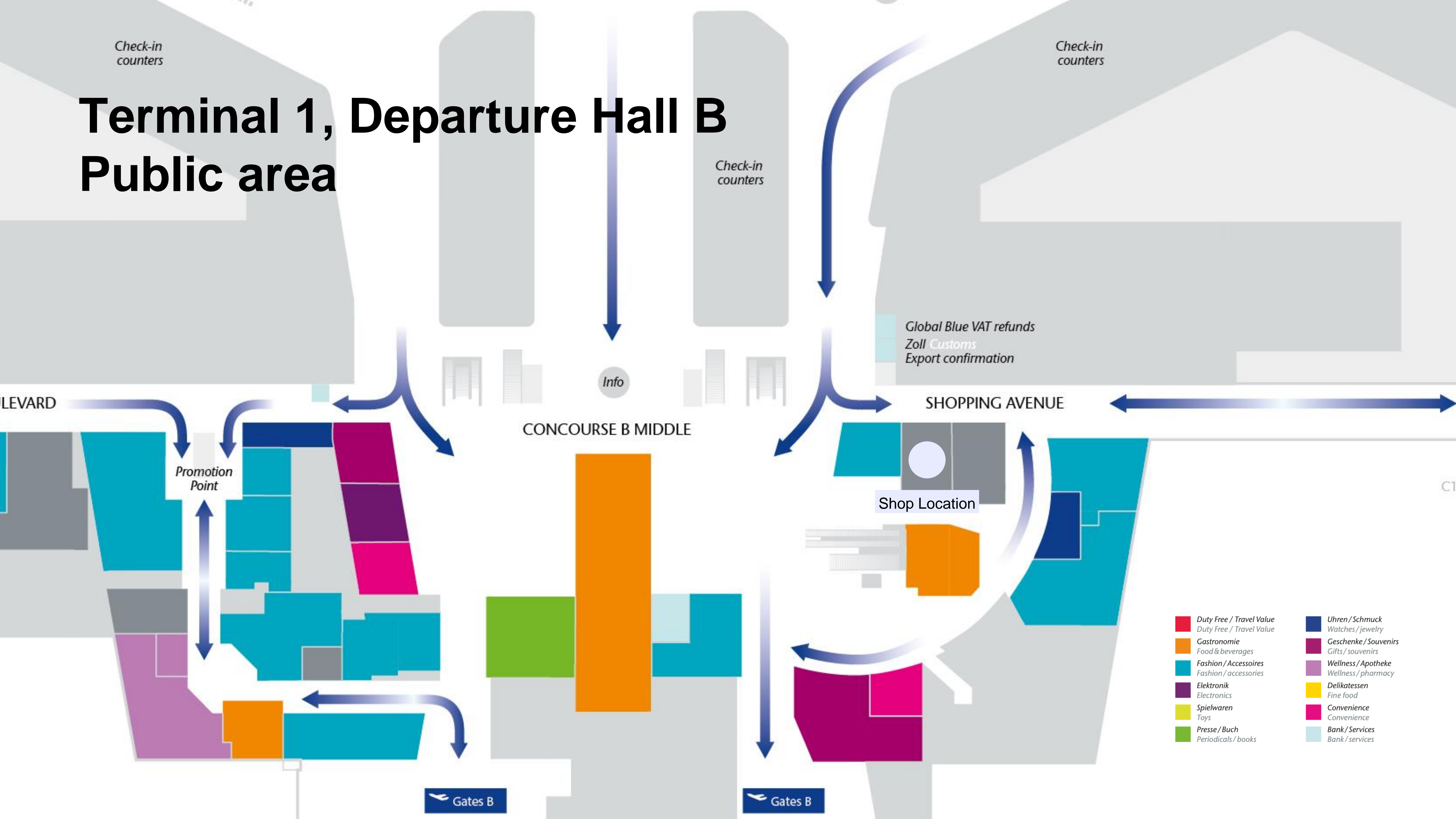


GRID design examples



## The marketplaces & our Pop-Up shops

# Terminal 1, Departure Hall B Public area



Check-in counters

Check-in counters

Check-in counters

Global Blue VAT refunds  
Zoll Customs  
Export confirmation

Info

LEVARD

Promotion Point

CONCOURSE B MIDDLE

SHOPPING AVENUE

Shop Location

Gates B

Gates B

- |   |  |
|---|--|
| <span style="color: red;">■</span> Duty Free / Travel Value | <span style="color: darkblue;">■</span> Uhren / Schmuck      |
| <span style="color: orange;">■</span> Gastronomie           | <span style="color: magenta;">■</span> Geschenke / Souvenirs |
| <span style="color: teal;">■</span> Fashion / Accessoires   | <span style="color: pink;">■</span> Wellness / Apotheke      |
| <span style="color: purple;">■</span> Elektronik            | <span style="color: yellow;">■</span> Delikatessen           |
| <span style="color: yellowgreen;">■</span> Spielwaren       | <span style="color: brightpink;">■</span> Convenience        |
| <span style="color: green;">■</span> Presse / Buch          | <span style="color: lightblue;">■</span> Bank / Services     |
|   | <span style="color: lightblue;">■</span> Bank / services     |

# In best company. High level of attraction. Welcome to landside.

- All passengers who begin their journey at the airport in Terminal 1 are strolling along the landside. Around 30 million in 2019.
- In addition, airport employees and visitors without a flight ticket shop here.\*
- Shopping from Monday to Sunday.
- Turnover potential € 10.000 / sqm / year (2019)

\* 2019: 81,000 airport employees and approx. 100,000 visitors



## Top 10 destinations 2019 - 2021

### Passengers 2019

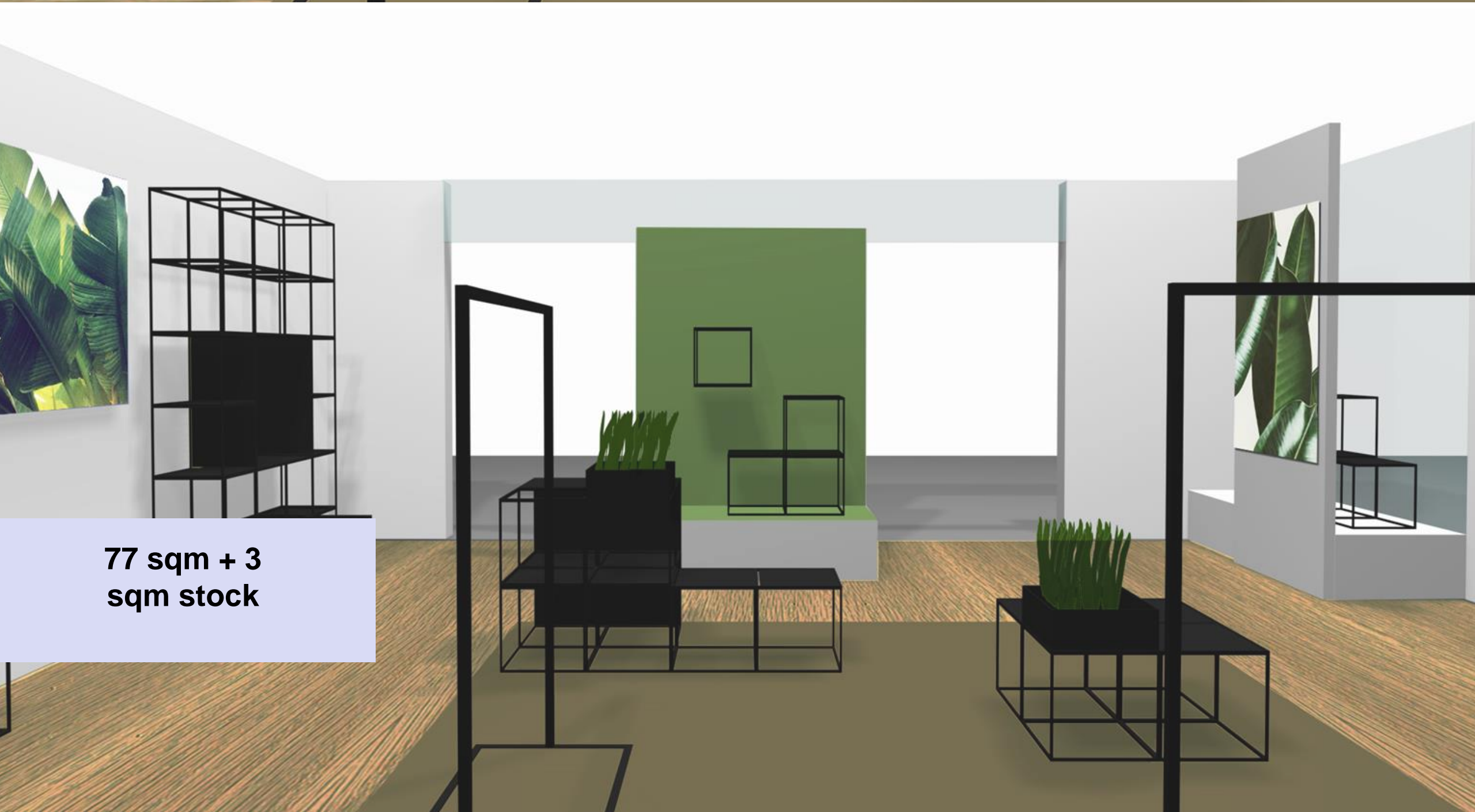
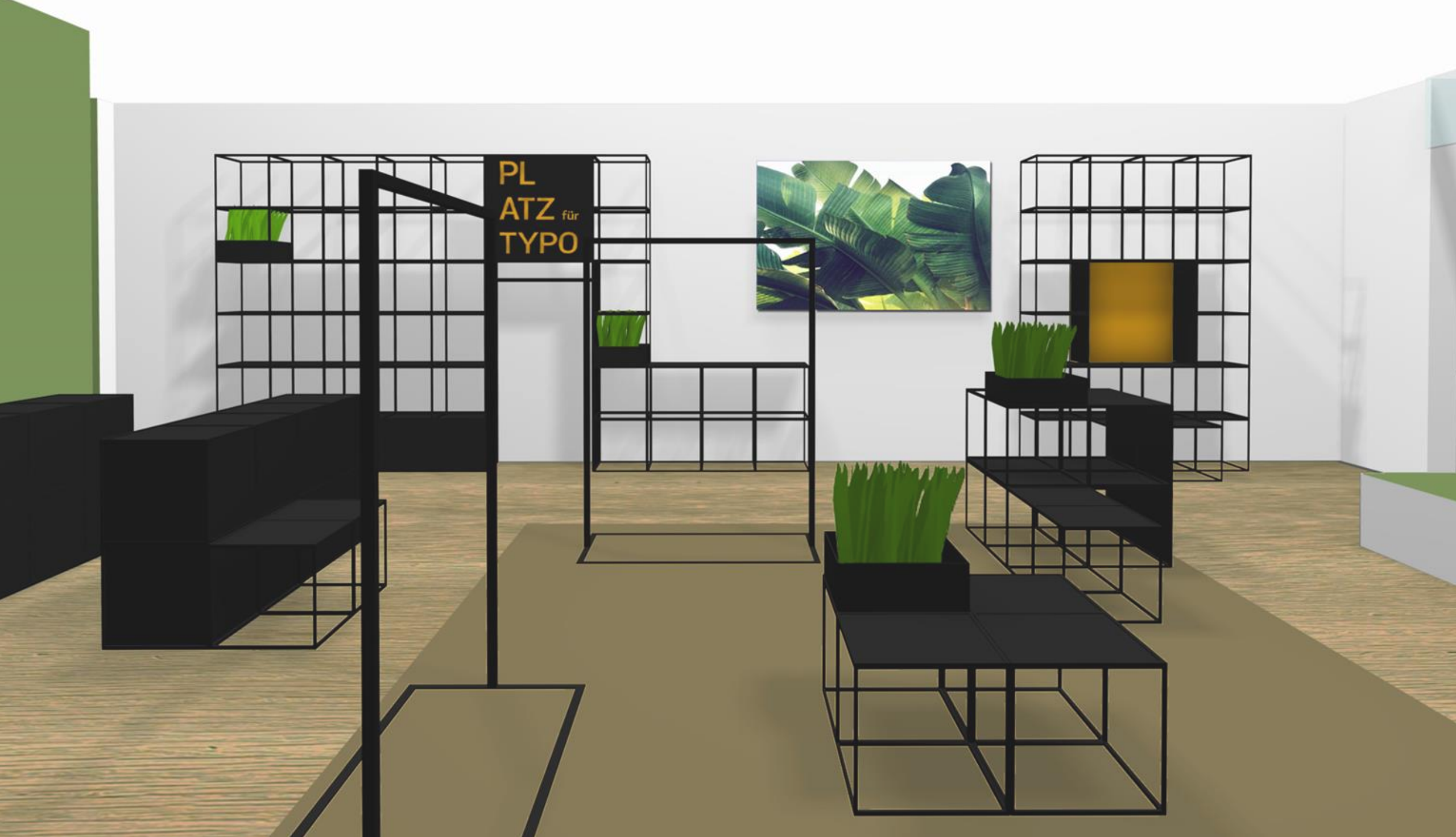
Germany, USA, Spain, Italy, Great Britain, Turkey, Austria, Greece and China.

### Passengers 2020

Germany, Spain, Turkey, USA, Greece, Italy, Portugal, Great Britain, Austria and Ver. Arab. Emirates.

### Passengers 2021

USA, Spain, Turkey, Greece, Germany, Italy, Portugal, UK, Austria, Poland and Ver. Arab. Emirates.



77 sqm + 3  
sqm stock



LOBOLA

Supported by  
GRID  
www.gridstudio.de





# Terminal 1, Pier B Non-Schengen

## Behind security and passport control



# In the right place at the right time place. In our Non-Schengen area. Welcome to Airside.

- Around 8 million passengers\* stroll through the luxury marketplace every year
- The international clientele with strong purchasing power shows its high willingness to shop here
- Enough time for a shopping tour: the average connecting time is 2.26 hrs.
- Turnover potential € 40.000 - 45.000 / sqm / year (2019)

\* 2019



## Top 10 destinations 2019 - 2021

### Passengers 2019

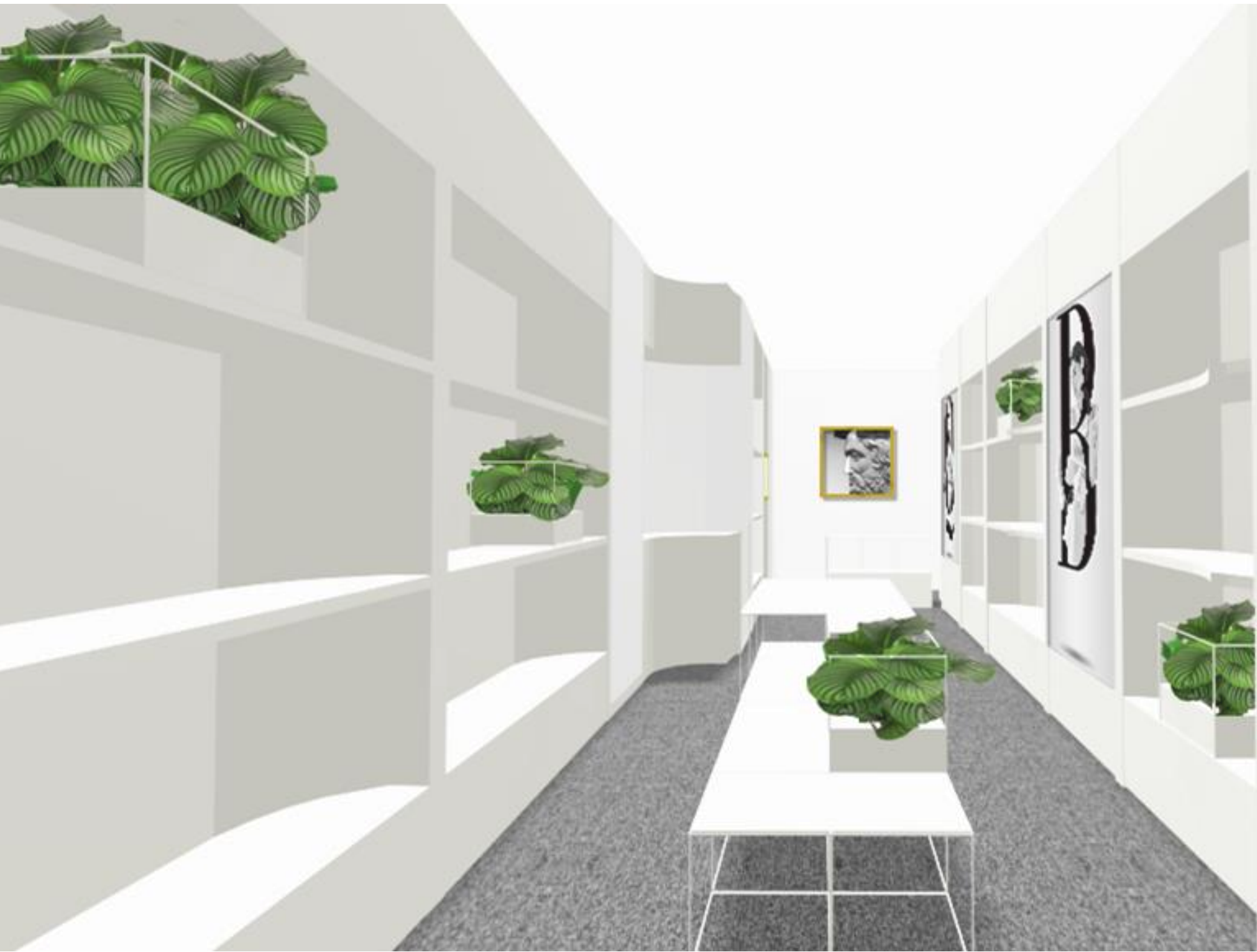
Great Britain, Canada, Turkey, China, USA, Thailand, Russia, Mexico, Singapore, Croatia.

### Passengers 2020

Turkey, Great Britain, Canada, Ver. Arab. Emirates, Egypt, China, Croatia, Mexico, USA, India.

### Passengers 2021

Turkey, Canada, Great Britain, Egypt, Ver. Arab. Emirates, Dom. Rep., Croatia, Mexico, Brazil, Qatar.

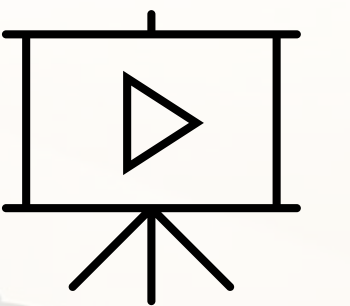


34 sqm + 8  
sqm stock



LAKRIDS by  
BÜLOW

More impressions



# TUMI



TUMI





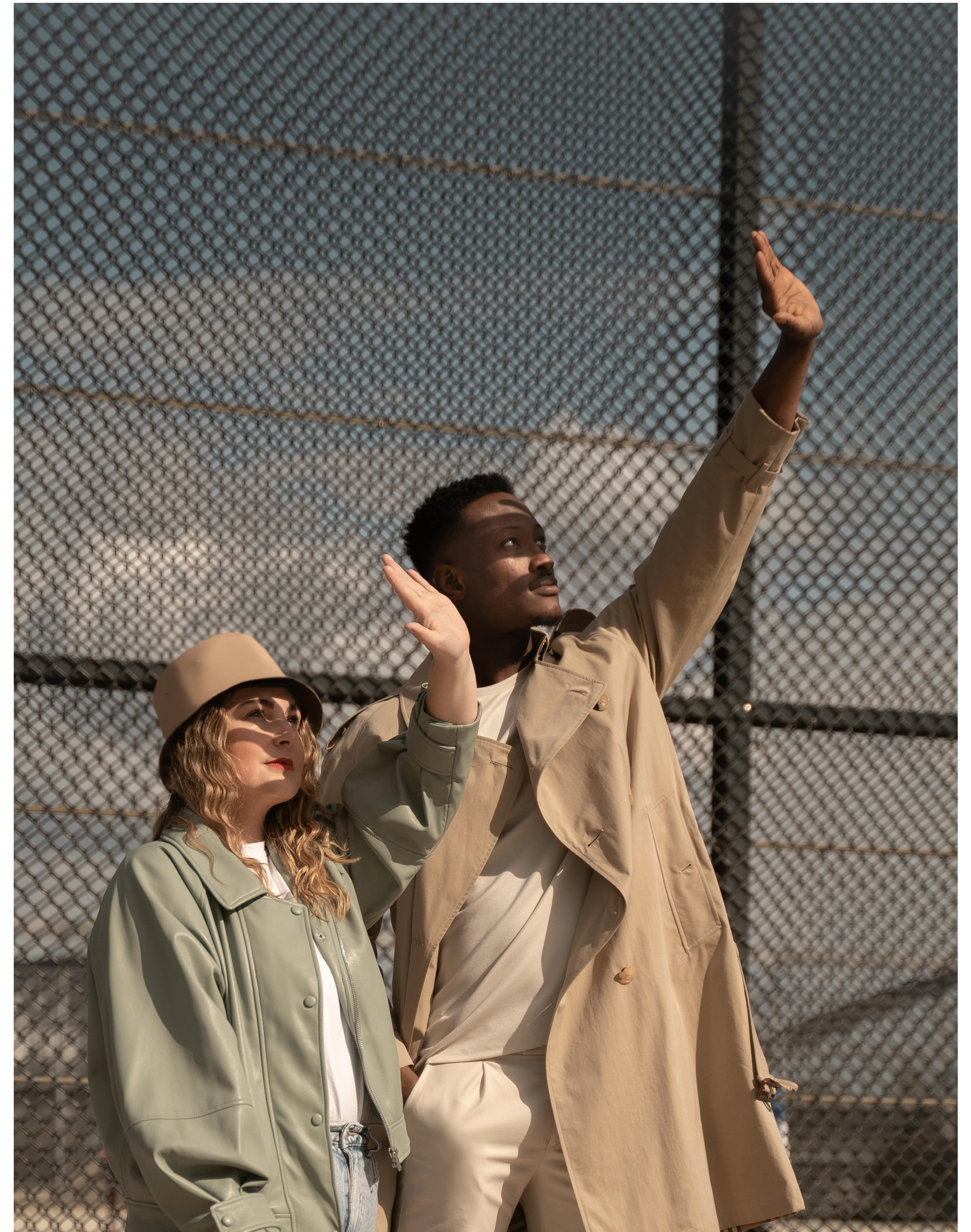
The conditions

# The conditions.

Both of us benefit the most when your sales are high. That's why we agree on a turnover-based rent and secure it with a monthly minimum rent. The amount of turnover and minimum rent depends on the turnover potential and your business model and will be offered to us as part of your bid submission.

The minimum rent includes:

- ✓ Using the GRID shopfitting system
- ✓ Setting-up and dismantling the GRID-modules including consultation
- ✓ Additional costs like electricity, water etc.
- ✓ WLAN usage
- ✓ Break room for your staff (if available)
- ✓ Cleaning two times a week & final cleaning



# Your contacts

## **Fraport AG**

Retail & Properties

Key Account Management Retail

60547 Frankfurt am Main

Birgit Hotzel

Key Account Manager Retail

[b.hotzel@fraport.de](mailto:b.hotzel@fraport.de)

Verena König

Head of Key Account Management Retail

[v.koenig@fraport.de](mailto:v.koenig@fraport.de)

## **Media Frankfurt GmbH**

Airport Advertising

Unterschweinstiege 2-14

60549 Frankfurt

Stephan Sutor

Key Account Manager | Lifestyle and

Luxury Brands, Holiday, Food & Beverage

[sutor@media-frankfurt.de](mailto:sutor@media-frankfurt.de)

## **Gridstudio GmbH**

Sales GRID system

Hoheluftchaussee 139

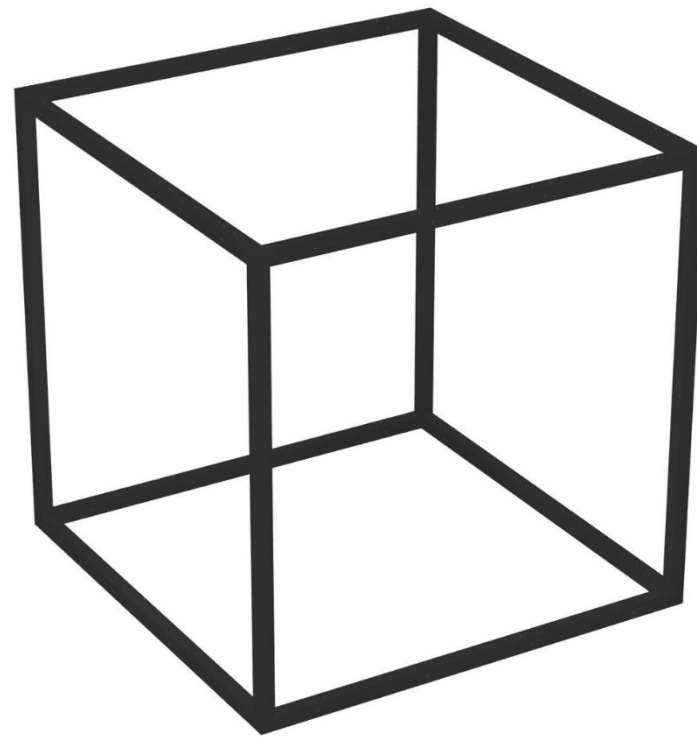
20253 Hamburg



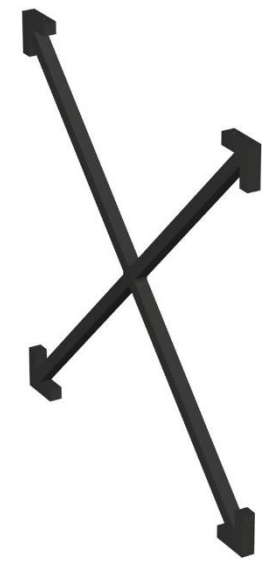


Attachments

# Business modules for all business models



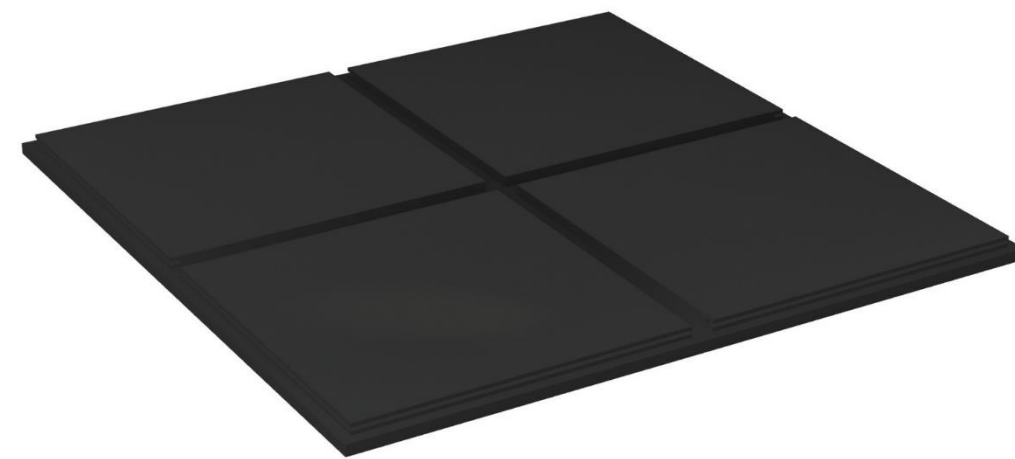
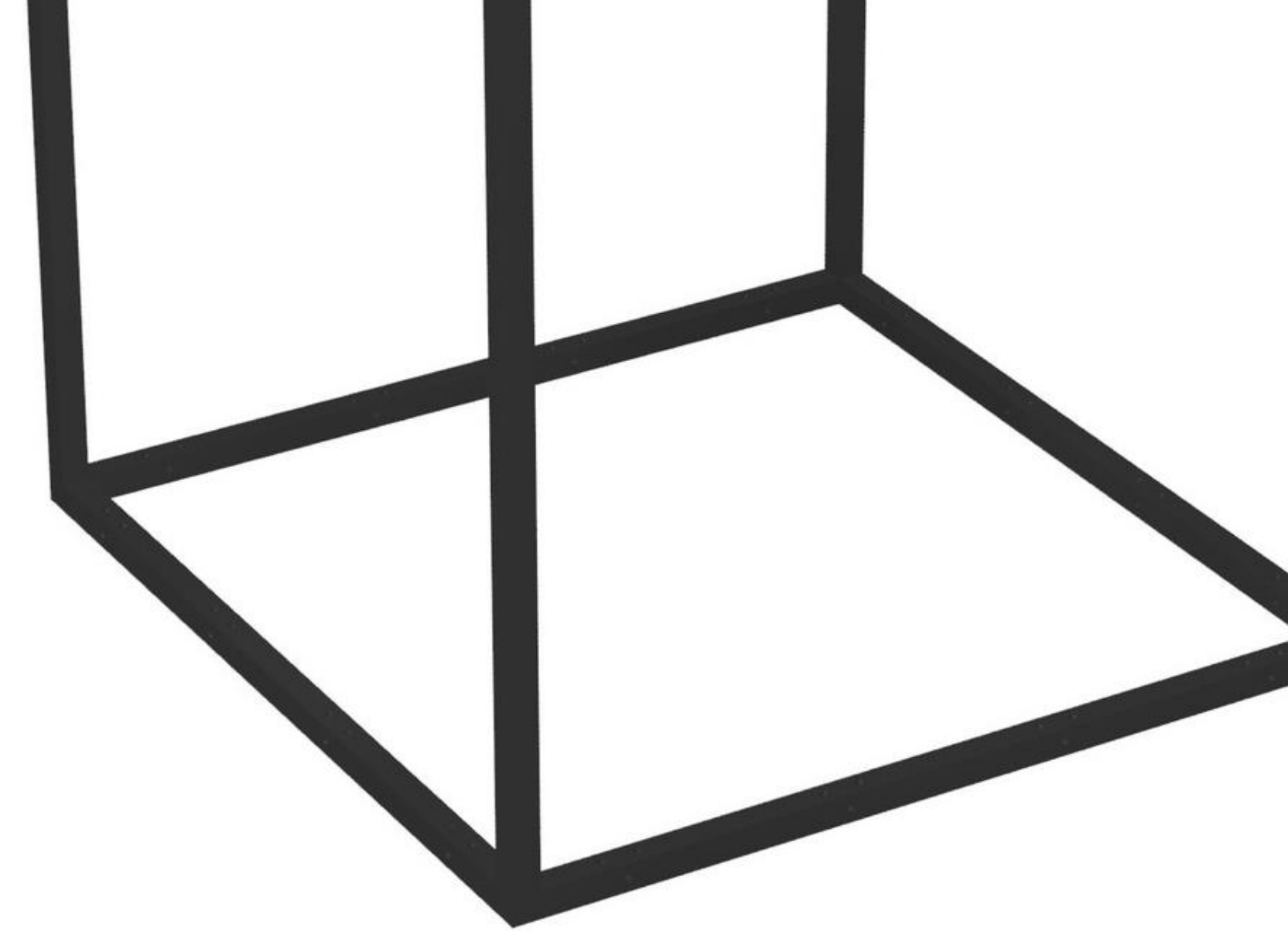
Basic module  
40x40x40 cm



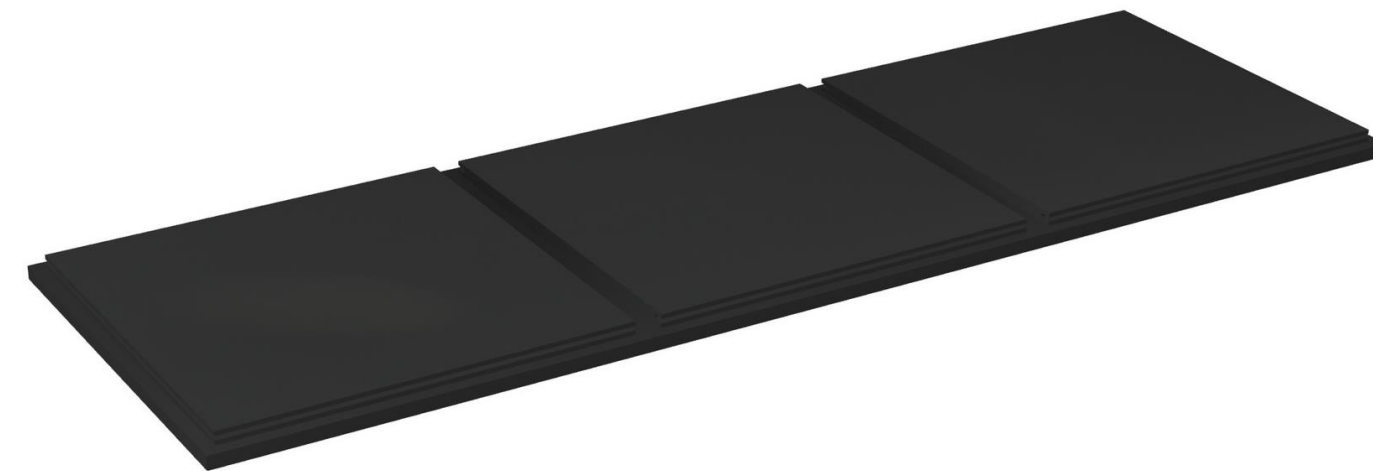
Cross brace



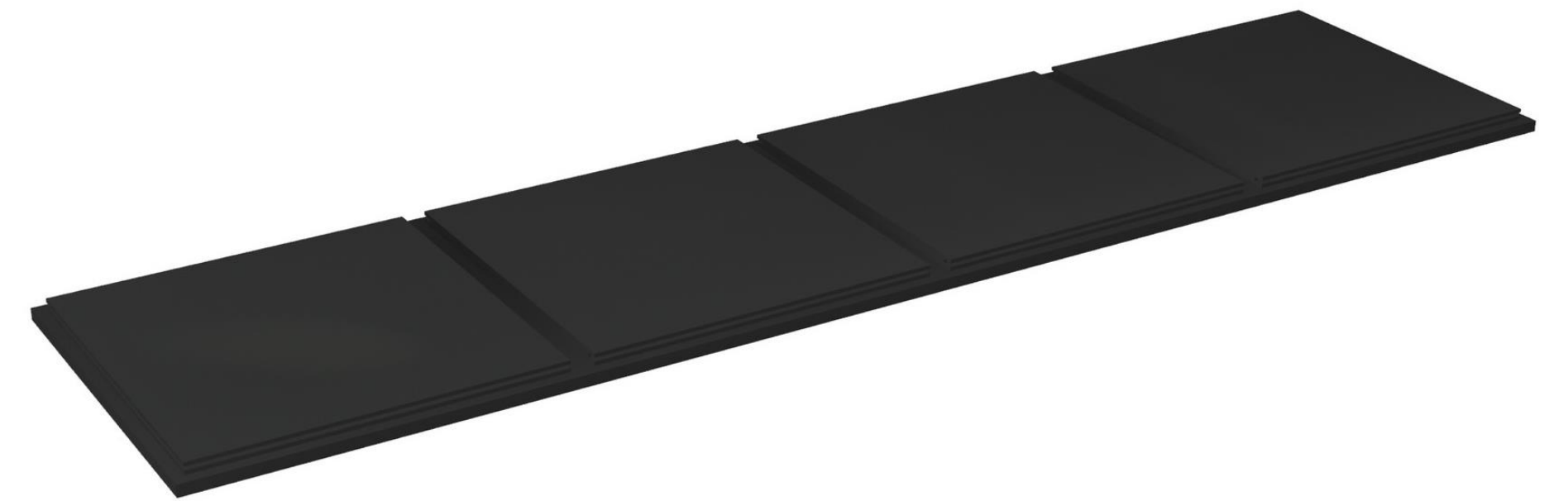
Shelf bottom/ceiling/side



2x2 panel



1x3 panel



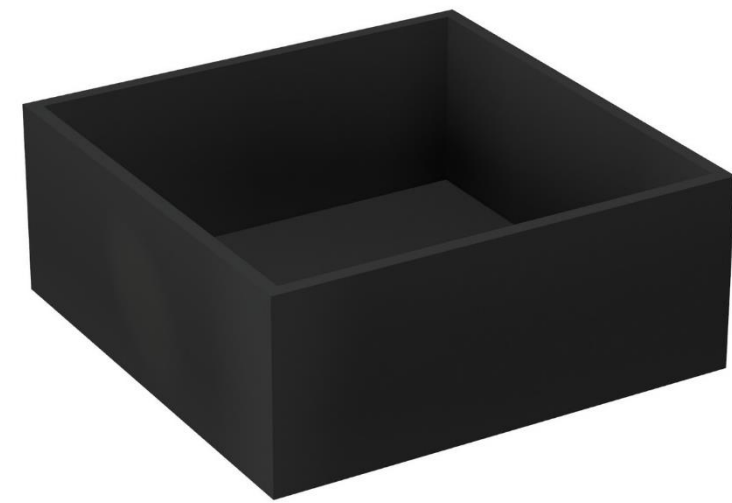
1x4 panel

□ GRID □

# Business modules for all business models



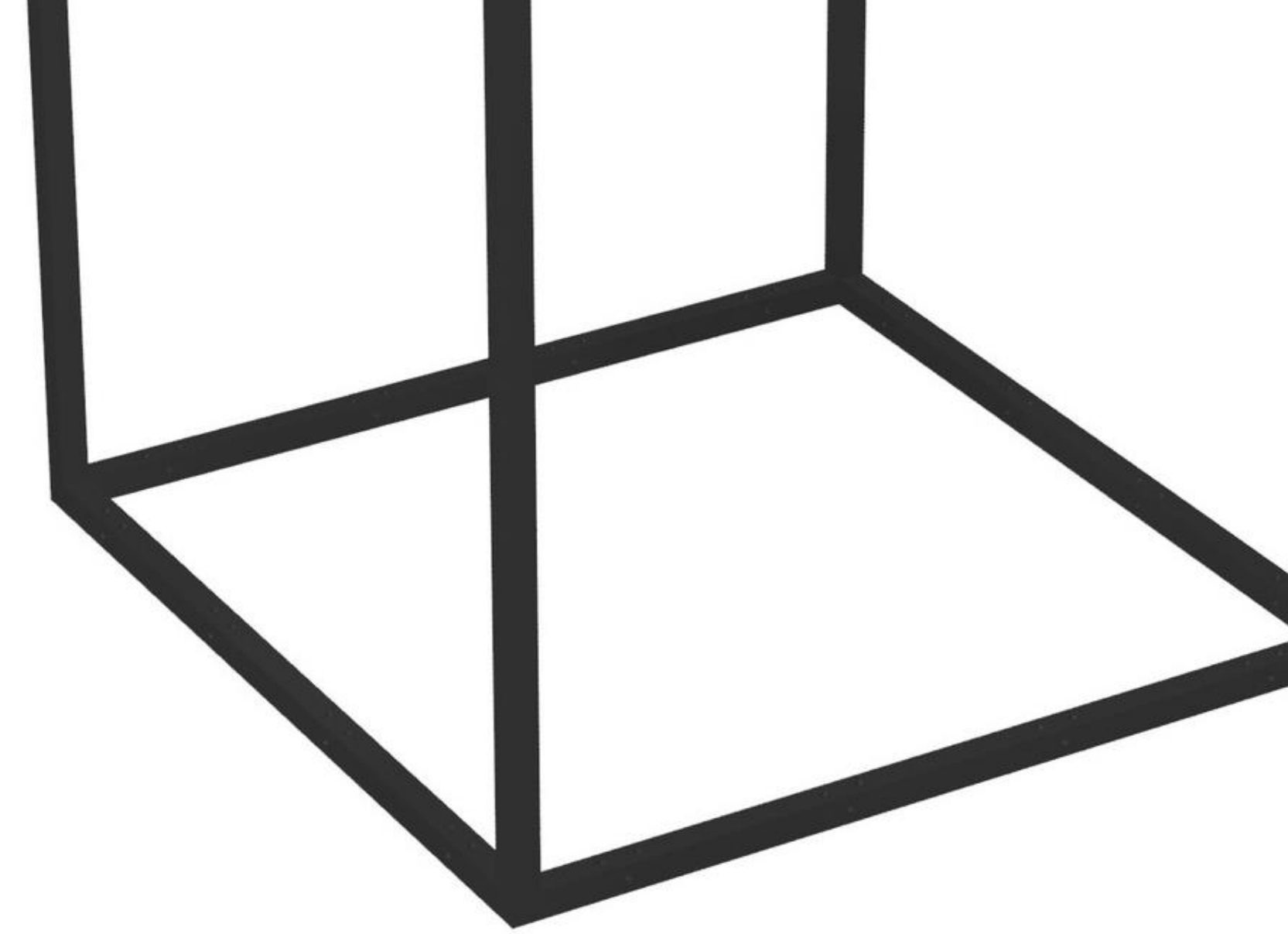
Magazine shelf



Plant box



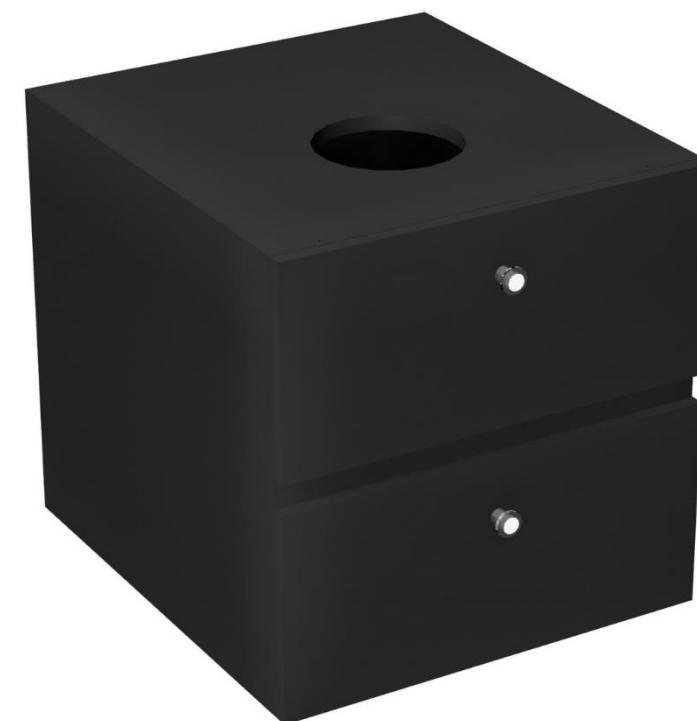
Hanging rail 80 cm



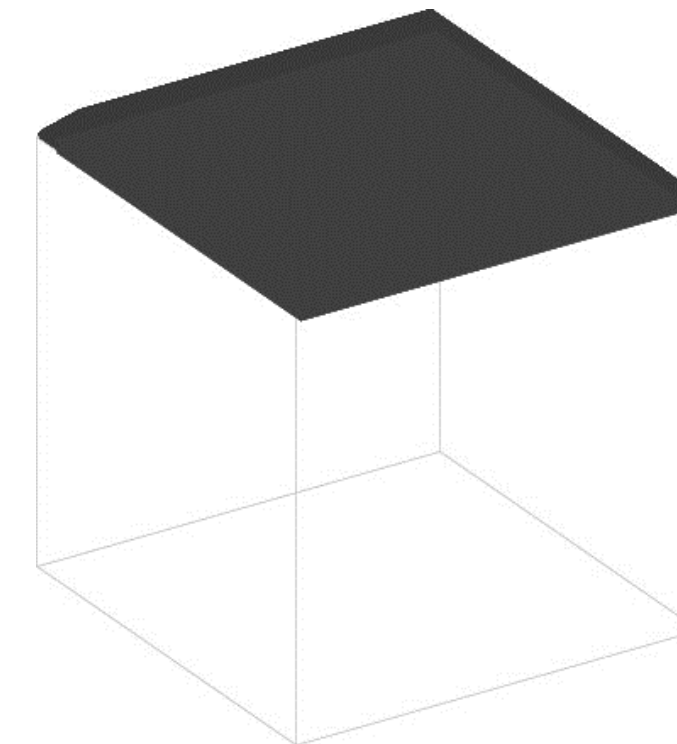
Cupboard insert



Drawer insert I



Drawer insert II



Seat cushion

□ GRID □