



ABOVE & BEYOND
TOGETHER WE ARE ABOVE & BEYOND

POP UPS

Go Viral & Become the
“Destination of Choice”.



POPUPS.ae



POPUPS.ae



POP UPS – Social Marketplace



info@aboveandbeyond.ae

WHAT WE DO?



Increase your reach & visibility on Social Media.



Increase visitor traffic through Content Creators at your pop up & enjoy the impact of UGC (User Generated Content).



Reward your visitors for their interactions with you on social media.



Boost your products sales through discount points you award your visitors & gain better customers insights.



POP UPS USERS

1

Age 18 & above, who enjoy being creative and engage with their friends on Social Media.

2

Professional and enthusiastic content creator.

3

Tourist of any City looking for trending gems.



OUR REACH ON SOCIAL MEDIA IS OVER

7,000,000.00

AND WE ARE JUST STARTING!!



WHO CAN JOIN POP UPS?

MOVIES  RESTAURANTS  SPORTS 
CAFE **EVENT**  ACTIVITIES
ORGANIZERS++
 EVENT VENDORS / *Tickets* 





OUR SERVICES

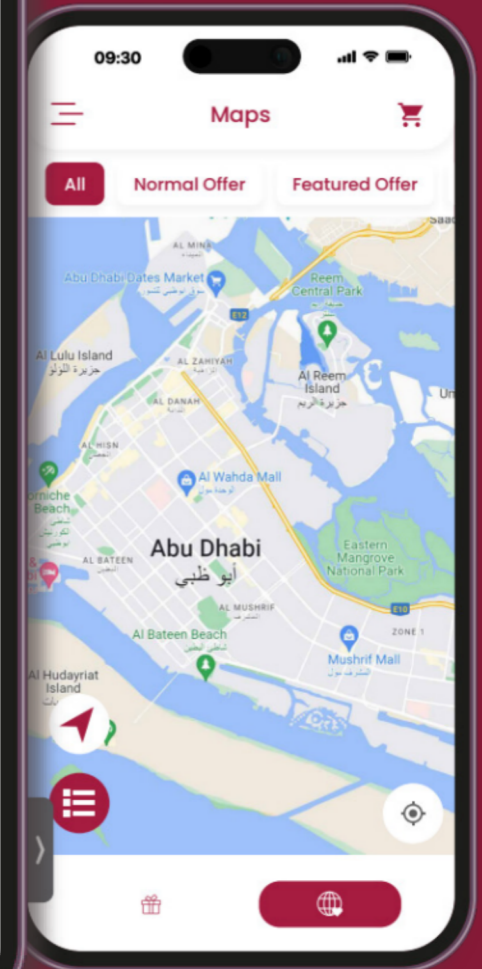
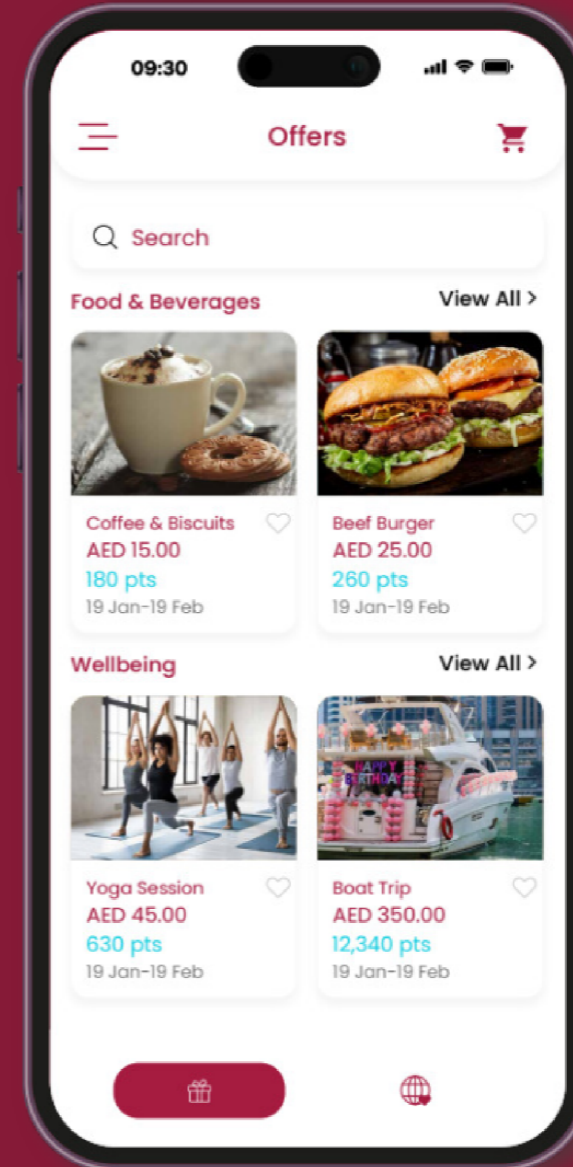
- POP UP Marketplace & Membership.
- Creators & Campaigns Marketplace.
- Influencer Marketing (GIGS).
- Exclusive Campaigns (Events Organizers).
- Sell Offer & Exclusive deals on POP UPS.
- Sell Tickets on POP UPS.

- POP UP Marketplace Membership

Serving vendors who wish sell Products & Services against loyalty points on POP UPS App, our users enjoy redeeming discounts up to 100% & collect products in the shop while visiting your venues.

Once vendors membership is set, they are eligible for POP UP & BUZZ Campaigns packages they select (2 - 3 or 4 weeks).

ANNUAL
SUBSCRIPTION





Start Earning NOW!



- ## Creators & Campaigns Marketplace

Is the hub where all Campaigns are published to our users who will spend most of their time collecting discount points in campaign participations.

This page is accessible through the App & will help users navigate to different events and shops in the city, that invite them to create content & receive discount points.

"POP UP" CAMPAIGNS

Inviting visitors to your location is more meaningful when they can interact and win discounts through User Generated Content.

Durations: 2 weeks – 3 weeks – 4 weeks

"POP UP" CAMPAIGN ⓘ



Title

Description:

Valid Until:



Participation Guideline:

Visit this POP UP location provided within the campaign dashboard "Address".

Using the sound template provided in "Social media Link" in the campaign dashboard, start creating your POP UP video.

Make sure you use the Tags @ and Hashtags # provided in the campaign dashboard in your video caption and then publish on your profile.

After Publishing your POP UP video, copy video link and submit it in "Submit Your Participation" in the campaign dashboard.

User Type

Content Creator

Very Active

Active

Beginner

Rewards

450 Points

400 Points

350 Points

300 Points



"BUZZ" CAMPAIGNS

Not only they come to visit, users will also repost your commercial content to win extra discount points.

Durations: 2 weeks – 3 weeks – 4 weeks

Participation Guidelines:

Copy the @ tags and # hashtags provided in the campaign details panel.

Open the share link in the "Social Media Link" available in the campaign description panel, repost it on your story, adding tags and hashtags, and follow the client's account.

After publishing the story, copy the link to your post from "My Story" and paste it in "Submit Post" in the campaign description panel.

| User TYPE | Rewards |
|-----------------|------------|
| Content Creator | 400 Points |
| VERY ACTIVE | 350 Points |
| ACTIVE | 300 Points |
| BEGINNER | 250 Points |

★ ★ ★

"BUZZ" CAMPAIGN

Title
Description:
Valid Until:

★ ★ ★

"BUZZ" CAMPAIGN

Title
Description:
Valid Until:

★ ★

"BUZZ" CAMPAIGN

Title
Description:
Valid Until:

★

• Influencer Marketing (Gigs)

Now You can hire any Content Creators available in Pop ups Creators Program or publish your gig request on our Creators & Campaigns Marketplace to receive applications from the influencer.

CONTENT CREATORS GIGS

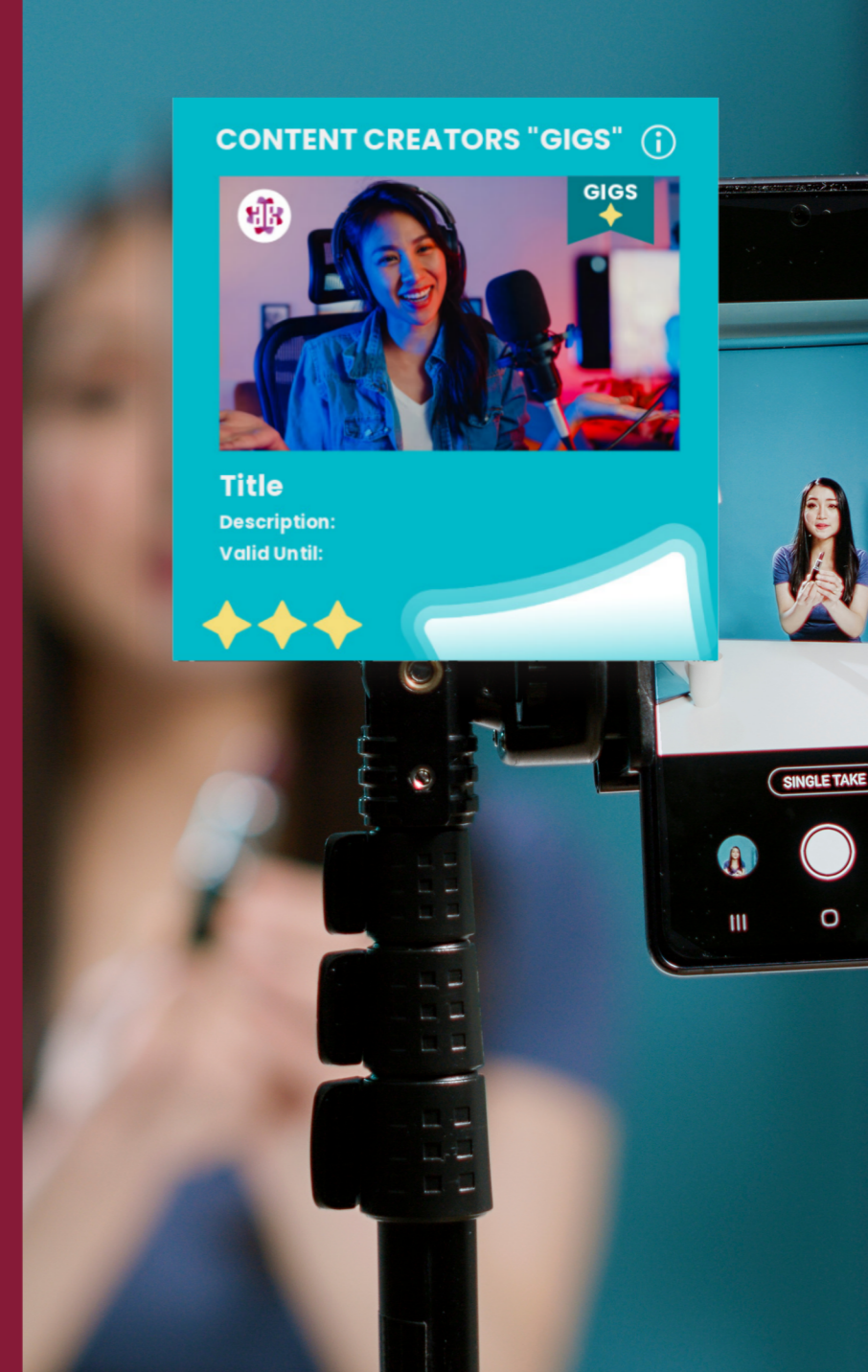
★★★★

| User TYPE | Rewards |
|-----------------|----------|
| CONTENT CREATOR | Cash out |

Participation Guidelines:
Participation in GIGs is limited to members registered in the "Pop-Up Content Creators" program, which are presented by Pop-Up clients who wish to attract talent from content creators in exchange for financial gains.

For more information and to subscribe please visit the registration page.

*Terms & Conditions Apply



• Exclusive Campaigns

Aimed to Boost Events & Festivals reach on Social Media & visitor Traffic.

With “Exclusive” Campaigns we run the extra miles of collaboration and we bring the team to support you on the grounds & lead you to success.

EXCLUSIVE ✕

☆☆☆

Participation Guidelines

Pop up "EXCLUSIVE" is a crafted campaign and will entertain users with higher earnings than usual "Buzz & POP UP" campaigns


Note* Participation guidelines may differ based on campaign given description.

User TYPE **Rewards**


All Users — Varying Earning

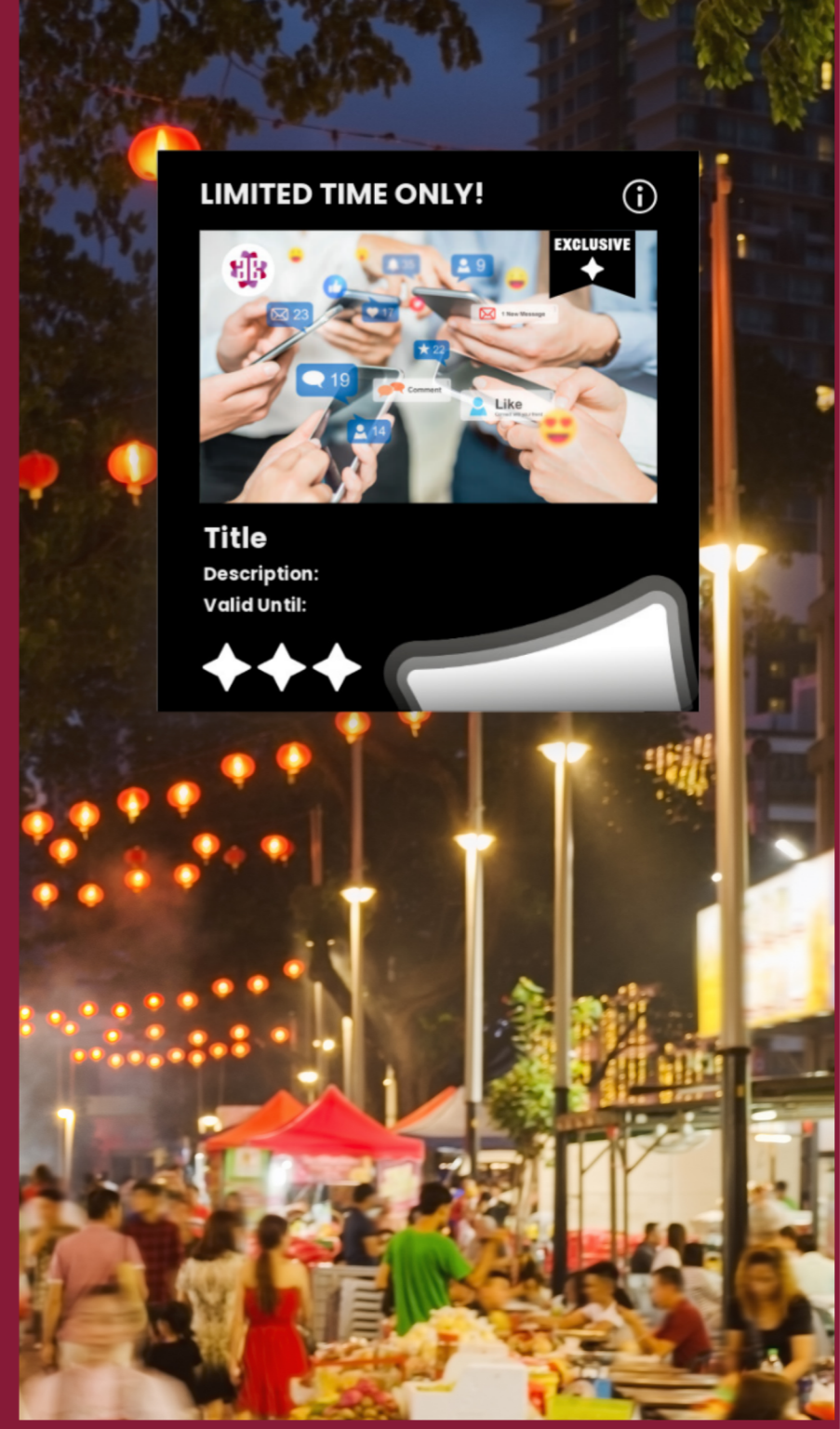
LIMITED TIME ONLY! ⓘ

EXCLUSIVE ☆



Title
Description:
Valid Until:

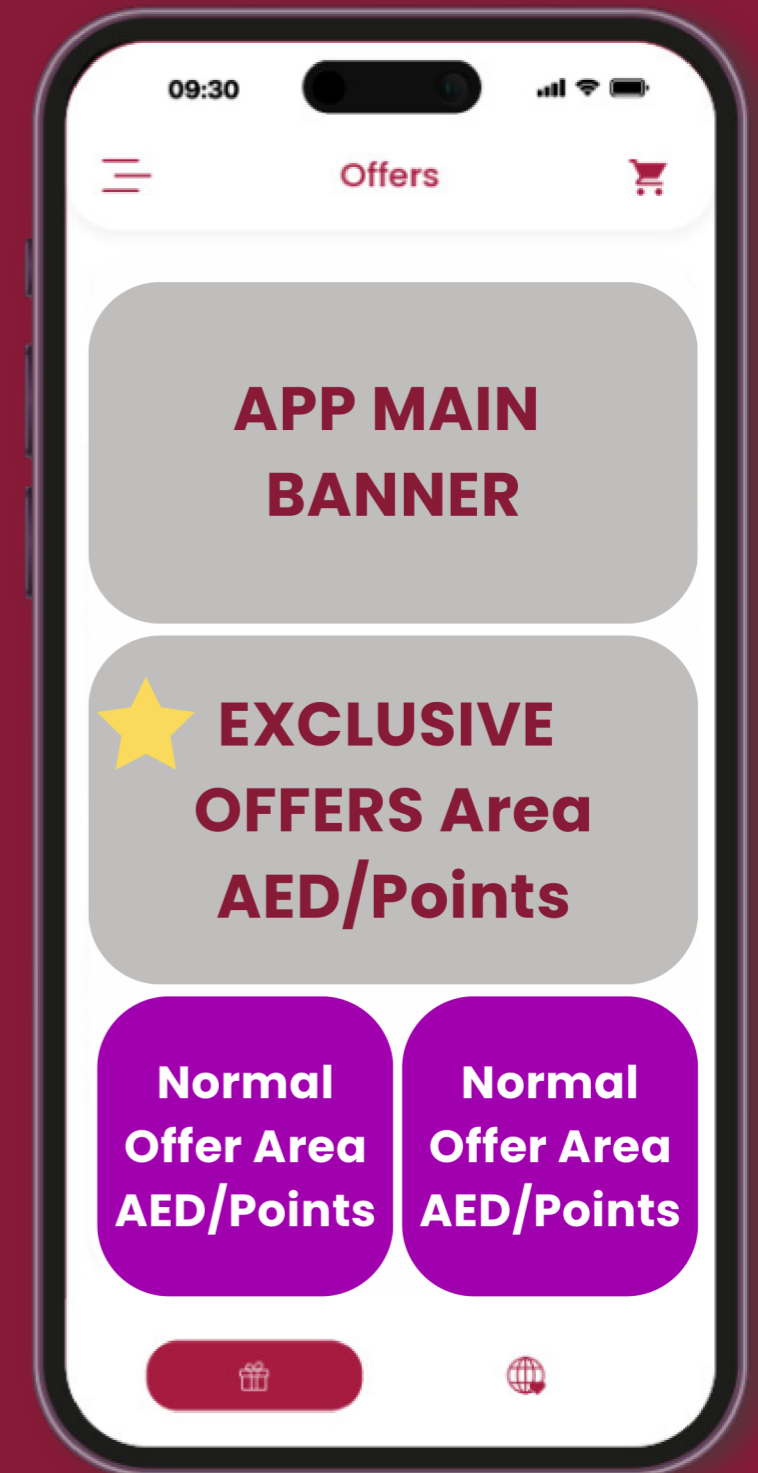
☆☆☆ 



- **Sell Offer & Exclusive deals on POP UPS**

Available for our subscribed vendors and clients who wish to sell Products & Services within our marketplace on POP UPS mobile app.

- Vendors at Free Trial period are eligible to set up their online “Menu” & to sell their products against online payments.
- Points discount is applicable for Clients, subscribed vendors & vendors selling within contracted Exclusive Event locations.
- We don't provide delivery services, and we focus more on the visitors experience.



- Sell Tickets on POP UPS

We Support our vendors in selling tickets and any client who wish to put their tickets on sale on POP UPS Mobile app with customize seating arrangements. Categories we accept:

- Theater Shows
- Event ticketing
- Festival entry tickets.
- Restaurants seat bookings.



Our Clients



OUR VALUES

- Dedication & Commitment
- Quality & Impact
- Security
- Transparency
- Exceed Expectations





Clients Added Value

- Become the destination of choice in the city.
- Grow your reach organically & become more visible.
- Let your visitor invite others to your experience
- Generate Traffic and Boost Sales

Contact Info.

Address: Building (5) 26/11 Corniche Tower, Qroun
At Tufouh st. Al Hisn - Abu Dhabi

For more info: send us through
info@aboveandbeyond.ae

To inquire: send us through
inquiry@aboveandbeyond.ae

**To apply & join POP UPS Scan the QR
Code:**

