

BUSINESS PROFILE

EVENTS SOLUTIONS

Planning, coordination and production for events of any
size in Saudi Arabia and Bahrain



An empty hall is the **easy** part

Between that hall and the first guest sit thirty decisions, several suppliers and a delivery window that does not move. We take that part off your desk, either the whole of it or only the parts you choose to hand over.

CONTENTS

What is inside

ABOUT US

- 01 Who we are
- 02 Two ways we work
- 03 Who we serve
- 04 Where we work
- 05 Service map

WHAT WE DELIVER

- 06 Planning and coordination
- 07 Hospitality and staff
- 08 Sound, lighting and screens
- 09 Stage, structures and booths
- 10 Décor, branding and signage
- 11 Brand materials and gifts
- 12 Photography and video

HOW WE RUN IT

- 13 Our process
- 14 The range we cover
- 15 What you get from us
- 16 Event concepts
- 17 What we need to quote
- 18 Talk to us



01 WHO WE ARE

We plan it, we coordinate it, and we are there on **the day**

Assas Gulf Events Solutions plans, coordinates and produces events in Saudi Arabia and Bahrain, in hotel ballrooms, offices, private venues, rented halls, open sites and exhibition floors.

Some clients hand us the whole occasion and step back. Others already have a venue and a date and need three items handled right. Both are normal work for us.

The division sits inside Assas Gulf, which also trades in supplies and works in contracting. Sourcing, logistics and site work are not new departments here.



You decide how much of it we hold

01

Full coordination

You give us the occasion, the date, the guest count and a budget range. We handle the venue, the suppliers, the build, the hospitality and the run of the day, and one person answers for all of it.

Single point of contact

One consolidated quote

Supervised to handover

02

Selected scope

You are running the event yourself and need specific parts covered: the sound system, the coffee corner, the stage, the printed items. We quote those lines only, and we work alongside your own suppliers.

Priced line by line

No minimum package

We fit around your team

Either way you approve one plan and one price before anything is ordered



The size changes the plan, not the **standard**

01

Individuals and families

Private occasions and celebrations at home, at a farm or in a rented venue. Small guest counts get the same care as large ones.

02

Shops and small businesses

Openings, launches, seasonal activations and a single stand at a local exhibition. Often one or two items rather than a full production.

03

Businesses and organisations

Conferences, annual meetings, staff events, client hospitality and exhibition stands with a fixed budget and a reporting line.

04

Schools and public bodies

Graduations, award ceremonies and open days, where approvals, safety and crowd flow matter as much as the look of the room.



04 WHERE WE WORK

Two markets, one team

We operate in Saudi Arabia and Bahrain with the same people, the same suppliers and the same way of pricing. Moving materials and equipment between the two is handled inside the group, so nobody has to appoint a second contractor for the other side.

01
Hotel ballrooms and
function rooms

02
Offices and business
premises

03
Private venues, farms
and rest houses

04
Rented halls and
multipurpose spaces

05
Open sites and outdoor
areas

06
Exhibition centres and
trade floors

Everything an event needs, from one file

05

01	Planning and coordination	Site survey and layout · Budget and item list · Supplier coordination · Venue liaison · Build schedule · On-site supervision
02	Production and technical	Sound systems · Stage and event lighting · LED screens and projection · Stages and platforms · Truss and structures · Exhibition stands
03	Hospitality and guest handling	Arabic coffee and dates corners · Buffet and set menus · Coffee breaks · Service staff and hostesses · Registration desks · VIP reception
04	Brand, print and media	Décor and table settings · Signage and wayfinding · Roll-ups and banners · Branded gifts · Printed items and packaging · Photography and video



06 PLANNING AND COORDINATION

Most problems on event day were created weeks earlier

Before anything gets ordered we look at the room. Truck access, ceiling height, power points, where guests enter, where food comes out, what the venue allows. Those answers set the plan.

01 Site survey and measurement

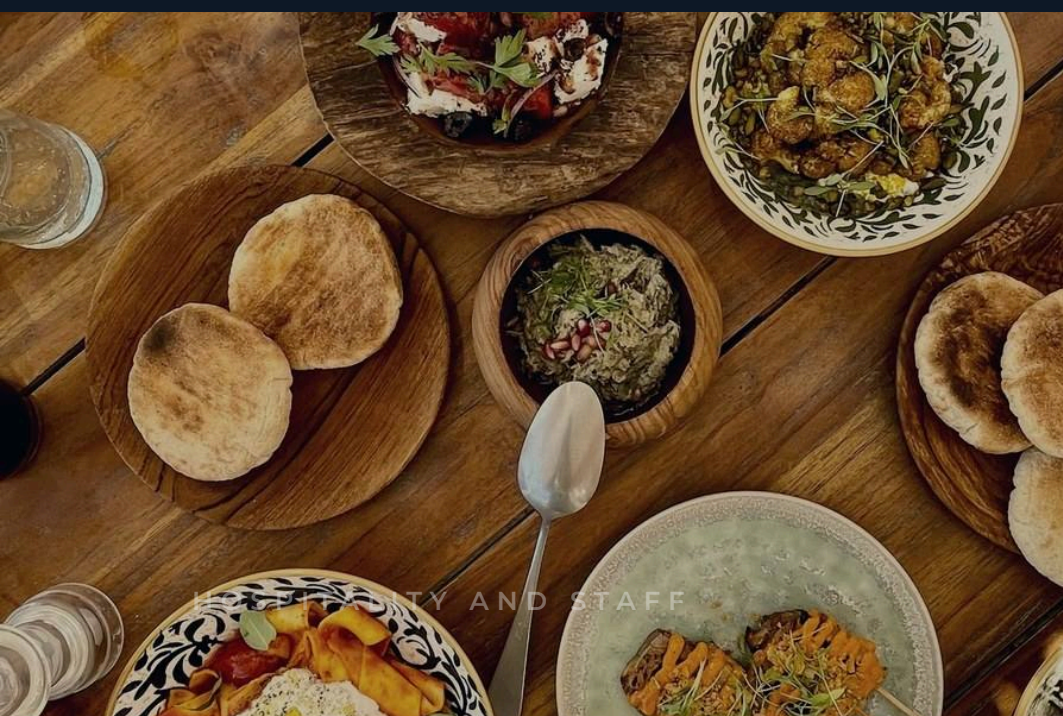
02 Venue liaison

03 Floor layout and guest flow

04 Budget and item list

05 Supplier briefing

06 Run sheet and supervision



07 HOSPITALITY AND STAFF

Reception and food are what guests talk about after

We treat hospitality and staffing as one line of work rather than two suppliers who blame each other. The coffee corner, the buffet, the servers and the people at the door are briefed together and supervised by the same person.

- 01 Arabic coffee and dates corners
- 02 Buffet, set menus and stations
- 03 Coffee breaks and refreshments
- 04 Service staff, hostesses and supervisors
- 05 Registration and reception desks
- 06 VIP reception and guest handling



08 SOUND, LIGHTING AND SCREENS

Specified to the room, not to the price list

A 200-seat ballroom does not need what a 2,000-seat hall needs, and paying for the difference helps nobody. We size the system to the space, the programme and the power available, then test it before the room fills.

- 01 Sound systems and microphones
- 02 Stage and architectural lighting
- 03 LED screens, indoor and outdoor
- 04 Projection and large-format display
- 05 Power distribution and cabling
- 06 Technicians on site throughout



09 STAGE, STRUCTURES AND BOOTHS

Built by our partners, checked by us

Stages, backdrops, trussing and exhibition stands are produced by fabrication workshops working to our drawings and under our supervision. We do not own a workshop and we do not claim to. What we own is the specification, the inspection before it leaves, and the responsibility once it reaches site.

01 Stage decks and platforms

02 Backdrops and branded walls

03 Truss structures and rigging

04 Exhibition stands and booths

05 Entrance gates and photo walls

06 Installation and dismantling

Load calculations, fire regulations and venue rigging rules are confirmed with the venue before fabrication starts



One theme, carried through every corner of the room

Tables, backdrops, signage and branded pieces are planned as one scheme, not bought separately. Colours, materials and finish follow the same direction, and every printed item is proofed before the run, so the budget is spent once and the room reads as one hand.

- 01 Table settings and centrepieces
- 02 Floral and greenery
- 03 Themed décor and backdrops
- 04 Entrance and welcome areas
- 05 Directional and wayfinding signage
- 06 Roll-ups, banners and wall wraps





Print is not a side service here

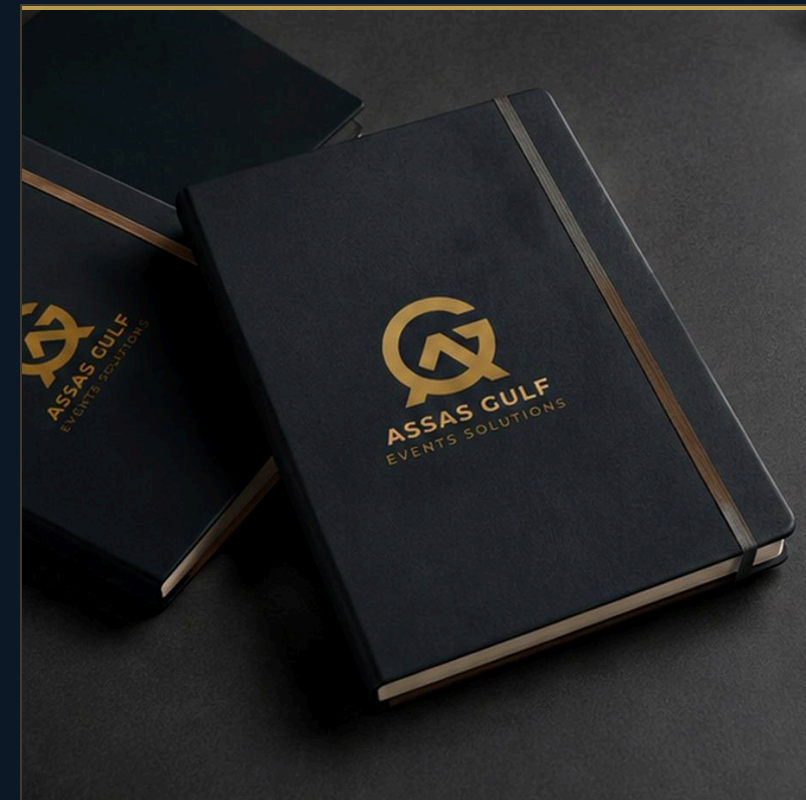
We design and produce branded material for our own activations, so the print side of an event runs through people who order it every month. Everything below carries our own hospitality identity: cups, bags, notebooks, roll-ups and stand graphics, from one design system and one print specification.



PRINTED CUPS



GIFT BAGS



NOTEBOOKS AND FOLDERS



ROLL-UPS AND STAND GRAPHICS



12 PHOTOGRAPHY AND VIDEO

The event runs one evening, the pictures run all year

Coverage is planned with the programme rather than arranged on the morning. We agree the shot list, the moments that matter and where the photographer stands before anyone arrives.

01 Event photography

02 Video and highlight edits

03 Short clips for social channels

04 Speaker and interview capture

05 Aerial coverage where permitted

06 Edited files delivered after

Four stages, and you see the price at stage two

01

Brief and site check

The occasion, the date, the guest count and a budget range, then the venue looked at in person or through drawings before anything is priced.

02

Layout, items and quote

A floor layout, a written item list and a quote priced line by line, so you can see each element and remove what you do not need.

03

Preparation and build

Suppliers confirmed, materials produced and inspected, build scheduled with the venue, technical setup tested before the room opens.

04

Event day and close-out

Our supervisor on site from build to handover, running the sheet with your team, then clearing the venue after the guests leave.



14 THE RANGE WE COVER

A gathering of forty and a conference of two thousand are different plans, **not different standards**

The team changes, the budget changes and the equipment list changes. The checks we run before either one stay the same.

40 – 2,000+

GUEST COUNTS
WE PLAN FOR

1 – All

FROM A SINGLE ITEM
TO FULL COORDINATION

2

MARKETS COVERED
BY ONE TEAM

6

VENUE TYPES
WE SET UP IN

Four things clients actually notice

01

One line of responsibility

One plan, one quote, and one named person who answers for the whole event on the day. No triangle between three suppliers when something slips.

02

Priced item by item

Every element is quoted separately, so you can see where the budget goes, compare like with like and cut the lines that are not worth it to you.

03

The room comes first

Access, power, timings and venue rules get checked before we quote, not after you sign. A slower start, and the event day is calmer for it.

04

A group behind the division

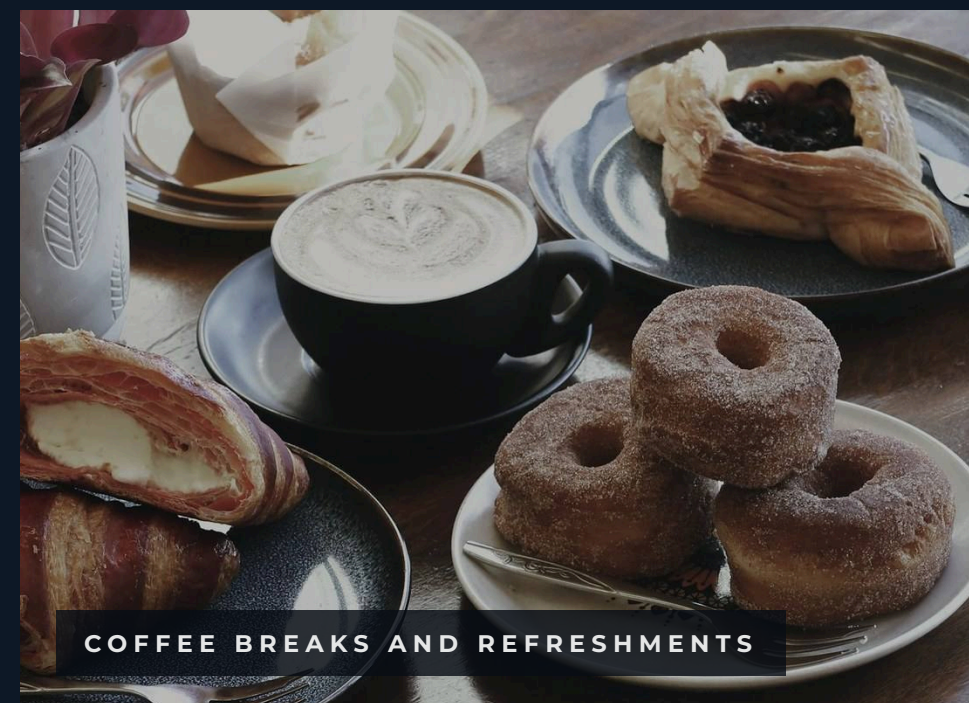
Sourcing, logistics and site work are daily practice on our trading and contracting side, which is why short-notice supply is not a crisis here.



16 EVENT CONCEPTS

EVENT CONCEPTS

The pages that follow show the type of environment, finish level and setup we work with, and we use them to agree a direction with a client before anything is designed. They are reference concepts rather than photographs of past client work.





TECHNICAL CONTROL AND RIGGING



PRIVATE DINNERS AND GATHERINGS



PHOTOGRAPHY AND VIDEO COVERAGE



CONFERENCES AND LARGE-FORMAT STAGING

Five answers and we can put a price on it

Most enquiries arrive with two of these five, and the back and forth to get the rest is what delays a quotation. Send them together and the first version comes back complete rather than provisional.

01

The occasion

What it is and who it is for. A graduation, an opening, a business dinner and a family gathering are priced differently even at the same guest count.

02

The date

And whether it can move. A date that has flexibility of a few days often costs less, because supplier availability changes what we can offer you.

03

The venue

Booked, shortlisted, or still open. If it is booked, the venue name is enough for us to check access, power and house rules ourselves.

04

Guest count

Approximate is enough to start. Forty or four hundred changes the plan completely, but the difference between 180 and 200 does not.

05

The scope

The whole event, or the items you want us to cover. If you are unsure, say so and we will quote a full list you can cut down.

Send it however you have it, a voice note works

Send the date and the room, we will send the **plan**



SCAN OR TAP

Send us the occasion, the date, the venue and an approximate guest count, and we will come back with a layout and a priced item list.

Commercial registration and VAT certificates for both markets are available on request for vendor registration and tender submission.

EVENTS DIVISION · SAUDI ARABIA

+966 53 901 1007

WhatsApp · tap the number to chat

EVENTS DIVISION · BAHRAIN

+973 3466 8169

WhatsApp · tap the number to chat

EMAIL

info@assasgulf.com

sales.sa@assasgulf.com · sales.bh@assasgulf.com

ONLINE

www.assasgulf.com

SAUDI ARABIA

CR 7051737026

VAT 314298130100003

BAHRAIN

CR 72529-2

VAT 220026927200002



**ASSAS
GULF**
أساس الخليج
ASSAS GULF EVENTS SOLUTIONS

Thank you

SAUDI ARABIA · BAHRAIN

INFO@ASSASGULF.COM · WWW.ASSASGULF.COM