

Pop-up shop equipment checklist for brand teams

Purpose: what a brand team needs to book, build, bring and get approved for a pop-up in a shopping centre kiosk site, vacant store or roaming space.

Tick each line as it's done. Lines marked ■ vary from centre to centre: check with centre management before you design, print or bump in. The examples quoted come from centres' published guidelines (some several years old), checked 1 October 2026.



1. Get the site facts first

- ☐ Format confirmed: kiosk or casual mall site, vacant store, or roaming and sampling
- ☐ Site code, footprint and floor plan from the centre's site pack
- ☐ Height limit ■ (1.5 m is a common limit; at Westfield, nothing is displayed on top of kiosk fixtures above 1400 mm)
- ☐ Powered or non-powered site ■ (some site packs flag non-powered sites)
- ☐ Fixtures supplied? ■ Some centres supply nothing; others lend or hire furniture
- ☐ Product conflicts with permanent retailers checked ■ (the centre may ask to see product first)
- ☐ Bump-in pack received: access times, loading dock, security contact ■

Find the centre manager:

displays2go.com.au/resources/shopping-centre-managers-directory/

2. Structure and walls

- ☐ Branded wall or back wall sized to the footprint and under the height limit ■
- ☐ Double-sided graphics where shoppers approach from more than one side
- ☐ Freestanding build: nothing fixed to the centre ■
- ☐ Everything inside the marked site, including chairs, stands and signs ■
- ☐ Clear of handrails, balustrades and voids ■ (e.g. 1 m from balustrades; 900 mm from handrails)
- ☐ Shopfronts, walkways and fire exits kept clear
- ☐ Shelving or slat wall for product, as stock on the floor is banned at some sites ■

3. Counters, tables and POS

- ☐ Branded sales or demo counter
- ☐ Trestle tables checked first ■ Westfield doesn't approve them unless part of a centre-coordinated promotion. Where allowed, cover them with pressed, floor-length cloths
- ☐ Lockable counter storage for stock, cash and personal items
- ☐ EFTPOS terminal, spare charger and paper rolls
- ☐ Price tickets and product cards professionally produced
- ☐ Bags, wrapping, brochure holder
- ☐ Plinths or risers for hero products

4. Lighting and power

- ☐ Power requested at the time of booking ■
- ☐ Every lead, power board and appliance tested and tagged by a qualified electrician ■
- ☐ Your own extension leads and power boards (some centres supply none)
- ☐ Leads out of sight and out of reach, under cable covers or trip guards
- ☐ Steady light only: flashing or strobing LEDs, rope lights and Christmas-tree type lights are not approved on Westfield kiosks
- ☐ Battery lighting for non-powered sites

5. Screens and tech

- ☐ Screen on a floor stand or counter mount, inside the height limit ■
- ☐ Content loop and media player tested before bump-in
- ☐ Sound kept low ■ (Westfield: kiosk music should only be heard close to the kiosk; some centres ban PA systems)
- ☐ Own mobile data or hotspot for POS and screens
- ☐ Tablets for data capture, in lockable stands
- ☐ Privacy collection notice shown wherever you capture customer details, at or before collection (APP 5)
- ☐ Spare cables, chargers and cable ties, all tested and tagged (see section 4)

6. Signage and graphics

- ☐ Brand or trading name clearly displayed
- ☐ All signs professionally printed: no handwritten signs, and no paper signs at Westfield
- ☐ No sticky tape, Blu-Tack or Velcro for signs at Westfield; use acrylic sign holders, suction-cup hooks or poster hangers
- ☐ No A-frames, and no signs outside your site
- ☐ Pull-up banners double-sided and under the height limit
- ☐ Window decals in vacant stores professionally installed, with no bubbles or creases
- ☐ Artwork signed off and print-ready before ordering
- ☐ No helium balloons (Westfield allows air-filled balloons on sticks only)

7. Flooring

- ☐ Ask whether temporary flooring is allowed
- ☐ Mats or flooring with safe, trip-free edges
- ☐ No tape on centre floors (one centre warns it can damage the floor seal and charges for repairs)
- ☐ Cable covers or anti-slip mats over leads
- ☐ Protection under heavy items: floor damage is repaired at your cost

8. Storage and stock

- ☐ Spare stock hidden under covered tables or locked inside the kiosk
- ☐ Centre storage booked if available (extra cost)
- ☐ Restock deliveries planned around loading-dock rules (one centre allows 15-minute unloading only)
- ☐ Own trolley for bump-in and restocks
- ☐ Hazardous materials (e.g. cleaning products) declared before entry, with MSDS
- ☐ Nothing valuable left on site after hours: centres don't accept responsibility for unattended stock or displays
- ☐ Selling or sampling food? Council permits on file

9. Staff kit

- ☐ Branded uniforms and name badges
- ☐ Roster covering every core trading hour: sites must be staffed throughout
- ☐ Staff briefed on centre rules: stay within arm's reach of the site and don't approach shoppers outside it
- ☐ Staff numbers within any cap (one centre allows a maximum of two at a kiosk)
- ☐ Spruiking only with advance approval, and banned at some centres
- ☐ Roaming or sampling outside the site booked separately (Westfield books it through BrandSpace, at a charge)
- ☐ Float, stationery, first-aid kit and approved cleaning kit
- ☐ Centre management, security and Displays2Go contacts saved in every phone

10. Approvals and paperwork

- ☐ Casual mall licence agreement signed
- ☐ Display approved: photos or renders, dimensioned layout plan, product list
- ☐ Certificate of currency for public liability, commonly at least \$20 million
- ☐ Certificate in the same name as the booking business, covering the location (e.g. "anywhere in Australia", "worldwide" or the centre named)
- ☐ Interested parties noted on the certificate, if the centre asks
- ☐ Test and tag done on every electrical item
- ☐ Hazardous materials form and MSDS
- ☐ Food or council permits, if needed
- ☐ Running a prize draw? Check state trade promotion rules (e.g. NSW needs an authority if total prizes exceed \$10,000)
- ☐ Bump-in pack read: set-up and pack-down outside trading hours
- ☐ Payment and cancellation terms noted (e.g. pay 7 days before; cancel with less than 7 days' written notice and the full fee applies)

Timeline: what to book and when

A planning guide. Each centre sets its own deadlines, so confirm them with centre management.

When	Book or confirm
8 weeks out	☐ Choose the format and shortlist centres ☐ Contact centre management for the site pack, bump-in pack and rates ☐ Brief Displays2Go on walls, counters and screens. Planning a seasonal peak? Start earlier
6 weeks out	☐ Lock the site and dates ☐ Confirm power, height limit and fixtures supplied ☐ Check your insurance wording with your broker, including cover for your own stock and kit ☐ Draft the concept and dimensioned layout plan
4 weeks out	☐ Submit the concept, layout plan and product list for centre approval ☐ Finalise artwork ☐ Order the stand and graphics: standard production for our shopping centre pop-up display is 1.5 weeks from order and print-ready artwork, plus freight
2 weeks out	☐ Send the certificate of currency (one centre needs it no less than two weeks before you occupy the site) ☐ Pay the licence fee where due (one centre: 14 days before) ☐ Test and tag all electrical items ☐ Book freight and roster staff
1 week out	☐ Lodge the signed licence agreement where it's due (one centre: no less than 5 business days before) ☐ Final payment where due 7 days out ☐ Confirm bump-in time, loading dock and security access ☐ Brief staff and pre-pack the kit
Bump-in day	☐ Set up outside trading hours. One centre owner recommends a Monday morning bump-in, before the busier end-of-week trade
Bump-out	☐ Pack down outside trading hours ☐ Remove all rubbish and leave the site clean ☐ Make good any damage

Displays2Go pages

- **Shopping centre packages** (kits to hire or purchase, branded for casual leasing spaces): displays2go.com.au/products/all/shopping-centre-packages/
- **Shopping centre pop-up display** (double-sided walls 1.4 to 1.5 m high, 0.8 m to 6 m wide): displays2go.com.au/catalogue-products/shopping-centre-pop-up-display/
- **Shopping centre managers directory**: displays2go.com.au/resources/shopping-centre-managers-directory/

Need the kit built to your centre's rules? Talk to us: 1300 240 250 | sales@displays2go.com.au | displays2go.com.au

Displays2Go, Artarmon NSW. Centre rules change and differ by site. Always confirm with centre management before you design, print or bump in.