

UP EXPRESS

POP UP PARTNERSHIP PLAN

Trains to Airport ✈️
Trains vers aeroport

Bank before you fly.



TO UNION STATI

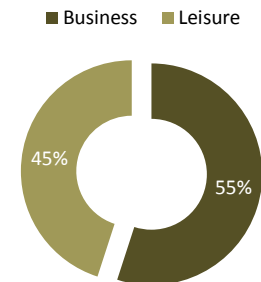
ABOUT UP EXPRESS

UP Express is on a mission to transform the way people travel between downtown Toronto and Toronto Pearson International Airport, and to elevate the way they experience our city. With a clear focus on providing an oasis from the stress of travel, UP Express is the long-needed solution to a transit challenge. UP Express is also a true reflection of what Toronto has to offer: a thoughtful, friendly and memorable experience that balances appreciation of nature with progressive design excellence.

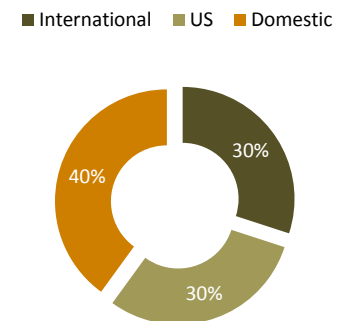
UP Express will be an especially welcome breath of fresh air to Toronto's travellers. From launch in 2015, up to 5,000 passengers per day are expected to enjoy journeys on 140 daily express shuttles between Union Station and Toronto Pearson departing every 15 minutes.

Until now, getting to Toronto Pearson has meant a tedious and often expensive journey by traffic-congested roads. Business and Leisure travellers alike are set to embrace the UP Express alternative. This is a rare opportunity to align with UP Express's brand messaging of **urban mobility**, **connectivity**, **reliability**, and a **global outlook**, and speak directly to this highly-coveted traveler.

RIDERSHIP SPLIT



SECTOR SPLIT



THE ROLE OF POP UP

- There exists a unique opportunity to create a truly valued retail experience for UP Express Guests that will showcase the best of Toronto and provide meaningful services. Research has shown that UP Express Guests will value the opportunity to purchase travel needs as well as pleasantly surprising gifts for themselves, family, friends and business colleagues
- POP UP events are a critical part of the UP Express experience, providing an ever changing offering of products, services, demonstrations, culture and more in the stations and potentially onboard the train. This unique concept will become a showpiece of UP Express.
- UP Express is seeking retail partners and organizations that will help to design and create this thoughtful, unique and differentiated retail experience for a group of coveted and discerning travellers. Ideal products/services will be carefully curated to reflect our local heritage and delivered in a manner that is unique, engaging, memorable, uplifting and ever-changing
- POP UP time frames will follow a 2015-2016 retail calendar beginning in Spring 2015, businesses will work within the calendar to create 2 day, 3 day, 7 day or 30 day opportunities that will be scheduled to fall inline with seasonality, and avoid duplication

KEY VENDOR BENEFITS

- Brand exposure to incredible on site traffic (up to 5000 passengers per day, 140 daily express shuttles, departing every 15 minutes)
- Desirable customer base (45% business, 55% leisure, 40% of travellers international)
- International well travelled visitors
- World-class brand association
- Tremendous sampling, selling and purchase incentive opportunities on site
- Beautifully designed interior (thoughtfully designed décor that reflects the beauty of Ontario)
- Modular free standing fixture to position business within the platform area for clear visibility and accessibility

POP UP PARTNERS

UP Express will be choosing partners who can offer a true partnership to deliver the unique requirements desired for UP Express and who best identifies with Guest needs and the UP Express brand vision:

Stress-Free

Intuitive
Calming
Effortless

Reliable

Seamless
Fast
Convenient
Efficient
Informative

Pleasantly Surprising

Enjoyable
Elegant
Inspiring

The POP UP areas will offer a unique retail setting and numerous opportunities to highlight your retail brand to a new audience.

Our POP UP Calendar of partners will be supported in numerous ways to drive traffic:

ON PREMISE at the UP @ UNION STATION

- 55 sq. ft. Modular kiosk provided to display and offer products in a stylish retail setting within Up station
- Opportunity for experiential events within CIBC UPSTAIRS lounge.
- Opportunity within Skywalk
- 100 ft. open area activation space within UP station

NEXT STEPS

With an understanding of your business and brand objectives, UP Express is excited to work together to develop a partnership that will benefit both organizations.

Next Steps include:

- Consideration by your company of the level/frequency of retail partnership that will best address your needs
- Your company providing a proposal on scheduling and how to best execute your brand on site
- Collaboration between both parties on timing, next steps and deliverables on selected dates & retail calendar alignment

POP UP Example – Toronto Botanical Gardens, Dufflet, Intercontinental Spa

