

**FLEXIBILITY**

**MOBILITY**

**VISIBILITY**

# The Opportunity

**Traditional retail** and static pop-ups struggle with **high costs** and **limited reach**.

## The Solution

RHO SPACE offers **mobility, flexibility,** and **maximum visibility**, ensuring brands can reach their target audience directly where they are, **eliminating** the hassle of long-term leases and restrictive retail spaces.

## Key Features

**High-Traffic Exposure** Prime locations in the heart of NYC

**Fully Customizable** Tailor-made branding + setup

**Turnkey Solution** We handle logistics, transport + permits

**Immersive Consumer Engagement**  
Ideal for product launches, samplings, and interactive experiences



The future of **mobile**  
**brand activation**  
is here.

# Why Street Activations?

## Brand Visibility and Awareness

CAPTURING ATTENTION THROUGH ONE-OF-A-KIND EXPERIENCES

- HEIGHTENED VISIBILITY
- INCREASED BRAND RECALL
- TOP-OF-MIND BRAND POSITIONING

## Deeper Emotional Connections

DIRECT INTERACTION ALLOWS BRANDS TO ENGAGE CONSUMERS ON A PERSONAL LEVEL

- FOSTERS TRUST AND AN EMOTIONAL BOND WITH BRAND
- INCREASED CUSTOMER LOYALTY, ADVOCACY AND A STRONGER SENSE OF COMMUNITY AROUND THE BRAND
- DRIVES LONG-TERM RELATIONSHIPS

## New and Immediate Engagement

STREET ACTIVATIONS CREATE URGENCY AND EXCITEMENT

- AMPLIFIED REACH THROUGH SOCIAL MEDIA SHARING
- GIVES CONSUMERS A HANDS-ON EXPERIENCE WITH A BRAND'S PRODUCT OR SERVICE
- VALUABLE INSIGHT INTO CONSUMER BEHAVIOR TO REFINE FUTURE STRATEGIES

# Who We Work With + Sample Activations

RHO SPACE is designed to serve a **wide range of industries**, from **fashion and beauty** to **tech** and **food & beverage**, looking to create memorable, **high-impact brand activations in NYC.**

Here's how different brands can leverage our mobile pop-up space:

## BEAUTY + COSMETICS

Ex: **Glossier.**

**Type:** Product Launch

**Concept:** A "Glossier on the Go" mobile beauty experience where passersby can test new products in an Instagram-worthy, fully branded trailer. Incorporate interactive mirrors, free mini-samples, and live makeup tutorials by influencers.

**Goal:** Drive product awareness, social media buzz, and direct-to-consumer sales.

## FOOD + BEVERAGE

Ex: 

**Type:** Product Samplings

**Concept:** A vibrant, summer-themed pop-up with a "Taste the Tropics" campaign offering free samples of new flavors. Add a photo booth, branded giveaways like reusable water bottles, and partnerships with local fitness studios for added foot traffic.

**Goal:** Increase trial rates, collect consumer feedback, and build brand loyalty.

## FASHION + LIFESTYLE

Ex: 

**Type:** Experiential Retail

**Concept:** A "Sneaker Customization Lab" where consumers can design their own limited-edition sneakers inside the pop-up. Include interactive displays, touch screens for design options, and a mini retail section for exclusive drops.

**Goal:** Engage sneaker enthusiasts, create exclusivity, and drive both in-person and online sales.

## ENTERTAINMENT

Ex: **NETFLIX**

**Type:** Preview / Sneak-peeks

**Concept:** A "Stranger Things" immersive experience pop-up, transforming the trailer into the Upside Down with themed decor, interactive games, and sneak previews of upcoming episodes. Offer exclusive merch and social media contests to amplify the experience.

**Goal:** Build excitement for new seasons, increase subscriptions, and encourage user-generated content.

## TECH + ELECTRONICS

Ex: **SONY**

**Type:** Product Demonstrations

**Concept:** A "Sound Experience Hub" showcasing the latest noise-canceling headphones with immersive audio booths, live demos, and virtual reality experiences. Include QR codes for immediate purchases or pre-orders.

**Goal:** Allow hands-on product experience and generate buzz for new technology.

# Features + Options

## Included Features

- 200 sq ft RHO pop-up space with floor-to-ceiling windows that are fully brandable
- 2 entry/exit points offering a **convenient flow** for guests
- **Service window** for samplings or giveaways
- Modular display wall with shelving
- Heat / AC
- Generator-supplied power
- **Black hard-sided 'skirt' to cover wheels** and space below the unit
- Designated site manager during your activation
- **NYC curb permitting submission handled by our team,** with permit cost billed separately from rental fees

## Optional Plus-Ups

- In-house **furniture rentals**
- Mobile storage parked 1 block away to be used as BOH / product replenishment
- **Vinyl logos/graphic application and installation**
- On-site **wifi** hotspot
- Custom-colored hard-sided 'skirt'
- **SAPO permitting for sidewalk activation:** If the event will require any set up on the sidewalk itself, besides people, a SAPO permit will be required.

# interior

# interior



# interior



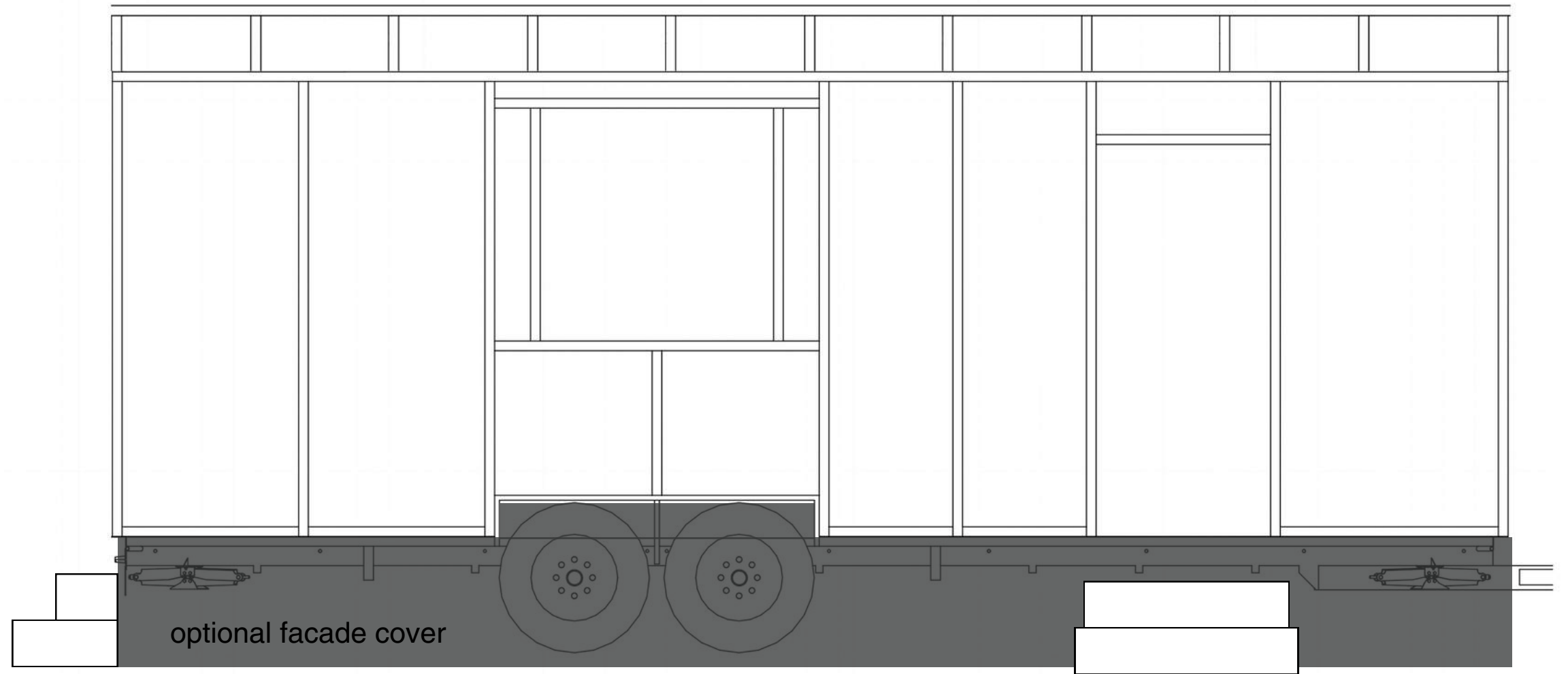
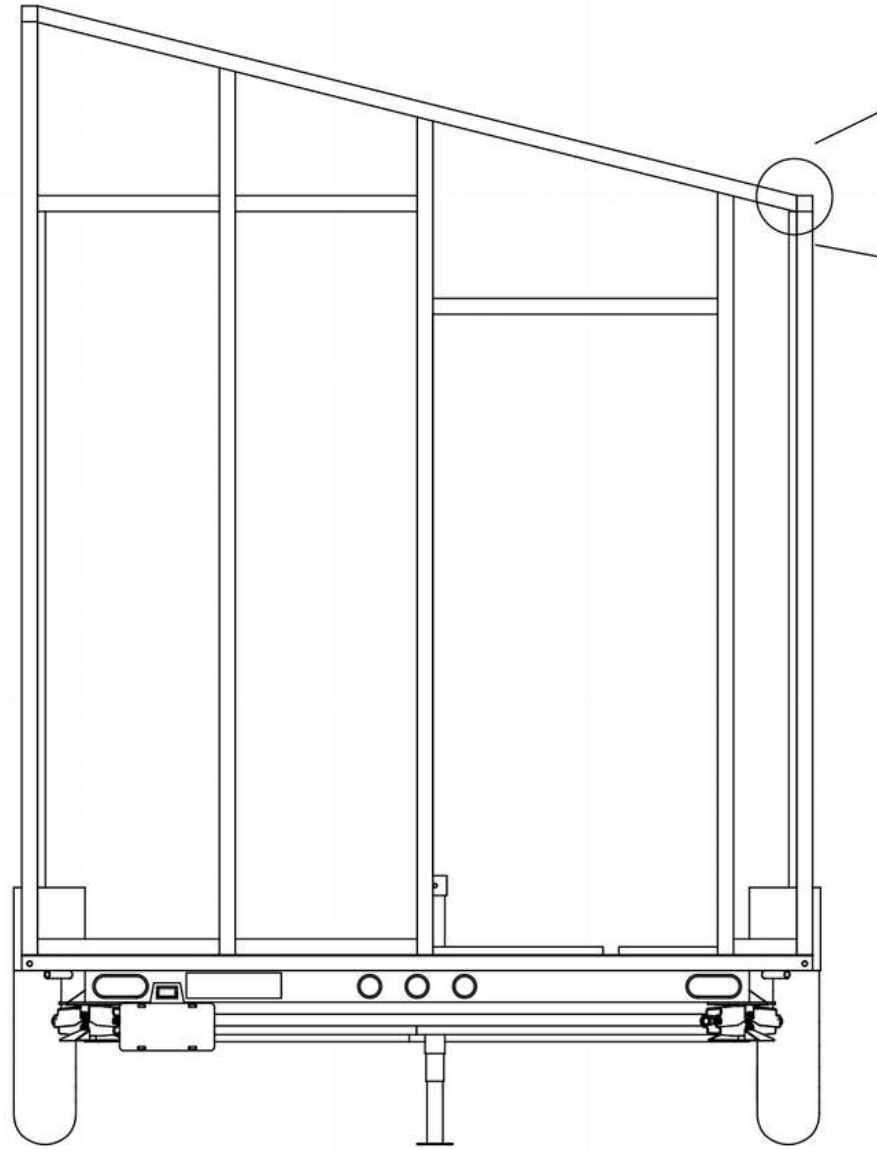


# exterior

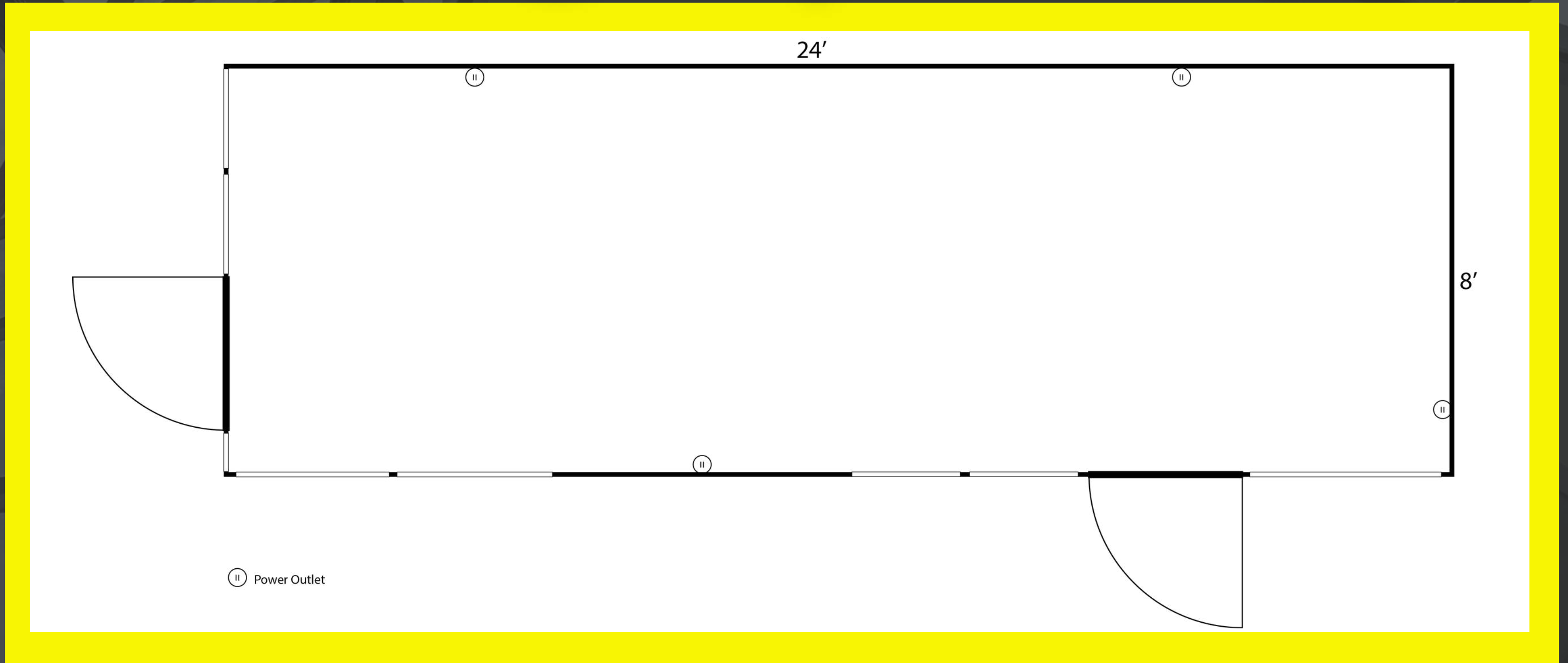


# exterior

# elevation



# floor plan



# Production Timeline

**5 - 6 WEEKS OUT**

CONSULTATION + PLANNING  
CONFIRM EVENT DATE(S) AND BOOK  
RHO SPACE

**4 WEEKS OUT**

RHO SPACE APPLIES FOR NYC  
STREET PERMITTING

**2 WEEKS OUT**

NYC STREET PERMIT APPROVED,  
SUBMIT COI'S TO RHO SPACE,  
GRAPHIC BRANDING DESIGNS DUE

**5 WEEKS OUT**

CLIENT TO SUBMIT STREET ACTIVATION  
LOCATION REQUESTS (3) & ANY SIDEWALK  
USAGE NEEDS, IF APPLICABLE

**3 WEEKS OUT**

CONFIRM ANY ADDITIONAL  
'OPTIONS' ARE REQUIRED,  
SUBMIT FLOOR PLAN,  
CONFIRM ACTIVATION TIMING

**1 WEEK OUT**

PRE-PRO CALL WITH  
RHO SPACE TEAM

# Pricing

Based on a 12-hour rental period.

**one** 4950.00  
Day Street Activation

**three** 13950.00  
Day Street Activation

**five** 22500.00  
Day Street Activation

**seven** 29000.00  
Day Street Activation

# Who is **RHO?**

**Amanda Dawson** is a seasoned executive producer with **15 years of experience** crafting high-end experiences and events in **New York City**. Trusted by some of the world's leading **luxury and lifestyle brands**, she has built a reputation for delivering elevated, detail-driven experiences that leave **lasting impressions**.

**Recognizing a gap in the market** for a premium, design-forward mobile activation space, **she launched RHO SPACE** to offer brands the same level of sophistication and creativity—right on the bustling streets of NYC. With her deep understanding of brand storytelling and consumer engagement, she is **redefining street-level activations**, helping brands break through the noise with **flexibility, mobility, and style**.

Past clients include:





**We're ready to ROLL...**  
**ARE YOU?**

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