

THE CP MAJLIS

BRAND REGISTRATION FORM



curated
playlist.



We are excited to announce a
three-week pop up celebrating The
Holy Month of Ramadan

Location: Gate Avenue Rooftop - fully
outdoors in a beautiful garden set up
overlooking Dubai's downtown skyline.

Timings:

9pm - 2:30am

FEB 18 - MARCH 9: F&B and
ACTIVATIONS and RETAIL VENDORS

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
- DIFC and Gate Avenue teams will be creating incredible marketing efforts, including out of home screens around DIFC and digital screens in the building.

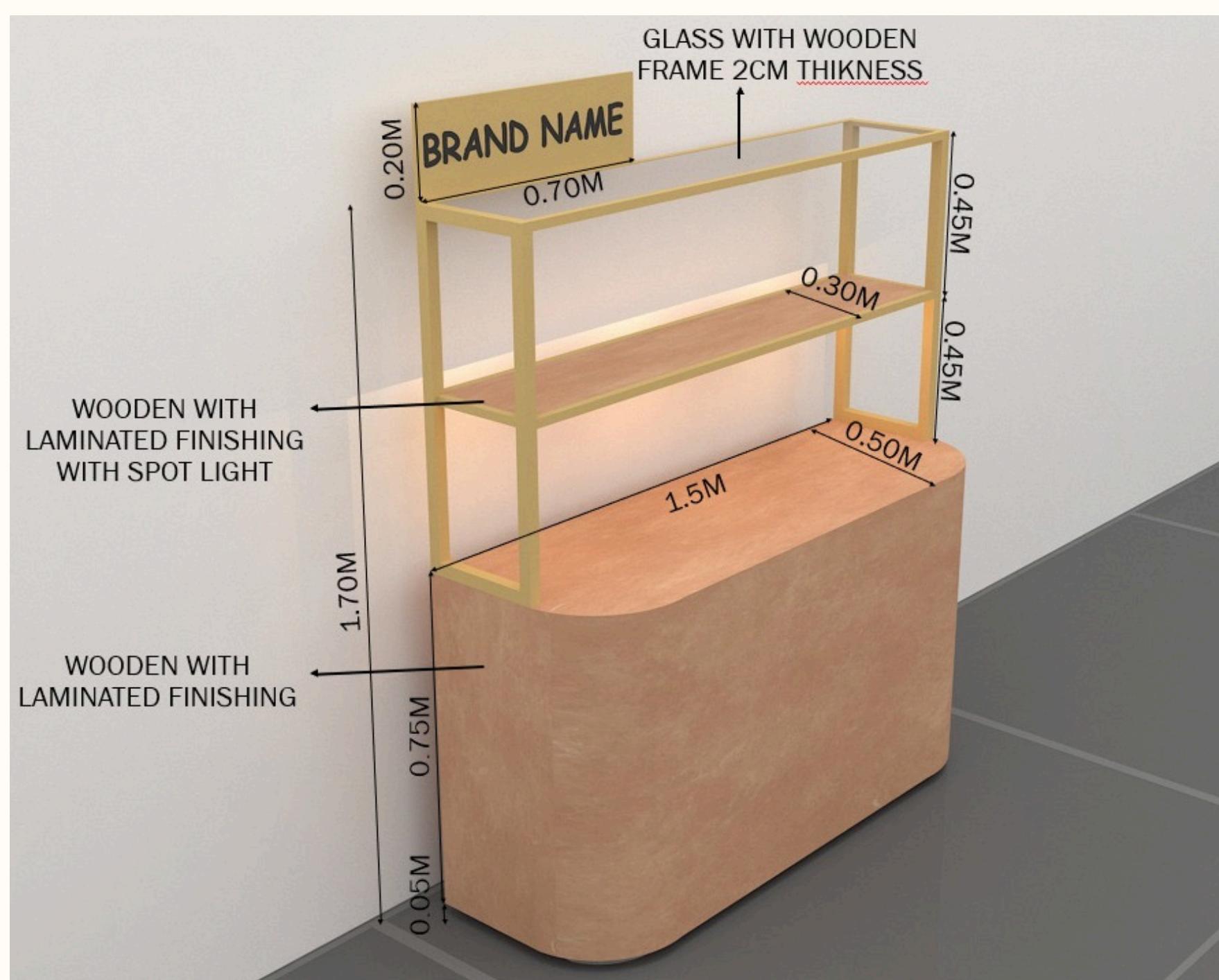
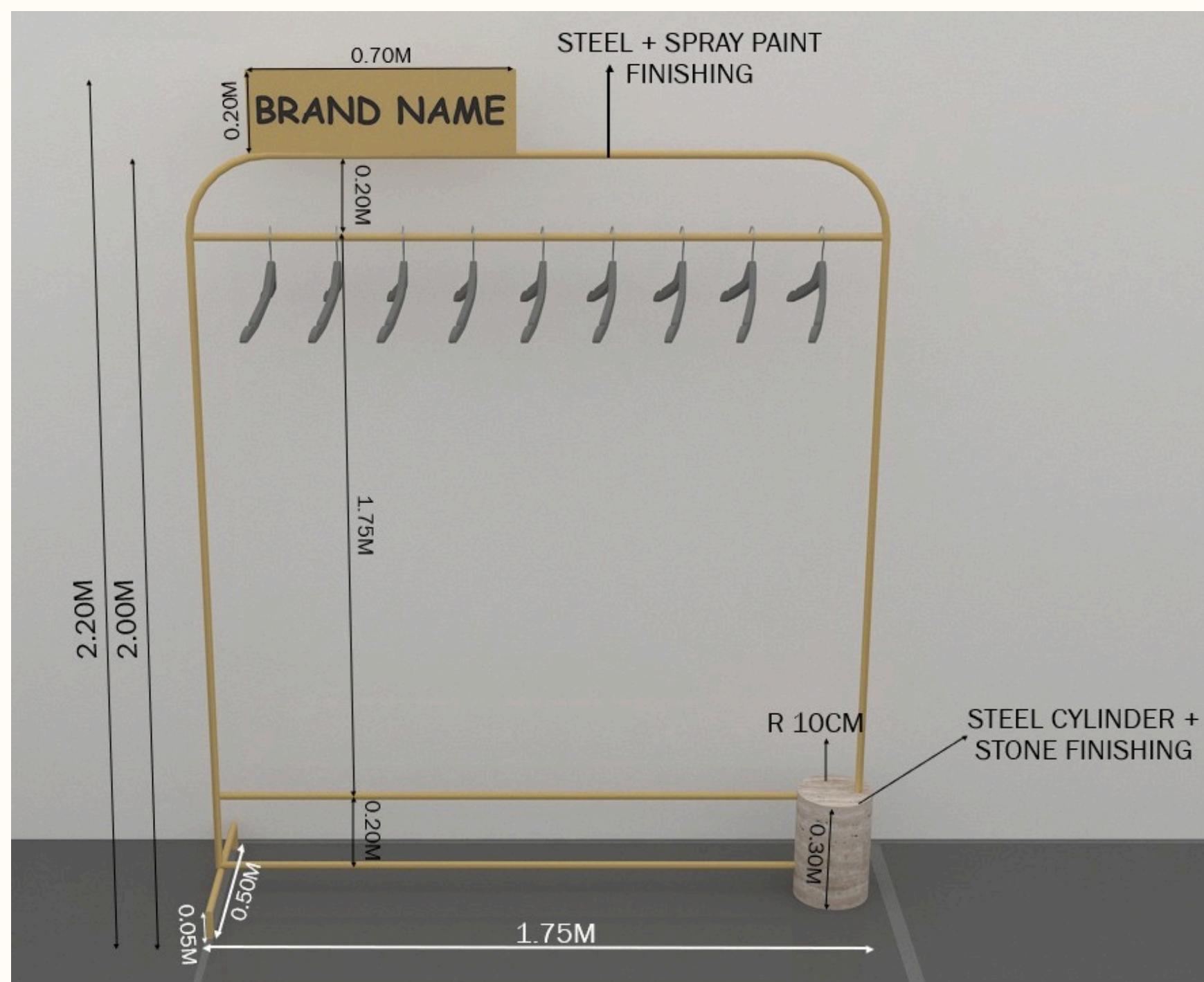
Curated Playlist will exert its best efforts to leverage its network of media, influencers, and community to generate event traffic.

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

ADDED SERVICES

- Curated Playlist will provide valet for all participating brands and attendees of the pop-up
- Curated Playlist will be providing multiple co-sharing storage spaces that are locked at night for brands to keep their additional stock
- Curated Playlist will require all FB brands to apply for a FOOD WATCH permit to be able to participate. NOCs will be provided by the Curated Playlist team.

DISPLAY ELEMENTS

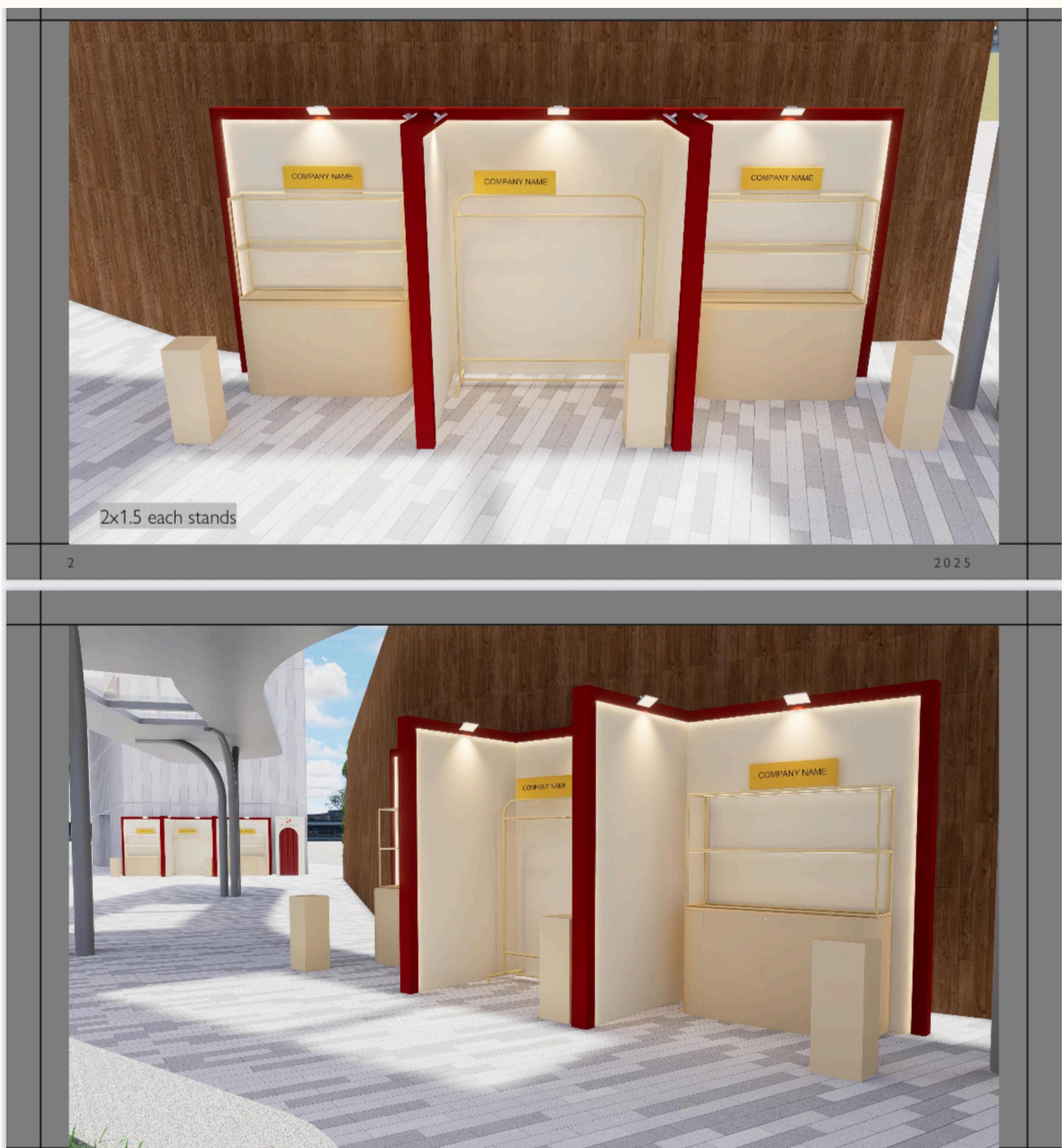


Display Elements Measurements:

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

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 sizes will change based on the option the brand chooses

RETAIL BRANDS

Please tick the criteria you will need

FOR ONE WEEK:

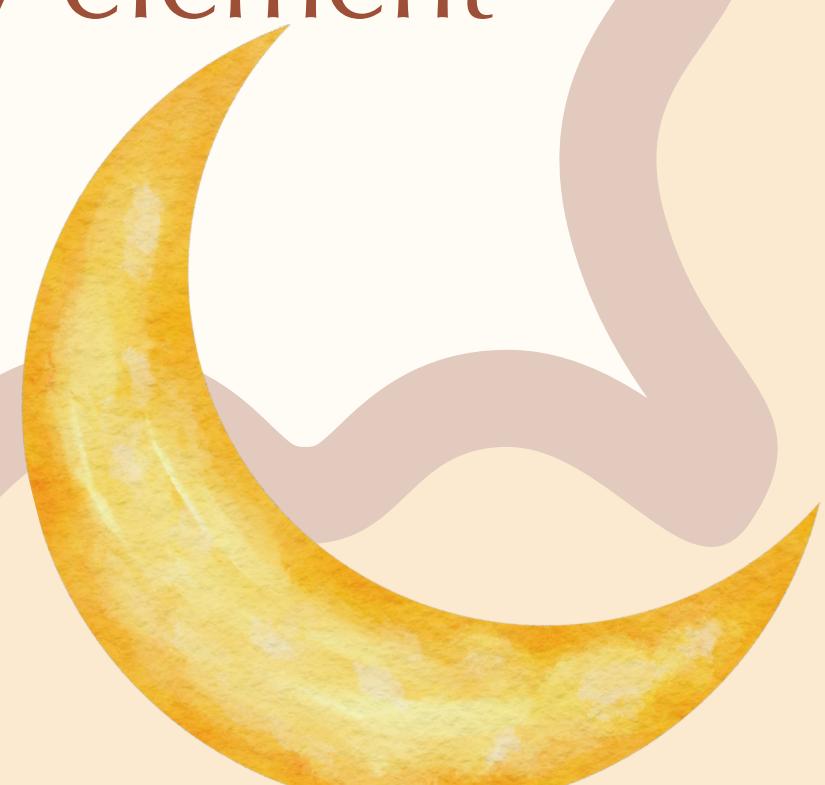
1.8 x 1.5 area w/one display element
9,000 AED

2.5 x 2.5 area w/one display element
12,500 AED

FOR TWO WEEKS:

1.8 x 1.5 area w/one display element
16,000 AED

2.5 x 2.5 area w/one display element
23,000 AED



RETAIL BRANDS

Please tick the criteria you will need

FOR THREE WEEKS:

1.8 x 1.5 area w/one display element
25,000 AED

2.5 x 2.5 area w/one display element
30, 000 AED



FB BRANDS

Please tick the criteria you will need

FOR ONE WEEK:

3 x 3m area/ FB to provide their own kiosk and own set up. Curated Playlist to provide electricity
7,500 AED

FOR TWO WEEKS:

3 x 3m area/ FB to provide their own kiosk and own set up. Curated Playlist to provide electricity
14,000 AED

FOR THREE WEEKS:

Same criteria as above
20,000 AED



ACTIVATION-LED BRANDS

Please tick the criteria you will need

FOR ONE WEEK:

1.8 x 1.5m space - white tables and
chairs can be provided

4,000 AED

1.8 x 1.5m space - using Curated
Playlist shelving unit

7,500 AED

FOR TWO WEEKS:

Same criteria as above

8,000 (for own build) OR 12,500 (for
CP set up)

FOR THREE WEEKS:

Same criteria as above

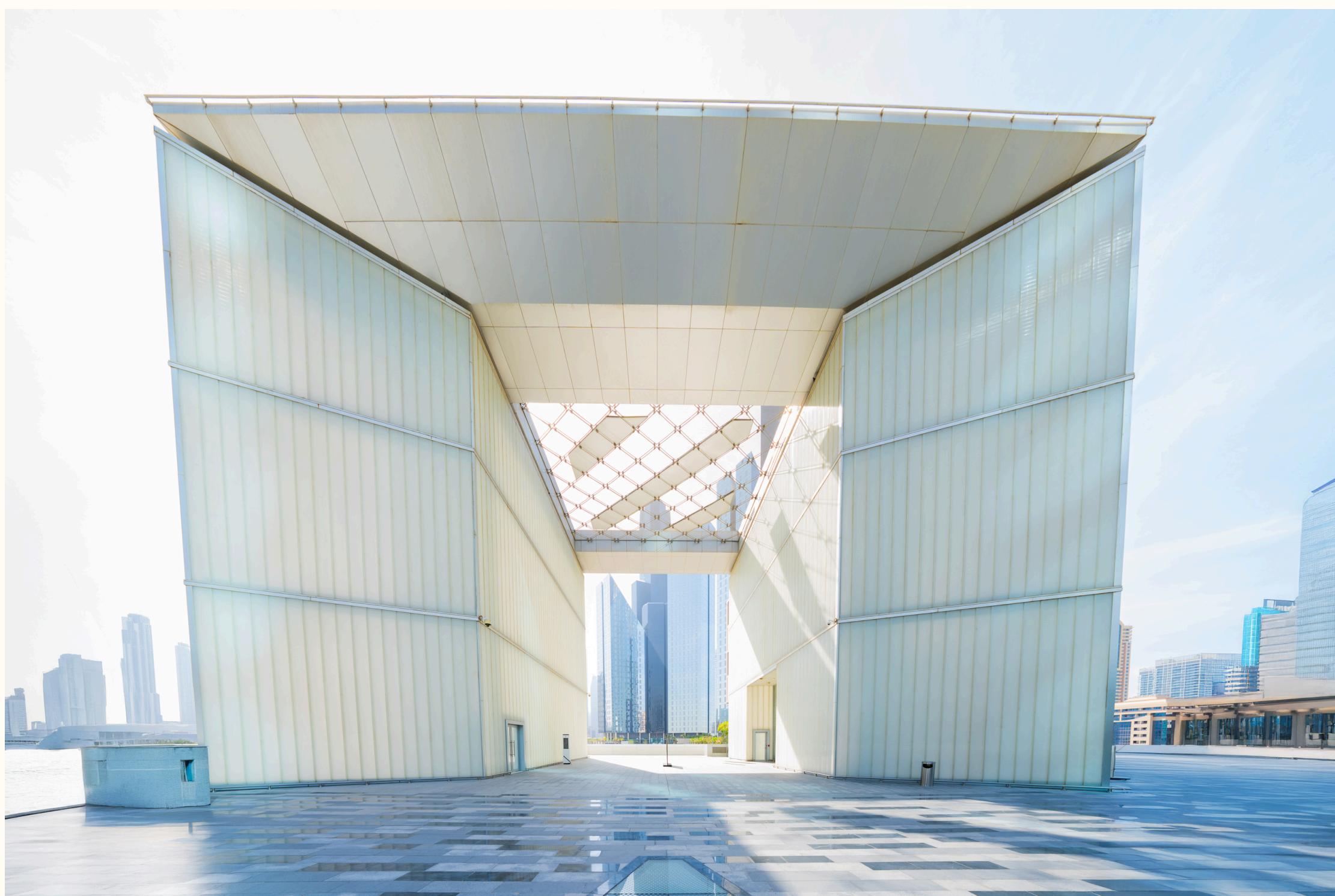
9,500 AED OR 15,000 AED



- Panoramic Images

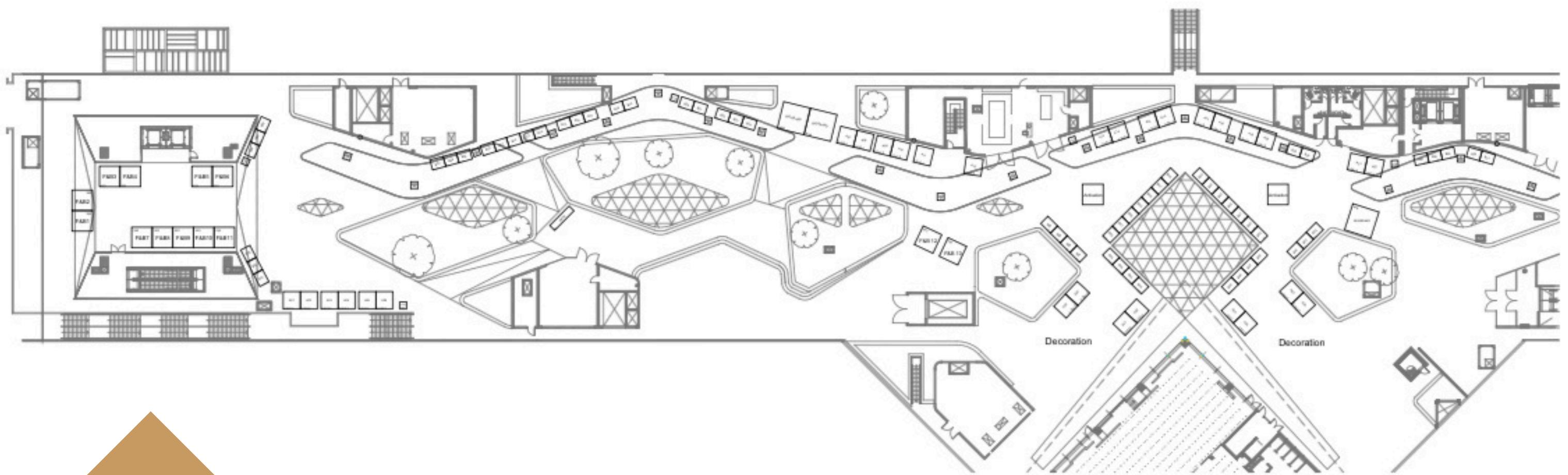


- Panoramic images



FLOOR PLAN

ENTRANCE



ENTRANCE

**TAKING OVER THE ENTIRE GATE
AVENUE ROOFTOP ABOVE BEIRUTI AND
WHERE THE DIFC MOSQUE IS.
THE SPACE WILL BE ENGAGING WITH
MULTIDISCIPLINARY ACTIVITIES
BETWEEN RETAIL, food and activations**

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.

Participating Brand's
Full Name

Curated Playlist Signature

Participating Brand
Founder

Curated Playlist Events
FZCO

Licence #: 52720

Date

Date