



# An Introduction to Prop Store

## About Us

Prop Store is one of the world's leading vendors of original props, costumes and related production material as collectible memorabilia. Our company has continued to grow and expand steadily since its launch by CEO Stephen Lane in 1998. Today, we maintain facilities in London and Los Angeles that house a combined 20,000 square feet of memorabilia. Our operations employ a comprehensive and capable team of fifteen staff members who help ensure our reputation as one of the most professional vendors in the field.

Our primary business model revolves around the sale of production-used assets as memorabilia, utilizing our established e-commerce website—[www.propstore.com](http://www.propstore.com)—as our sales platform. Our regular sale model is geared toward offering material for sale at fixed prices, which are assessed

based on our years of experience and activity within the market. While direct offering on our site serves as the predominate method of sale, we also have great success conducting promotional auctions of production assets. The auction model is sometimes preferable to partners seeking to maximize on the promotional value of their production assets in addition to the revenue potential.

Since our inception, the company has grown into one of the most pro-active vendors in the memorabilia marketplace and has accumulated extensive experience handling studio assets in a range of capacities. We understand the level of professionalism required to work with partners of such stature, and are primed to satisfy all of the necessary requirements you may have in the deaccession of your assets.



Prop Store's home page

## E-Commerce Website

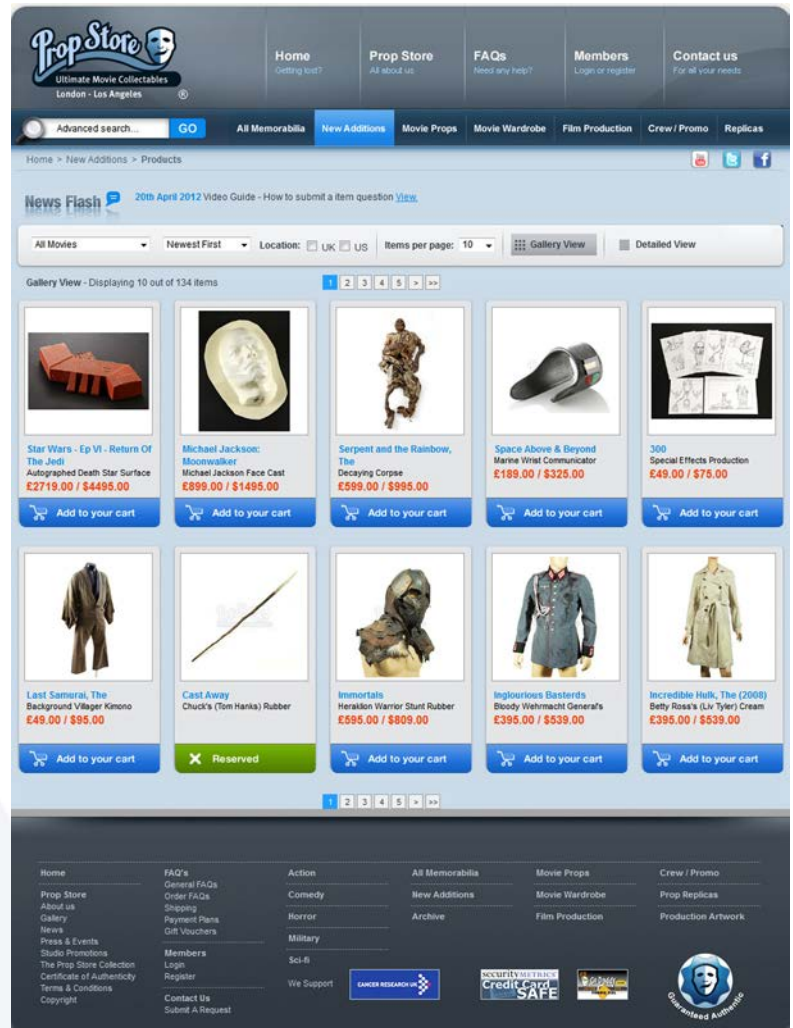
For over a decade, we have actively developed the Prop Store e-commerce website and it is now recognized as one of the central hubs in the serious memorabilia collector's realm. This platform has grown into a powerful tool for selling memorabilia assets, as evidenced by the 22,000+ orders that have passed through our system. Prop Store currently holds an inventory of over 6,000 individual memorabilia items that are actively for sale, from hundreds of titles.

The Prop Store website is updated regularly throughout the working week with a minimum of eight new product listings per day by each of our two locations. The listings span a range of different price points. These daily updates are followed intently by our global customer database, positioning the site as one of the most trafficked in the business. Propstore.com currently receives at least 100,000 unique hits per month, with average individual page views per month closer to 800,000. The site's unique registered customer accounts number over 12,000, all of whom regularly receive our mailshots and newsletters updating them on our latest material.

While competitors offer material for sale on only a handful of specific dates throughout the year, we are open for business around the clock. This is a distinct advantage as our customers are located around the globe; our clientele includes many of the world's largest private collectors, museums, and institutions.

## Our Team

All of the principals in our company come from a background in memorabilia collecting, giving us a unique perspective on the marketplace and the industry. Stephen Lane, Prop Store Founder and CEO, has spent the bulk of his professional life sharing his knowledge



Prop Store's e-commerce sales platform

and passion for the memorabilia collecting hobby. He has extensive experience educating collectors, consulting for journalistic publications, and supporting and developing museum exhibits with top institutions. Many of his clients – some of whom are in possession of the finest private memorabilia collections in the world – owe their collections' beginnings and their early education to Lane.

Our corporate team is comprised of a unique group of individuals with professional backgrounds in all disciplines required to adequately catalog and sell memorabilia assets. The staff includes trained photographers and copy writers, as well as marketing and sales professionals, research experts, and even a former production industry property man. The core members of the team have a combined collecting experience of over 50 years, providing us with a unique perspective on the past, present, and future of the memorabilia industry.



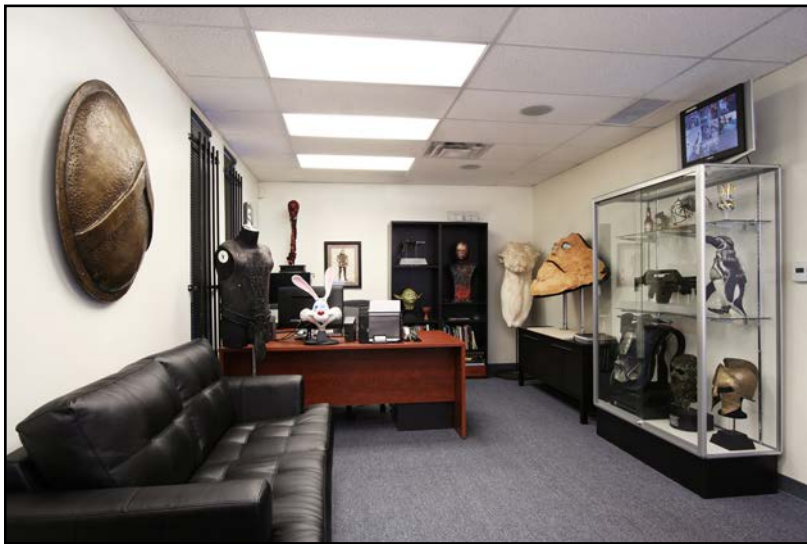
## Locations & Facilities

Prop Store's facilities in London and Los Angeles have a total of over 20,000 combined square feet of prop and costume storage, making us the largest purveyor of original props and costumes in the collecting world.

Prop Store's London facility is located on a beautiful and expansive English farm, with a massive 12,000 square feet of total working space. The London location encompasses office space for eight full-time employees, a showroom and three separate warehouses housing the assets that we have amassed over the years.



Above: Prop Store's London office



Above: Prop Store's Los Angeles office

Our Los Angeles division was initiated in 2007 and moved to its current premises in early 2011. We are now in a 9,000 square foot facility that features an impressive showroom, sprawling office space, a packaging room, a dedicated photo studio and 7,000 square feet of storage.

With substantial operations on two continents, we are well-equipped to handle assets from productions anywhere in the world.

Below: Prop Store's Los Angeles showroom



## Production Asset Disposition

From the early days of cinema, every live-action film and television show ever created has utilized physical assets—props, costumes, sets and set decoration—in order to put an image on the screen. These items could be likened to the sawdust generated from building a chair, as they were a necessary part of the program’s creation, but were not the product itself. With advances in the quality of motion pictures and television, greater care was paid to production design and gradually that same attention was given to the props and costumes themselves.

Collectors’ interest in props and costumes has also evolved over the years. The advent of the Internet has given collectors around the globe access to information and buying opportunities that might never have existed otherwise. Recognized international museums now regularly display film and television props and costumes, and interest in the material is at an all-time high.



Many of our customers are looking for something unique to decorate their office with, such as this piece from Michael Jackson’s Moonwalker

### *Collector Profile*

We are often asked to describe our typical customer. Prop Store sells items to an international customer base with diverse personal and financial backgrounds. We strive to have products available that will interest collectors of any budget, and we regularly watch collectors progress from buying inexpensive “starter pieces” to acquiring one-of-a-kind museum-grade assets as their interest in the hobby grows. Many of our customers are looking for a unique piece to decorate their office or to complete a themed display in their home theater. Other customers have built climate-controlled buildings on their properties to house their personal collections. Prop Store has relationships with a number of key figures within the entertainment industry who collect from the films that inspired them to enter the business. The one trait that all of our customers have in common is their true appreciation for these beloved films and television shows, and the effort and artistry that go into producing them.

### **Why Sell Your Assets?**

We recognize that many factors go into our partners’ decisions to sell production assets. Many clients have concerns about how a sale will be viewed in the eyes of the public. Prop Store firmly believes that a professionally managed sale of props and costumes will only enhance the public’s perception of your brand.

In addition to the obvious revenue return and marketing possibilities that we will cover in-depth later, making this material available is a way to support your fan community and build brand loyalty. Having an opportunity to own a piece from a favorite film or television program allows your fans to form a connection with the entertainment on another level. What previously existed only in concept becomes a tangible item that they can examine, enjoy and share with others. Collectors are a passionate breed by

nature, and their passion is contagious. These enthusiastic collectors are the same fans lining up to see their favorite director's next offering on opening day, and then lining up again for the film's home entertainment release. Production companies that make material available to avid fans receive additional adoration from the fan community, and interest in the brand is reaffirmed. The power of the fan community cannot be underestimated.

## Management To Market

Professional management of assets to market is key to the way that the offering will be perceived. When props are sold through liquidation companies that do not put the time and effort into cataloging and presenting them properly, the public perceives that they are being liquidated in a yard-sale-fashion, and the perception of the brand is cheapened. At Prop Store we take great pride in our understanding of the market and our ability to catalog and present assets as pieces of fine art. Every opportunity to obtain a piece should be viewed by the collector as a chance to acquire a rare and desirable treasure.

We will never sell an item without presentation that meets our strict standards. You can rest assured that your material will be properly lit and photographed by a professional photographer and presented to our clients with a well-composed, accurate description detailing the item's construction. When assets are presented in a manner that respects the integrity of the pieces and the brand behind them, without relying on cliché sales tactics, the magic the fan associates with the franchise is enhanced.

## Archival Concerns

Prop Store fully understand and appreciates that asset sales will always be a secondary concern to archival requirements. We support all production company efforts to archive their own material for posterity and for potential future production needs. Modern productions utilize such a high volume of props and wardrobe that there is almost always a surplus of material beyond archival requirements. Stunt props and costumes, double costumes and multiples are all of interest to collectors as well as the hero pieces. We are happy to work with you on whatever material you are comfortable releasing.



- Properly sort and catalog material
- Professionally photograph all items
- Well-written, accurate descriptions
- Customer service representatives on 2 continents

vs.

## General Liquidators

- Sell costume components piecemeal
- Present material poorly
- Provide bullet-point or no descriptions
- Reputation for poor customer service

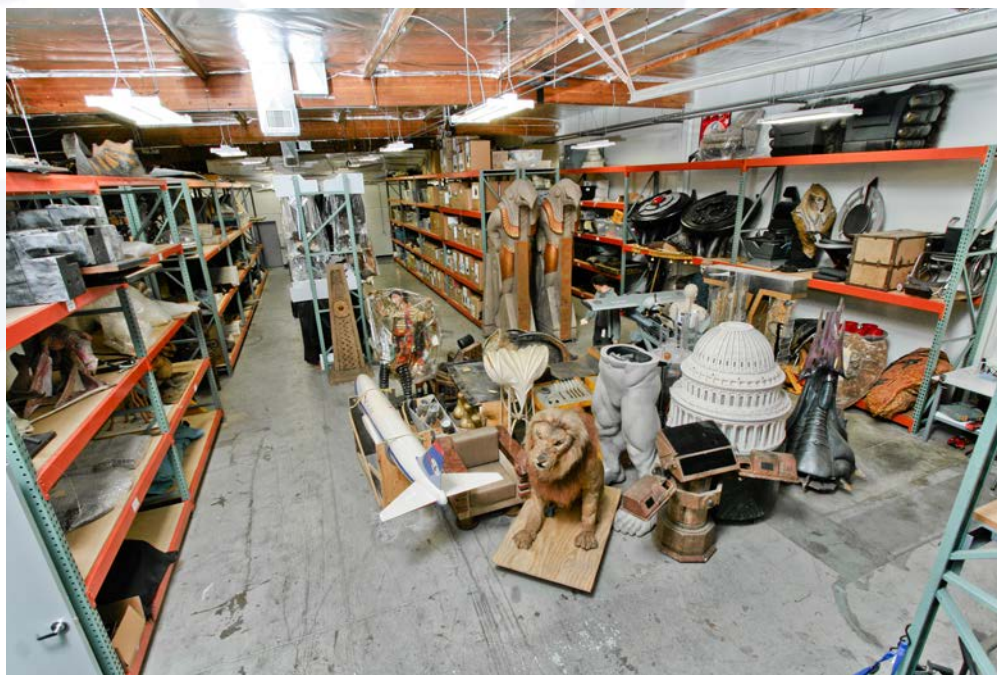
## Prop Store Services

Prop Store offers a range of services that capitalize on production assets; either for promotional purposes or purely to generate revenue, or both. We specialize in presenting these assets as film art pieces, based on our core belief that the designers, technicians and craftspeople who create these items are true artisans in their own right. These assets become collectibles that are cherished by avid film fans who will preserve these pieces for the future and will promote the film's brand with their continued interest in its physical material. The process of selling props and costumes to the collector's market also becomes an efficient way to recycle. There are far more efficient and economically advantageous ways to dispose of your production assets than sending them to a landfill.

Our services are tailored to each project as we are fully aware that available assets will vary according to production. We can either make a bid to purchase your assets outright, or partner with you to produce an online auction.

No production is too large or too small, and whatever assets are unsuitable for sale will be disposed of in an environmentally responsible way. Once we have a clear idea of your objectives and requirements, we will be happy to present our recommendations to you.

However you choose to sell your assets, we can manage the process smoothly, efficiently, and—most importantly—successfully.



A section of our Los Angeles warehouse storage

### *What Assets are Collectible?*

Most collectors are interested in nearly anything used in the production of their favorite films. These items include props, costumes and model miniatures, but can also extend to set decoration, creature effects pieces and used makeup appliances and even production-related materials such as scripts, concept art, crew gifts and clapper-boards. If your production company possesses an asset used in any facet of a film's production, the chances are it is a collectible.

Certain larger assets such as set flats and full-size vehicles can be difficult to dispose of, but we can assist with even the most awkward of items. In some instances, we are networked with collectors seeking these specific types of assets and will be able to place them in specific homes. We can consult on placing an oversized asset in a museum, connecting you with another production entity that has a need for a piece or recommend the most cost-effective and environmentally-conscious means of discarding the item.

## Bulk Asset Acquisition

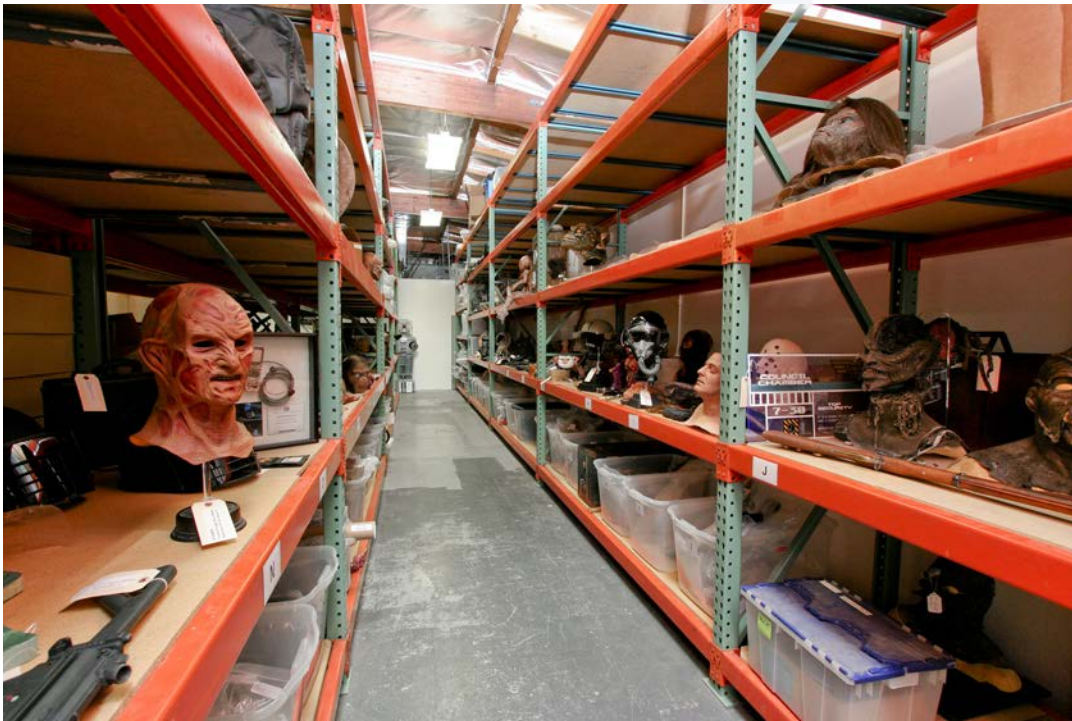
Prop Store regularly purchases bulk assets outright from our clients in the production community. This method of sale can be advantageous to studios and production companies for a number of reasons:

- Outright purchase offers a faster revenue return on your assets. Unlike the major auction houses, we have a sizeable budget ready to spend on material suitable for sale as memorabilia.
- Outright purchase allows you to have complete certainty in the return on your assets, as opposed to an open-ended return with a performance-based auction model. When you receive our offer to buy material outright, you will be able to discuss and evaluate it with the necessary parties.
- Assets can be cleared from your storage facilities immediately, reducing your post-production commitments and costs.
- We can arrange for the transportation of your assets to our facilities in Los Angeles or London from anywhere in the world, affording you substantial savings in wrap, strike and clearance costs.

An outright bulk purchase allows us to carefully manage the assets to market over a longer period of time through our e-commerce sales platform. Our experience has demonstrated that customers prefer to buy at fixed prices rather than open-ended auctions, and owning the material outright gives us greater flexibility to cater to these needs. This method allows us to offer collector-friendly purchasing options such as interest free payment plans, which generate good will within the collecting community. This option also reduces the involvement of your production company, as our team will manage all logistics once the assets are acquired.

## Charitable Contributions

Prop Store believes in assisting the communities that we are a part of wherever possible, and supports several charities in the US and the UK. We donate usable assets that are not suitable for sale as collectibles to these charities whenever possible. We also have experience donating a portion of memorabilia return revenue to charitable causes, and would be happy to discuss working with your charity of choice.



Film props ready to be re-purposed as collectibles



## Online Promotional Sale via Auction

For those looking beyond their assets' revenue potential and considering marketing potential, Prop Store has extensive experience partnering with studios and production companies to produce auction events of the highest standard.

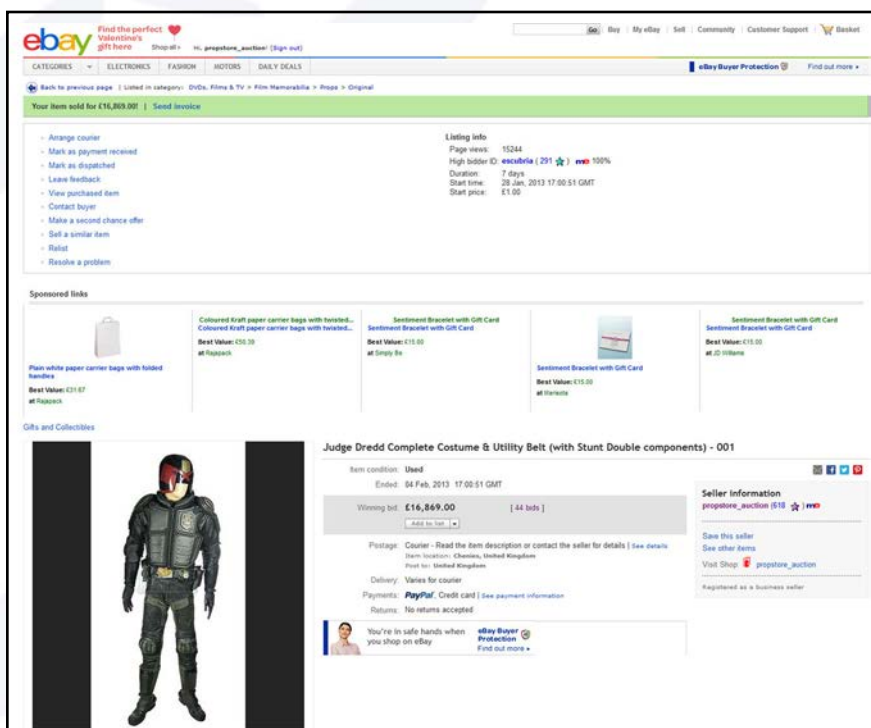
A primary concern with an online promotional auction is the timing of the sale. We have traditionally timed Prop Store's memorabilia auctions to coincide with either the theatrical or home entertainment release of a title, generating additional publicity for your film or television show. Advance planning is needed during production, as preparing and executing a top-level sale requires lead time to prepare the assets for sale and develop the supporting marketing and advertising campaign.

The auction event is typically held on a mutually agreeable platform such as eBay or LiveAuctioneers. Our in-house graphics department will design the necessary elements of the sale, including the launch page, promotional platform and individual auction sale templates. We will simultaneously conduct the necessary inventorying, cataloging, research and photography of all auction assets in order to

make specific recommendations with regards to the breakdown of items into lots, and the pricing and timing structure of the sale.

Once every component is approved, our team will build the individual auction listings and finalize the necessary elements of the sale. While auctions are running on the auction platform's website, we will host mirror product listings on our own e-commerce platform as an additional measure to raise customer awareness. The listings on our website will contain the full description and image set for each item and link directly to the live auction. Our dedicated staff will support the sale by fielding customer inquiries from both Prop Store locations, enabling timely responses for complete customer satisfaction.

Fees for this service are based exclusively upon a split of the revenue generated through the sale of the assets. We are also prepared to cover up-front expenses relating to the transportation and storage of assets prior to an online promotional sale, thus reducing your production costs. We handle all elements of sale tracking and reporting, as well as back-end revenue collection and disbursement, ensuring that the human resource efforts required from your end are minimal.



DREDD eBay auction page



# Marketing Opportunities

## Print

Prop Store's expertise in the global marketing and promotion of film memorabilia can be a highly effective and lucrative addition to your marketing and public relations effort, without you having to incur any direct cost.

We promote our general sale inventory as well as Prop Store's online sale events through advertising in specially-targeted print media, such as *Empire* and *Total Film*. Using our established relationships with these and other news outlets, we are frequently able to gain additional editorial coverage for promotional sales beyond paid advertisements. We will work directly with these outlets to ensure your production is promoted through editorial features as well as interactive competitions hosted by these outlets, which offer a prop or costume as the contest's grand prize.

**Prop Store**  
Ultimate Movie Collectables  
London - Los Angeles

**Prop Store**  
The world's leading vendor of original movie props and costumes.

With our inventory of literally thousands of these unique artefacts, we're proud to offer you the chance to own the ultimate movie collectable something that was actually used in the production of your favourite films.

With over 5000 props and costumes available online you can buy a piece of movie history now!

- Intuitive account setup with instant item listing notifications
- HD video product showcases
- Articles on legendary movie set visits and behind the scenes unpublished photos
- Facebook competitions

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[e /propstore\\_com](#)

[www.propstore.com](http://www.propstore.com) 01494 766485

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**FREDDY vs JASON**

[www.propstore.com](http://www.propstore.com) 01494 766 485

Above: *Total Film* magazine advertisement

We also promote sale events to our mailing list through direct mailings of printed promotional flyers and distribute these flyers at key marketing sites such as the London Film Museum.

Left: *Empire* magazine advertisement

## Online

In addition to working with print media outlets, Prop Store has established strong relationships with online hobby sites and blogs that cater to collectors of this specific material. Promoting your sale on these sites grants direct access to your target demographic.

We have relationships with highly-regarded fandom websites such as Ain't It Cool News, /Film and Collider. These platforms often provide coverage through editorial content and promotional giveaway contests similar to those employed through the print media outlets.

Your material will also be supported on the heavily-trafficked Prop Store website, with featured banners incorporated on the homepage and product listing pages. In addition to coverage in our regular electronic newsletter, customized direct mailers will be sent to our mailing list of over 12,000 worldwide movie fans and serious collectors.

Additionally, Prop Store will promote your sale across each of our online social media platforms, including our YouTube channel, Facebook page (which currently has over 12,000 followers, and a monthly reach of around 25,000 people,) and our Twitter account. Socializing this information ensures awareness of the upcoming sale amongst fans and helps drive interest amongst other fans as the information is shared.

Prop Store will produce professional quality videos and in-depth articles, which will also appear on each of our online platforms to shine a larger spotlight on the star pieces being offered.

Prop Store's electronic newsletter

## Convention & Museum Displays

**P**rop Store maintains a continued presence at San Diego Comic Con, now considered a pop culture “Mecca” and a major annual event of the entertainment industry. The show gives us a unique opportunity to interact with fans one-on-one at our sizable trade booth, where we can advise new and veteran collectors alike on prop and costume collecting.

Our presence at the show includes an impressive display of the “best of the best” artifacts that we have to offer (items from our corporate collection are also often exhibited), making the Prop Store booth a popular stop. We would be happy to discuss dedicating a portion of our space at the show to exhibiting props and costumes from your upcoming release.



**Above:** Prop Store at San Diego Comic Con International

**Below:** Space suits on display at the Australian Centre for the Moving Image



Similarly, we regularly loan material to several museum partners for new exhibits and installations. Past museum partners include The Victoria and Albert Museum, The London Film Museum, The Torquay Museum, The Truro Museum, The UK’s National Space Center, The Australian Centre for the Moving Image, The Woodhorn Museum, The Skirball Cultural Center and The National Firearms Museum in Virginia. These are just a few examples of potential exposure avenues that we can explore for the pre-sale promotion of your material.

## Window & Lobby Displays

We have worked with a variety of brick-and-mortar associates in the past to exhibit props and costumes prior to their online sale. This provides additional exposure for both the assets and the brand at targeted venues such as Planet Hollywood restaurants and movie theaters that cater to cinefiles.

Our experience handling and presenting these valuable assets enables us to present your pieces at the optimum archival standard. We understand the level of work that your creative designers and technicians have put into your props and costumes to ensure they look their best on screen, and we would settle for nothing less than to maintain the same presentation standard in our own exhibitions.



## Prior Asset Promotions

Over the years, Prop Store has supported many theatrical and home video releases through promotional sales on our e-commerce platform or via online auctions. Here is a sampling of the films we have provided these services to:

*Terminator 2: Judgement Day*  
*Stargate SG-1*  
*Sleepy Hollow*  
*X-Men 2*  
*To Kill a King*  
*Johnny English*  
*The Chronicles of Riddick*  
*King Arthur*  
*Eternal Sunshine of the Spotless Mind*  
*Stargate Atlantis*  
*AVP: Alien vs. Predator*  
*I, Robot*  
*Doom*  
*Serenity*  
*Sahara*  
*The Producers*  
*Charlie and the Chocolate Factory*  
*Children of Men*  
*300*  
*Sunshine*  
*28 Weeks Later*  
*Doomsday*  
*The Unborn*  
*Moon*  
*The Pacific*  
*Centurion*  
*Dredd*

Our most recent promotion was the early 2013 sale of material from the DNA Films production of *DREDD*. This sale is examined in detail in our *DREDD* Promotional Sale Case Study.

## The Prop Store Advantage

Prop Store has worked diligently for the past decade and a half to be at the forefront of our industry, and can offer the best possible solutions for handling assets as memorabilia across the board. We offer a number of key advantages over competing service providers primarily due to the respect and understanding we have for the material with which we work.

### Asset Preparation

Every item sold at Prop Store is put through a thorough research and analysis process as part of its cataloging. We begin by reviewing each piece for condition and completeness. Any labelling, such as a studio wardrobe tag, production tag or a handwritten costumer's annotation, is noted for possible insight into the level of usage for the item.

The next phase in the process is to research the piece within the film, reviewing either the Blu-Ray or DVD at a frame-by-frame level. The piece in hand is compared to the on-screen prop or costume, and similarities and differences are noted. Modern collectors wish to know whether a piece can be "screen matched;" meaning a unique trait such as a stitch line or dye pattern on a garment can be conclusively matched to the version on screen. If a piece can be screen matched, its value is enhanced, and that information is included in the item's description accordingly.

We also seek to ascertain whether an item was a "hero" piece or a "stunt" piece and whether it may have been used outside of the film itself, such as during photography for promotional materials. We frequently consult supplemental reference sources, such as tie-in books, magazines and EPK material. Screen time,

prominence and principal actor usage all have a significant impact on an item's value.

The research findings are compiled into a detailed product description during the cataloging process. Each description is supplemented with notes on property's physical characteristics—materials, construction, and condition. We understand that the modern collectible buyer expects a comprehensive report on a piece when considering a significant purchase.



Mr. Spock's costume from *Star Trek*

## Asset Care & Presentation

One of the greatest challenges of working with unique physical assets is proper storage and handling of the material. We have always taken great pride in the way that we care for our inventory and in the orderly state of the Prop Store's secure facilities. Rest assured that your production's treasured pieces will be fully insured and well looked after while in our possession, as we treat every piece with the belief that it may be someone's "holy grail" collectible.



Left: Uijo's katana

Right: Uijo's (Hiroyuke Sanada) complete costume



Left: Body armor detail

The stresses of production mean that assets frequently suffer wear and tear before they arrive at Prop Store. Deterioration and missing components can negatively impact the collectible's value. In some cases, we will recommend professional restoration work in order to maximize on the item's collectible potential.

In addition to treating our inventory with great respect and reverence, we firmly believe that our asset presentation is second to none. Prop Store employs professional photographers from prestigious photography institutions to ensure our product photography achieves a gallery-quality standard. An average sale listing on our website will have a minimum of five product images, each with a minimum dimension of 1080 pixels (on the short side of the image). More intricate products may have 10 or more product images. Our competitors use an average of only one to two images for each item in their sale catalogs, and they are generally presented at a much lower resolution.



Above: Vest detail

We feel so strongly that the material we handle are all pieces of fine art that we consider it an injustice to the pieces themselves and the artists who created them to present them with any less care than what went into their appearance on the silver screen.



Left: Undergarment layers detail



Above: Thigh armor detail



## Order Fulfillment & Transportation

Our full-time shipping department works hard to deliver all sold goods to customers without delay, and we are known for our quick fulfillment and convenient delivery. A complete in-house shipping suite allows us to handle packaging preparations on all assets that are not substantially oversized. We have developed our own unique methods for shipping extremely fragile items such as puppets, maquettes and model miniatures, and we have an outstanding track record for delivering material safely to all corners of the globe.

FedEx is our carrier of choice due to their superior tracking reports, and we keep our customers updated on their shipment status at every step of the way. We are also adept at fielding customs inquiries to usher along any international shipments without delay.

## Customer Service

We approach customer service with the same level of thoroughness that we apply to all aspects of the Prop Store business. With staff members located on two continents, we are able to field customer inquiries for over 16 hours a day via telephone, and 24 hours a day via e-mail. Our reputation as a merchant of the highest caliber is very important to us, and we address all customer questions or concerns without delay.



Every item is expertly packaged to ensure safe delivery



Final preparation prior to shipment

## The Next Steps

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While Prop Store is always happy to handle one-time sales, our central interest is in developing long-lasting, symbiotic relationships with the clients we serve.

We would welcome the opportunity to explore future collaborations.

Our accessibility to our clients is a point of pride, and we will happily travel to you to provide a full pitch of our services.

Alternatively, prospective clients are always invited to tour our facilities and observe our working environment or practices.

## Contact Information

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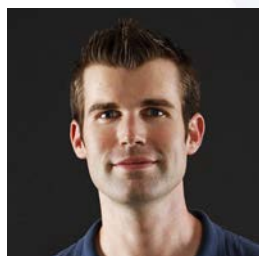
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