



WHIMSICAL *Winter*

curated 
playlist.

BRAND FORM

We are excited to announce a
three-day pop up celebrating our
outdoor Whimsical Winter pop up
on December 5,6 & 7.

Location: The Courtyard, Q East by
Alphabeta, Al Quoz, Dubai.

Timings:

December 5: 1:30 PM - 9 PM

Dec 6 and 7: 1:30 PM - 9 PM

Timings are TBC based on weather
conditions.



MARKETING & PR

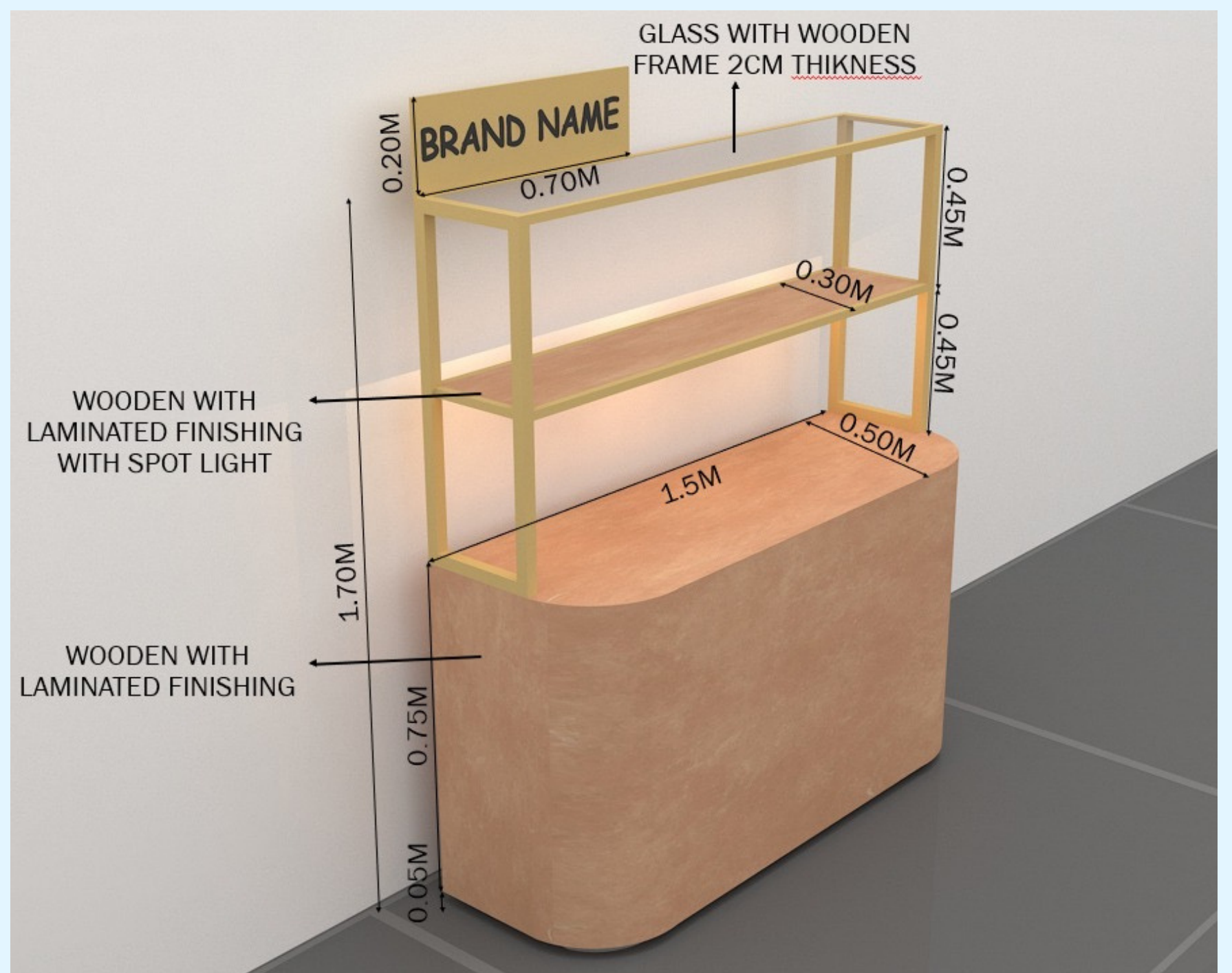
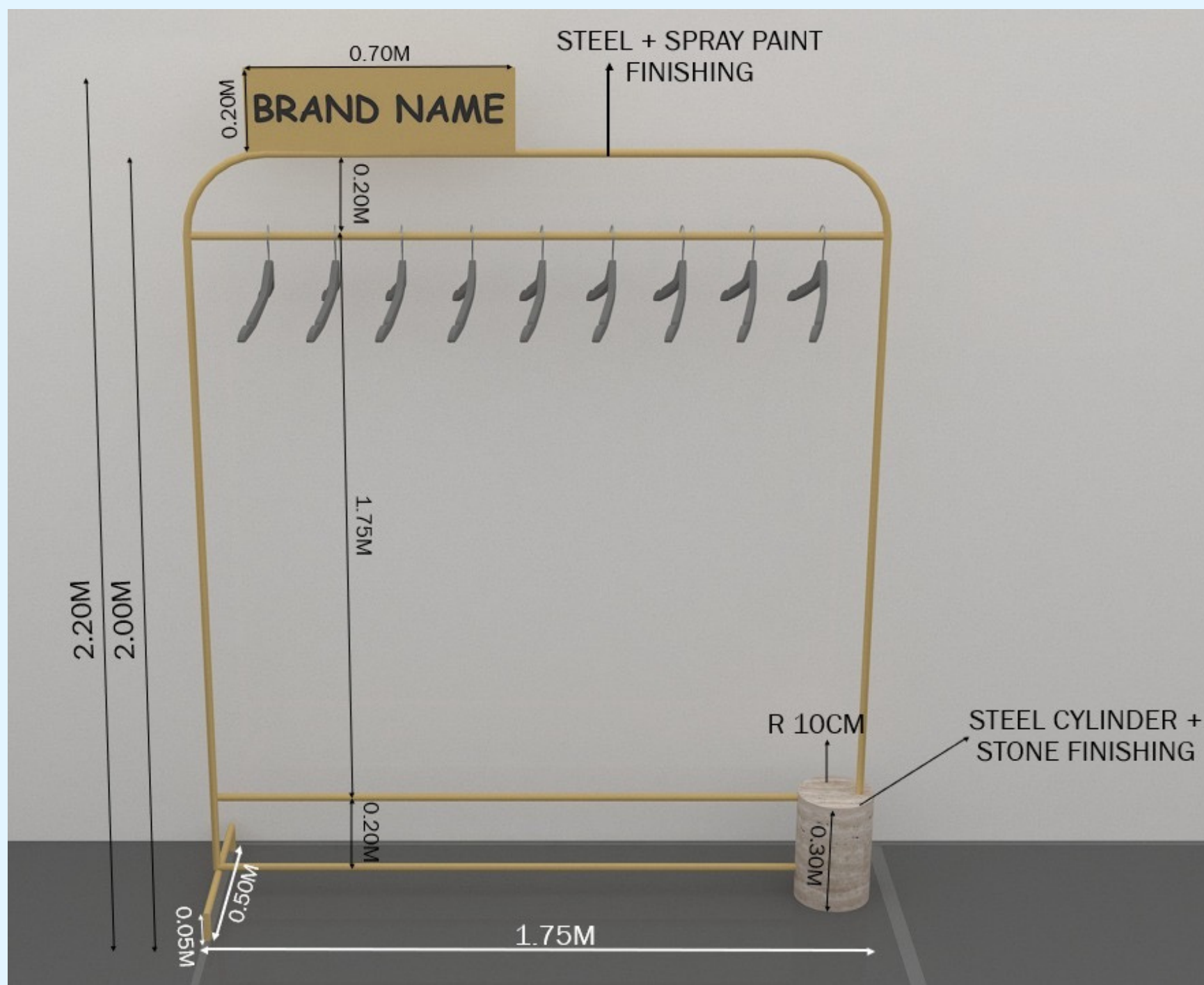
- Curated Playlist digital marketing campaign
- Curated Playlist's organic socials
- Inviting influencers - can't guarantee numbers
- 180 Works by Sarah will be the official PR agent of the event

Curated Playlist will exert its best efforts to leverage its network of media, influencers, and community to generate event traffic.

We kindly urge all participants to contribute similarly for the event's success.



DISPLAY ELEMENTS

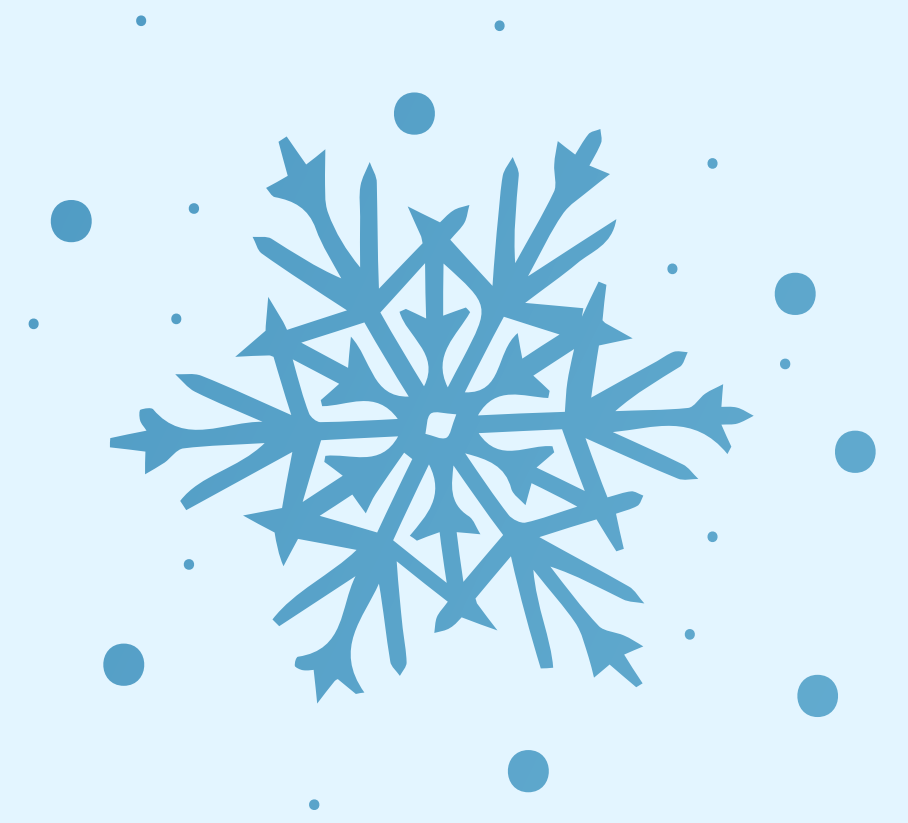


Display Elements Measurements:

Rail: L: 180cm x D: 50 cm x H: 200 cm

Table with a Shelving Unit: L: 150 cm x D: 50 cm x H: 80 cm

KIOSK RENDERS



Inside each kiosk, we will be offering our traditional display elements + a roof will be added to each in case of hot weather

kiosk colors will change to match the whimsical winter theme

kiosk sizes will change based on the option the brand choosss

Please tick the criteria you will need:

1.8M x 1.5M Outdoor - 6,500 AED

2.5M x 2.5M Outdoor - 8,500 AED

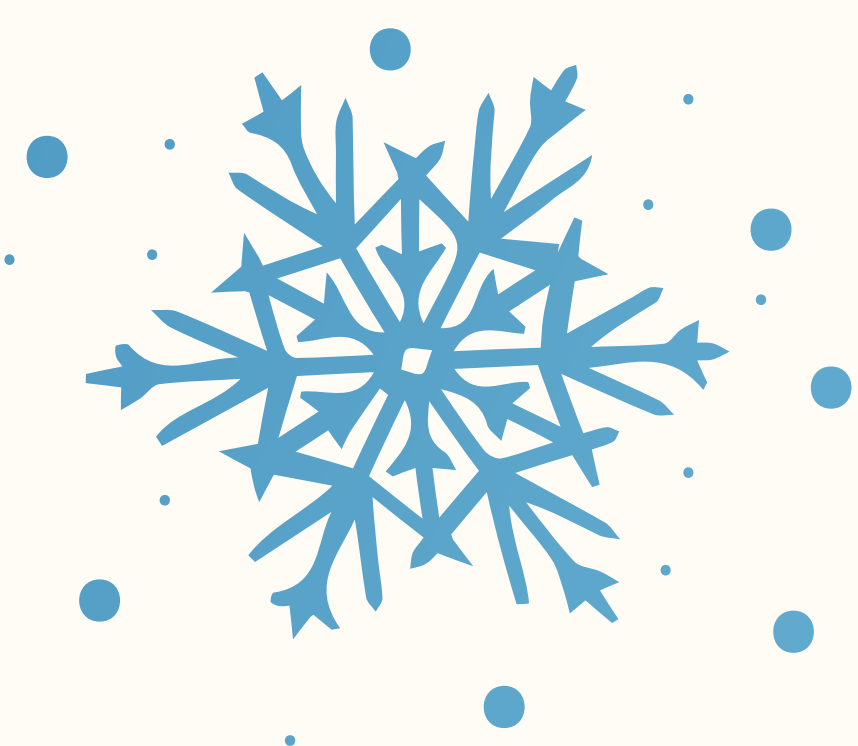
F&B Kiosks Outdoor - 5,000 AED

All inclusive of 5% VAT

- the bigger space offers two display elements
- the smaller space offers one display element
- all spaces offer a chair & a podium
- the venue will have changing rooms and an outdoor storage space
- FB WILL NEED TO PROVIDE THEIR OWN KIOSK



The Courtyard - images



The Courtyard - images



BANK DETAILS

Account Name: Curated Playlist Events - FZCO

IBAN: AE94 0860 0000 0957 2552 600

BIC: WIOBAEADXXX

**Business Address: Etihad Airways Centre,
5th Floor, Abu Dhabi, UAE**

**Brands who can't pay by bank transfer
need to pay by cash before the pop up
starts - this isn't a preferred method and
will only be accepted when the
participating brand lives outside of the
UAE**



TERMS & CONDITIONS

Please read carefully and keep a copy for your reference:

1. **Payment:** Participants are responsible for arranging their own payment methods for sales at the event.
2. **Booth Management:** Each participant is responsible for their designated space, limited to two individuals per booth. Booths must be set up on time with products neatly displayed.
3. **Security and Liability:** Participants are liable for the security of their belongings. Curated Playlist disclaims responsibility for any loss, theft, or damage.
4. **Confirmation and Payment:** Upon signing this agreement, your space is confirmed. Kindly submit the payment slip with brand and account information. A no-refund policy applies, and cancellations within two weeks will incur an additional 1,500 AED fine.
5. **Venue Care:** Participants are responsible for maintaining the venue's condition throughout the event.
6. **Standards of Quality:** Participants must maintain a high standard of presentation and conduct. Curated Playlist reserves the right to request improvements if necessary. Sales are to be conducted within the booth; no sampling or standing at entrances is permitted.
7. **Damage to Venue:** Participants will be liable for any damage to the venue, with repair costs determined by Curated Playlist.
8. **Representation:** Participants must accurately represent their booth, products, and services. Any discrepancy between pre-event submissions and actual presentation may result in immediate contract termination, with refunds issued, but no responsibility for packing costs.
9. **External Factors:** Curated Playlist is not liable for any external factors, including weather, that may impact the event.
10. While we actively promote each pop-up event to maximize visibility and footfall, we cannot guarantee the number of attendees or the volume of sales each vendor may experience. Attendance can be influenced by various external factors beyond our control. By participating in our event, you acknowledge and accept that participation fees are non-refundable and are not contingent on a specific level of footfall, customer engagement, or sales performance.
11. **Post-Event Report:** A post-event report will be available upon request.

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Important Note:

Participating brands have to maintain a cordial tone of voice when speaking with the co-founders of The Curated Playlist and ensure there is no misconduct at the event.



[Redacted]

Participant Full Name

[Redacted]

Participant's Signature

[Redacted]

Names of Founders

[Redacted]

Curated Playlist Events
FZCO
Licence #: 52720

[Redacted]

Date

[Redacted]

Date

