MERCHANT PROPOSAL

WHAT'S UP, SUMMER?

Three days of good finds, good food, and good vibes. April 9–11, 2027 at Tio Noning's Event Venue, Davao City.



WHO WE ARE

DAVAO, WHAT'S UP?

What's Up? Market is a new events brand built by three Davao organizers. We bring makers, small brands and shoppers together in one place, and we want every booth to feel seen.

3

Organizers

A local team based in Davao City

1

Brand to grow with

A market series, not a one-time event

1ST

Event

What's Up, Summer? opens the series

THE EVENT

THREE DAYS AT TIO NONING'S

3

Days

April 9–11, 2027

54

Booths

54 ground floor

2–10

PM, every day

Afternoon into the night

WHERE

Tio Noning's, Juna Subdivision, Juna Avenue corner Molave, Matina, Davao City

THE VIBE

SUNNY, SOCIAL, A LITTLE PLAYFUL

SUNNY

Bright colors, summer drinks, and booths that bring the season to life.

SOCIAL

Activities that get people talking to each other, so shoppers stay longer and see more booths.

LOCAL

Davao makers, thrifters, bakers and creatives front and center.

GOOD FINDS, GOOD FOOD, GOOD VIBES, ALL SUMMER LONG.

What's Up? Market · What's Up, Summer? · April 9–11, 2027

WHO WE'RE LOOKING FOR

A MIX THAT KEEPS SHOPPERS WANDERING

- Thrift & vintage
- New local clothing
- Accessories & jewelry
- Anik-anik & crafts
- Bags & shoes
- Baked goods & treats
- Curated drinks
- Pasabuy finds
- Home decor

We balance categories so every booth has room to shine. Drink slots are limited, and some matcha, milk tea and yogurt drink spots are already reserved.

WHY SHOPPERS SHOW UP

MORE THAN A FLEA MARKET

INTERACTIVE ACTIVITIES

Games and meet-people moments built so visitors mingle, linger, and browse more booths.

GOLDEN TICKET

A shopper game: ₱100 gets you 30 tickets to play. It keeps people moving between booths and sends real foot traffic your way.

OPEN UNTIL 10 PM

Shoppers can drop by after school and work, and stay for the evening crowd.

FREE FOR SHOPPERS

ACTIVITIES ON THE FLOOR

Free

DRAW YOUR FACE WALL

A board of blank faces. Visitors draw their own, and the market gets a shared artwork.

Free

GIVE A TRINKET, LEAVE A TRINKET

Swap a small, meaningful item for someone else's. One in, one out, in good condition.

Only if there's no flower booth

FREE RANDOM FLOWERS

Free bouquets while supplies last, and a good reason to come early.

Free

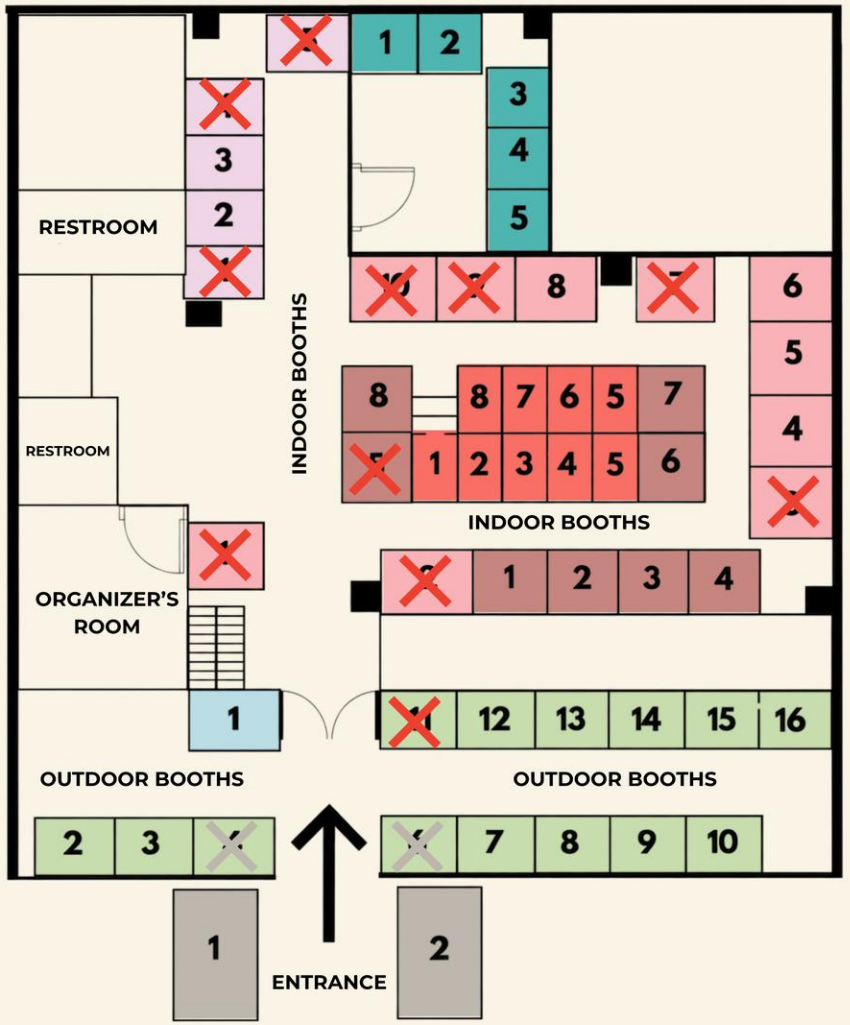
FREE HAND FANS

Free fans while supplies last, to help shoppers beat the summer heat.

HOW WE'LL BRING THE CROWD

OUR MARKETING PLAN

Social media	Regular posts and countdowns on @whatsupmarket, Instagram and Facebook
Influencer partners	We are hiring social media influencers to spread the word and bring their followers
Merchant giveaway	Win a Free Booth, Oct 9 to Nov 20. Winner announced Nov 21
Merchant spotlights	Every confirmed brand is featured on our pages before the event
Golden Ticket	A shopper game that sends traffic to your booth
Link in bio	One page for booth sign-ups, event info and updates



FLOOR PLAN

GROUND FLOOR

54 booths, indoor and outdoor

Shared booth	9 booths
Standard booth	5 booths
Pop-up booth	8 booths
Prime booth	5 booths
Deluxe booth	10 booths
Food booth	14 booths
Alfresco booth	1 booth
Parkside booth	2 booths

HOUSE RULES

GOOD TO KNOW BEFORE YOU APPLY

NO WALL STICKERS

Nothing gets stuck or taped on the walls. Use angle bars for your posters and signs.

NO PAINTING OR CARPENTRY

Bring your booth ready to set up. Painting and carpentry are not allowed inside the venue.

NO COOKING INDOORS

Cooking is not allowed inside the main house, so plan your food prep around it.

Questions? Message us on Facebook or Instagram.

JOIN US

COME SAY WHAT'S UP!

Reserve a booth	whatsupmarket.space/book-a-booth/
Win a free booth	whatsupmarket.space/win-a-free-booth/ · Oct 9 to Nov 20
Follow us	@whatsupmarket on Instagram and Facebook

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