

Welcome to Shopify Spaces

Partnership model + venue overviews





Very nice to meet you!



Shopify operates an IRL destination in New York City (~5,000 sq ft), **Shopify Spaces**, where the local entrepreneur community comes to connect, learn, and grow through a range of on-site event programming, retail activations and value-add services. Located in Manhattan's Soho neighborhood.

Visit [Shopify NY](#)

Our goal

Our goal is to welcome as many community members as possible to our space, and we're always looking for partners with whom we can build engaging, on-site events and experiences.

We provide our partners access to a no-cost event venue, a skilled marketing & event production team, and, on a case by case basis, a market development fund. In return, partners co-market the event to their followers and drive attendance.

See More [Here](#)

**We look forward
to working with you.**





General details:

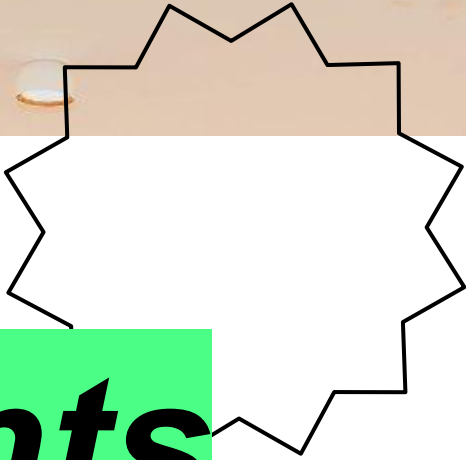
Founded	2021
Walk Through : Matterport	
Size	Approx. 5,000 usable square feet across two levels
Capacity	170 guests standing across both floors; 125 seated across both floors
Location	We're located at 131 Greene Street (between Houston and Prince streets) in downtown Manhattan's Soho neighborhood, a premier luxury shopping and lifestyle district serviced by most major subway lines (BDFM at Broadway-Lafayette, CE at Spring Street, RW at Prince Street). Our next-door neighbors include Ralph Lauren, Apple, Proenza Schouler, and Design Within Reach.
Nearby attractions	Nolita art galleries and restaurants, New York University's main campus, Color Factory New York, and so much more.

Venue features:

High-ceilinged, ground floor space in prime Soho location with additional garden level illuminated by skylights
Street-facing retail area with high-end VITSOE & USM fittings
A/V equipment • Distributed audio and video across the retail and presentation areas • Podium available • Audio: ○ 6x handheld wireless microphone ○ 2x headset mics ○ Multiple patch points for XLR Inputs ○ Surface mounted main speakers and ceiling speakers • Video: ○ 110" Video Wall ○ 6x 43" to 49" LED displays across the space ○ Multiple HDMI input patch points ○ Airserver with chromecast, and airplay capabilities ○ 6x Digital Signage devices ○ Video archival using in-house PTZ cameras • Lights: ○ 3x Fresnel (To be set up in the next couple months) for basic presenter wash
Food & beverage • Ground-floor Café fitted with La Marzocco Strada espresso machine, 2 built-in nitro cold brew/beer taps, sinks, under-counter refrigerator • Additional garden level 10' x 5' kitchen with 2 commercial-grade refrigerators and other appliances, plus dedicated storage
Other • On-site photo studio + 10' x 10' back-of-house/storage space • 2 on-site restrooms w/ Grohe & Toto fixtures, Public Goods amenities • Streetfront loading doors & elevator with ramp for large installs

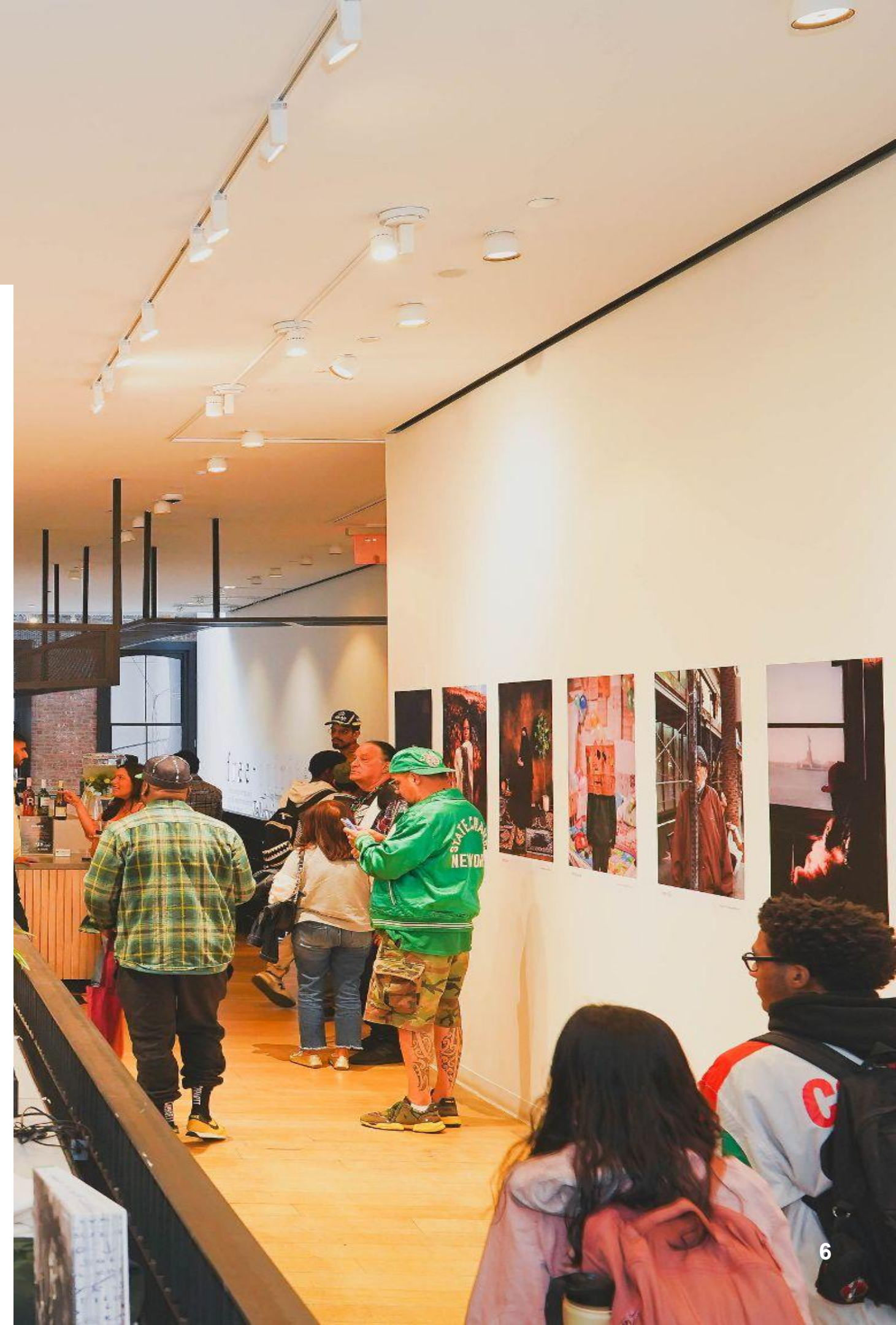
Partnership model



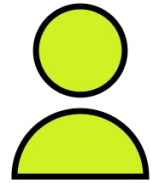


When our ***merchants***
are successful,
Shopify is successful.

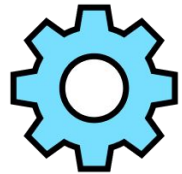
Partnerships activated on-site at Spaces help our merchants connect IRL with their customers, deepen affinity in key local markets, and test new commercial strategies. In turn, our hope is that attendees may one day consider becoming an entrepreneur—and if they're already an entrepreneur, that they'll consider growing their business with Shopify.



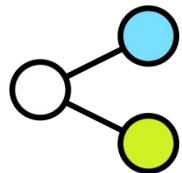
Our team



Project Manager / On-site Event Producer & Event Staff



In-house **event planning, programming, digital marketing** and **project management** expertise



Network of **local creative** and **production talent**



Event promotion across Shopify Spaces email and web channels, plus paid social advertising

Here's how our partnerships work:

Shopify contribution

- Use of Shopify New York (**131 Greene St.**) Space
- Centrally located, fully staffed event venue
- Dedicated event manager to support with full-service planning and project management
- On-site support from skilled, on-site event marketing team
- Security staff throughout the duration of event
- Promotion in our localized weekly newsletter
- Co-marketing across our website, and paid social channels**
- 100% profits on any retail sales

All of the above are at no cost to the partner

Partner contribution

- Co-branding of event. We offer a range of co-branding styles to suit most projects, from supporting “Powered by Shopify” messaging to more prominent “Shopify x [Partner]” callouts for projects co-developed with Shopify.
- On-site participation by key partner talent. Talent-led experiences tend to deliver stronger attendance.
- Co-marketing of event to your followers across relevant channels (social media, email, SMS, web) and commitment to jointly achieving event attendance goals
- Use of Shopify technology for on-site retail activation (if relevant, with hands-on support provided by Shopify experts)

**Does not include organic promotion on Shopify corporate social handles

What we look for in our partners:

✓ Current Shopify merchant or like-minded organization

✓ Large, loyal, local following

✓ Clear objective and goals for partnership

✓ Talent with cultural relevance, subject matter expertise

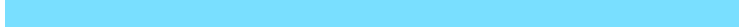


Event formats



Event formats

While every partnership is unique, here are a few formats that we've seen success with to get your creative juices flowing:



Retail Pop-Up

Highly curated, experiential display of design, fashion or other lifestyle products with supporting programming (exclusive product release, press preview, opening-night/VIP party, founder/creator talk). Multi-day activation where visitors come to be inspired and reserve/purchase products for later delivery.



Marketplace

Diverse marketplace featuring assortment of products selected by partner from various makers, plus supporting food and beverage activations and opening-night party. Multi-day activation where visitors come to browse, eat and view maker demonstrations.



Educational Programming

Empowering, entrepreneurship-focused events that offer various avenues for growth, including masterclasses led by renowned experts and networking events like mixers, panels, summits, and workshops. These initiatives provide valuable insights and opportunities for individuals to enhance their entrepreneurial skills and expand their networks within the business community.

"Working with the Shopify New York team was an absolute dream! Having hosted 100+ sold-out events across North America, we were beyond impressed by how supportive their team was in helping throughout all aspects of the event. We sold out tickets in less than 2 hours, and our 150+ attendees loved the space."

– Rachel Wong, Cofounder, Monday Girl

"Partnering with the Shopify NY team to execute our weekend pop-up was such a rewarding experience! Their team was so helpful and patient with us every step of the way and the event turned out amazing. The space itself is beautiful and located right in the middle of Soho. I can't wait to work with them again in the future!"

– Olivia Ho, Founder, The Give and Grow

"Shopify was an amazingly supportive partner for our Lunar New Year event. The staff was wonderful and generous. We would not have been able to pull off the event without their support."

– Thao Bui, Founder, Vân Vân

"Shopify coordinated the event flawlessly. Engagement from customers and subsequent retail sales went extremely well. We could not have done it without the Shopify team."

– Zach Aburaneh, GM, Curves by Sean Brown

"We really enjoyed working with the Shopify NYC crew as they truly became an extension of our team. Advanced planning was extremely efficient with great input to make our brand creative vision optimally integrated to the space and feeding us with insights from prior activations. We especially appreciated the agility of the team allowing us to adjust and troubleshoot in real time through the event."

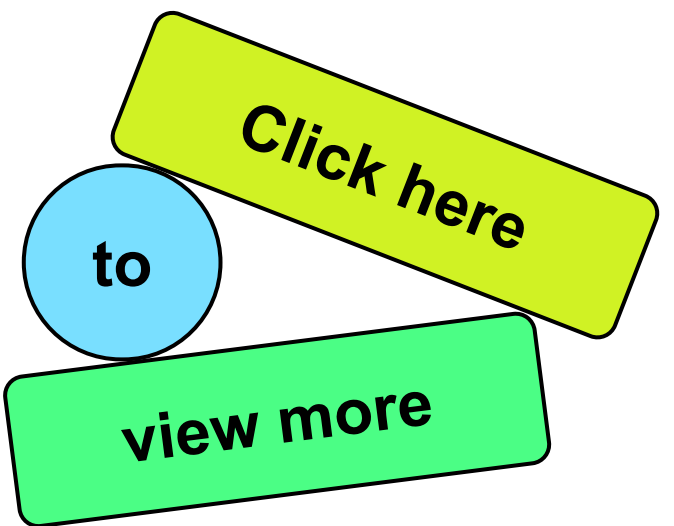
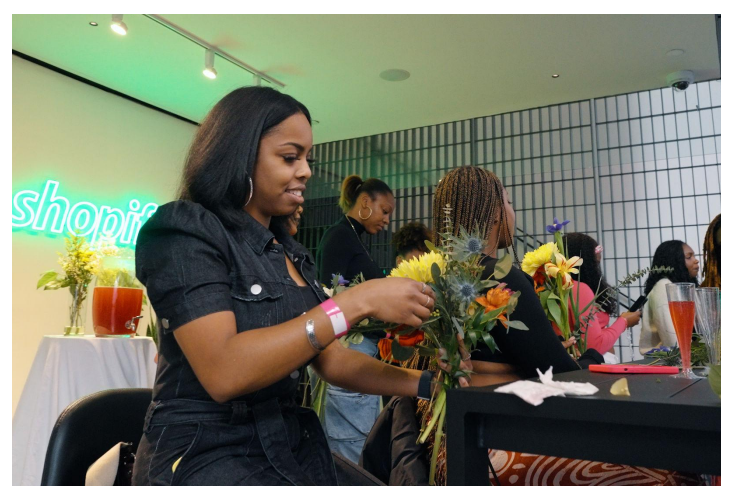
– Julien Bouzitat, Chief Marketing & Digital Officer, AmorePacifc

Recent partnerships





Click here
to
view more





Click here
to
view more

Next steps



Ready to discuss your partnership idea with us?

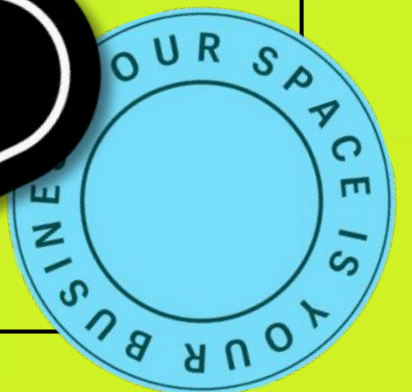
Reach out to the Shopify Spaces team [here](#).

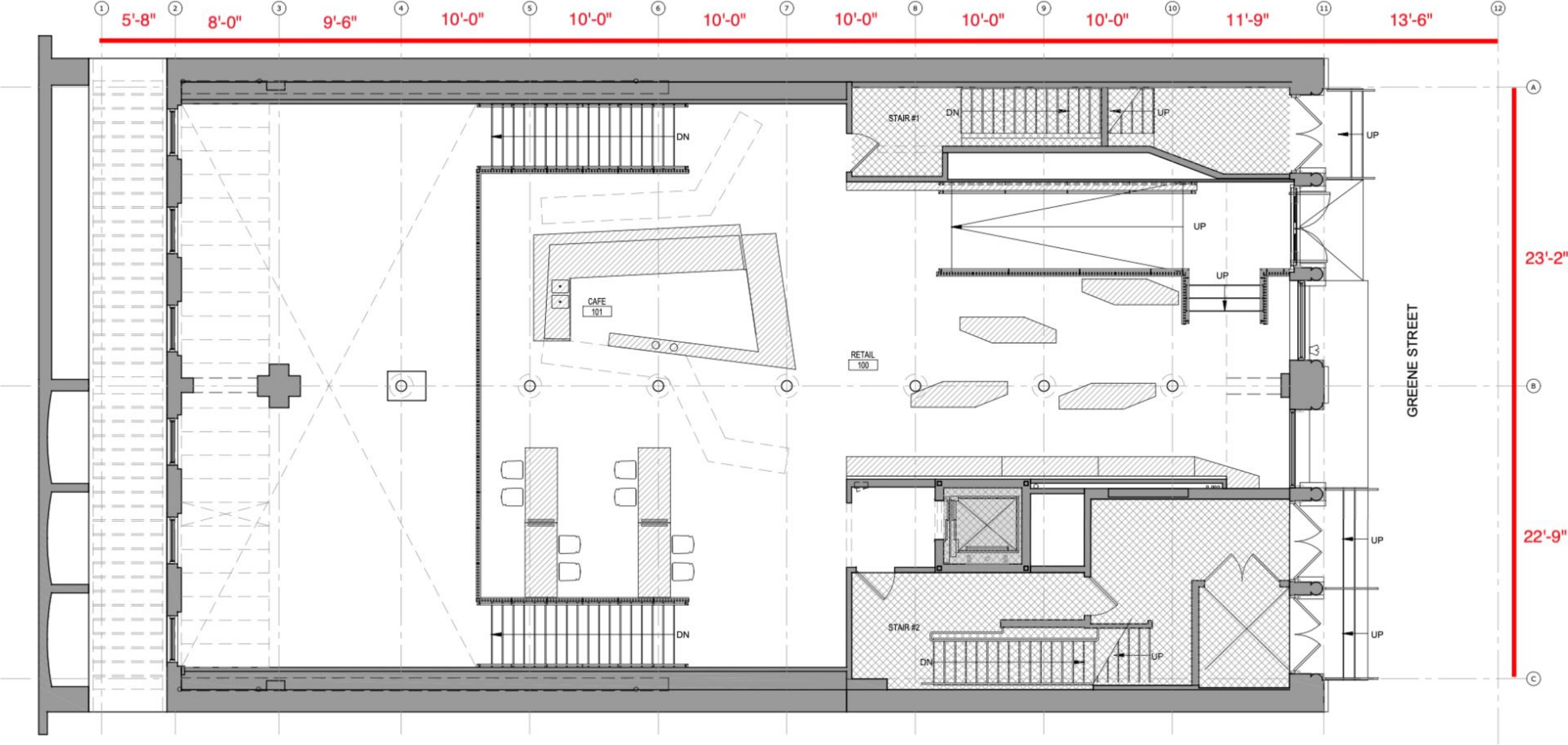
You'll be asked to submit a brief description of your idea to get the ball rolling, then one of our team members will be in touch within 3 business days.

You can also visit our NY website to learn more:

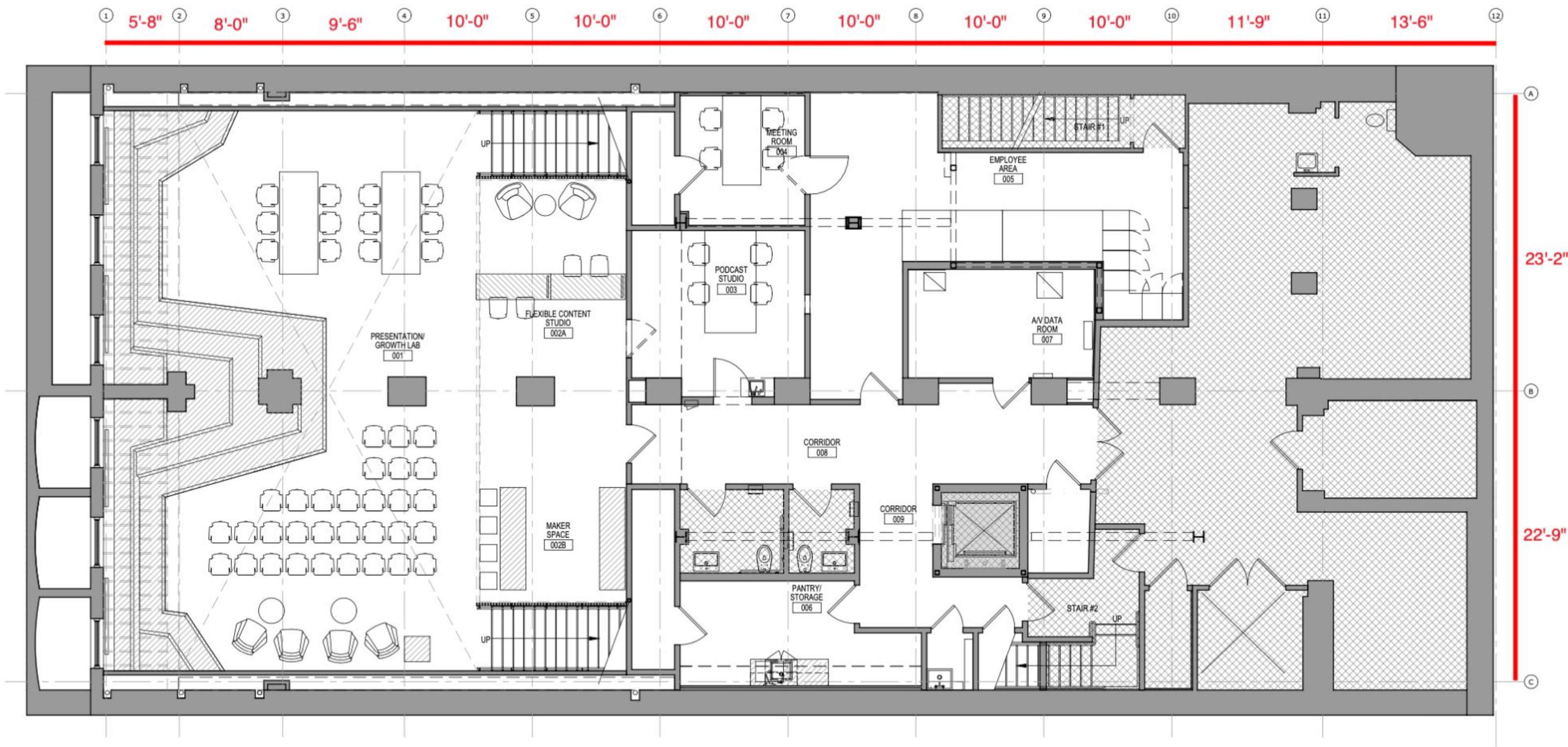


Thank you.





Note: Dimensions are approximate and should be site-verified.



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