



# HEIGHTS

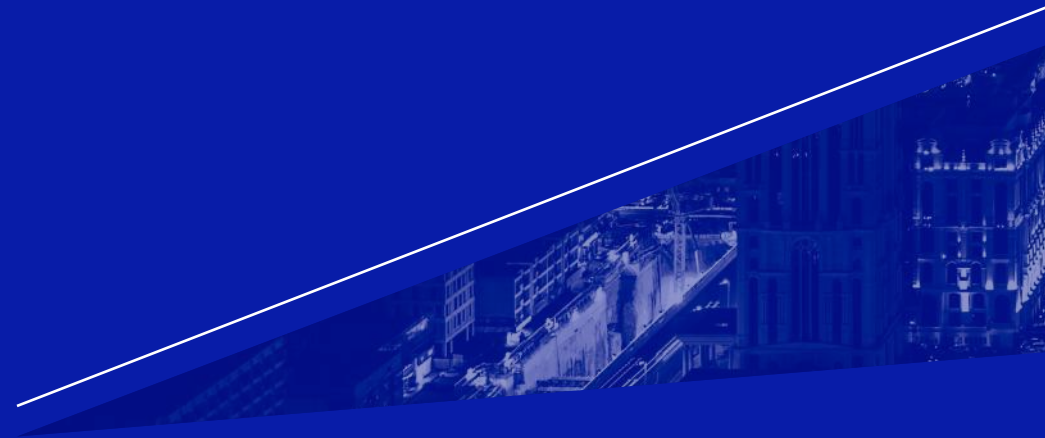
HEIGHTS COMPANY

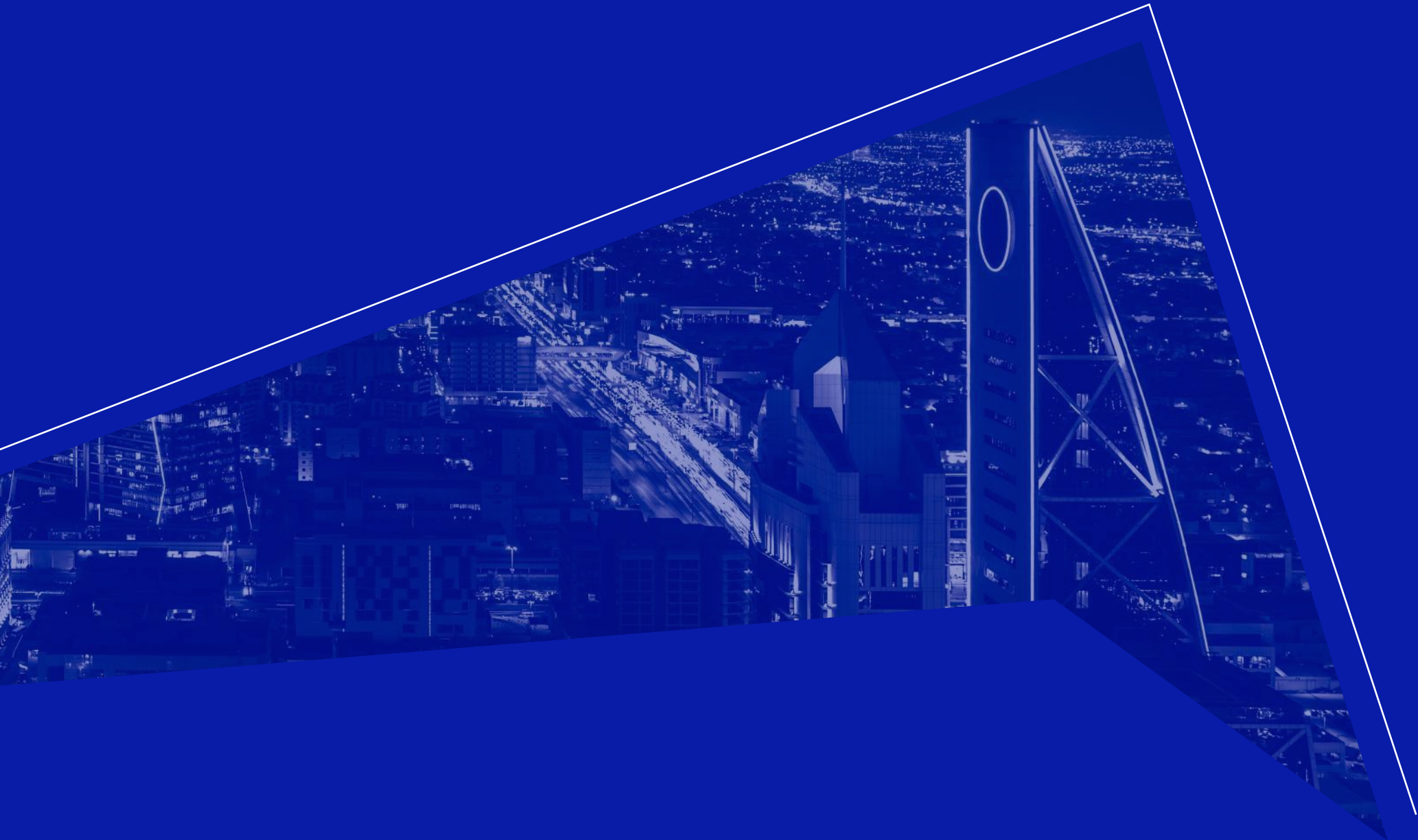
# COMPANY PROFILE

# 2022

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# HEIGHTS Years Of Giving

Who we are

## WHO WE ARE

“**HEIGHTS**” is a locally and global pioneer in the event planning industry that sets a new standard by offering genuinely innovative and fully integrated event solutions.

The company’s headquarters is based in Riyadh, KSA. However, we also operate across three different countries, UAE, Egypt, and the Czech Republic. For over 22 years, we have been helping and partnering with Governmental entities and enterprises to build, manage and deliver an exceptional event experience.

## WHAT WE DO

At “**HEIGHTS**,” we provide an orchestrated end-to-end event planning services that fulfill all aspects of your events.

We design, plan, and execute your event planning schedule with a comprehensive framework that guarantees an off-the-charts satisfaction level and unprecedented cost-efficiency rate.

Our portfolio includes a wide range of real and virtual events that exceeded expectations and grabbed audience attention.

Our area of expertise extends to include events, exhibitions, festivals, conferences, corporate projects’ launches, and government programs.

We believe that the extraordinary standard of our events’ support services is one of the ultimate reasons behind our high industry recognition.

We provide numerous event support services that make us always at the forefront, such as technical solutions, crowd management, guest and foreign delegations reception.



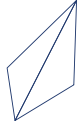
By the excellence of our team of fully trained subject matter specialists and providing our services based on globally accepted standards and regulations, we attain and preserve our prestigious status as one of the leading entities in the events industry.

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# Event Experience Architects

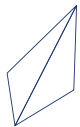




## OUR VISION

**TO ALWAYS BE THE FIRST CHOICE** AS PARTNERS FOR ALL THOSE WHO ARE PASSIONATE ABOUT MAKING A DIFFERENCE IN CREATIVITY AND INNOVATION IN COMMUNICATIVE EVENTS AND ACTIVITIES.

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## OUR MISSION

Our mission is to always provide innovative and comprehensive ideas that are in line with the latest technologies in the communication and events industry, using our exceptional resources, commitment to safety, product quality, and precision to create unforgettable memories. Resources, commitment to safety, product quality, and precision to create unforgettable memories.

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# OUR VALUES

01

Cooperation  
and partnership

02

Efficiency  
and quality

03

Creativity

04

Challenge

05

Safety





# OUR GOALS

1

We operate according to the principle of excellence with efficiency and value for money.

3

We adhere to the environment, occupational safety, and health measures and precautions

5

We are renewed and excel in providing services that keep pace with the requirements of the times

2

We work with the concept of partnership to build unforgettable memories

4

We invest in the most passionate cadres to succeed

6

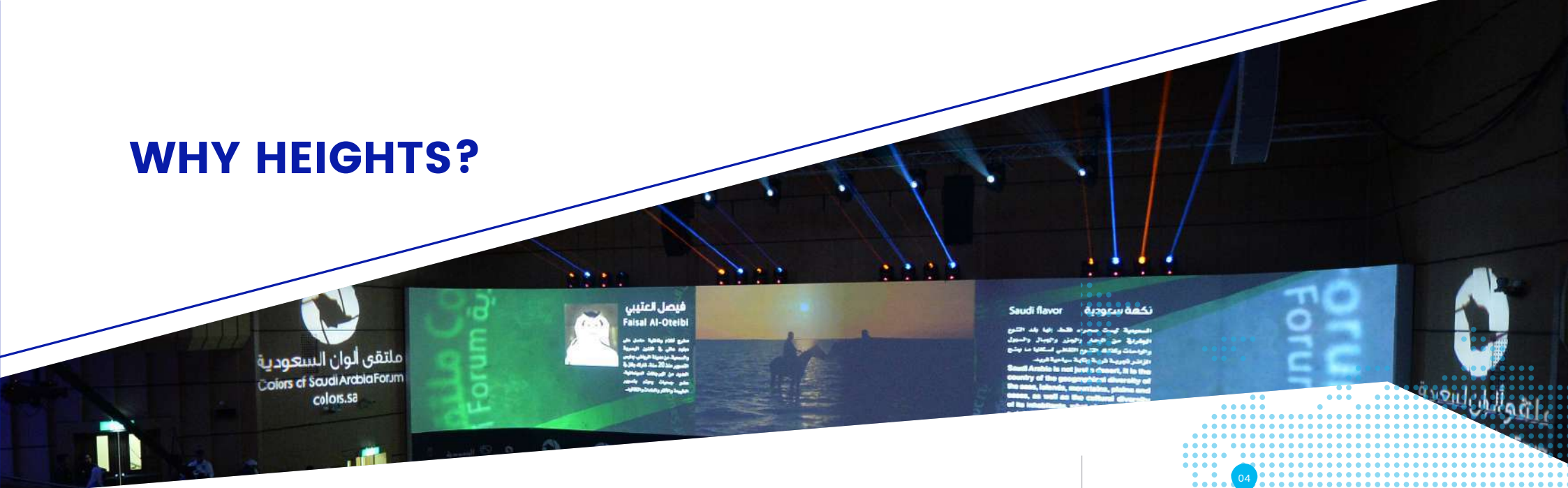
We work with a passion for creating a unique experience for our clients



# HEIGHTS Achievements and Figures Realized

WHY HEIGHTS?

# WHY HEIGHTS?



**20+**

More than two decades of excellence in the event management industry, crowned with the honor of working with the most reputable entities in the KSA.

**100+**

We have more than 100 professionals working simultaneously with limitless creativity to bring our innovative ideas into reality.

**360**

We offer an end-to-end 360-degree event planning solution, from the planning stage to the closing ceremony.



Currently, we are operating across three continents and four countries. However, our ambitious vision for 2030 is to extend our intercontinental geographic presence to the rest of the world.



# HEIGHTS Achievements and Figures Realized

HEIGHTS Privileges



# HEIGHTS PRIVILEGES

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**We are honored to be awarded** the best conference and exhibition organizer in the KSA. We have been awarded twice, in 2013 and 2015, respectively.



**We attain the first rank in the official city-service providers' classification** by the Ministry of Municipal & Rural Affairs & Housing.



Also, we are an **accredited member** of the Global Association of the Exhibition Industry (UFI).

# Comprehensiveness

is the accurate word to describe our event services.

- Main services
- Event support Services



1



# MAIN SERVICES

# MAIN SERVICES



## 1 EVENTS CONSULTING & SOLUTIONS

Creating and designing solutions for events, marketing communication and consulting to provide the best experiences locally and internationally.



## 2 MANAGEMENT OF PROJECTS & TEMPORARY CONSTRUCTION

Project management for programs and initiatives, event equipment, as well as temporary express construction and infrastructure.



## 3 MEETINGS & CONFERENCE PLANNING

We provide integrated solutions for designing scientific programs for conferences, forums and events, as well as workshops and meetings.



## 4 ORGANIZING EXHIBITION & BOOTHS

We create quality solutions and experiences for trade and introductions exhibitions, as well as design optimal experiences for third-party participation.



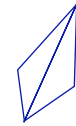
## 5 ORGANIZING FESTIVALS & EVENT MANAGEMENT

We keep pace with developments in the innovation of festivals, the tourism experience and cultural, sporting, educational and social events.



## 6 INTERNAL COMMUNICATION PROGRAM

We offer and design internal communication programs for organizations, events and official celebrations for entities to launch products.



## EVENTS CONSULTING & SOLUTIONS

In "HEIGHTS", we are distinguished by giving consultations, based on accumulative experience and practical solutions. We are also proud to have an elite of skillful experts in management events and digital communication in KSA. We grant our clients an open channel of communication during the planning process to obtain the best results.





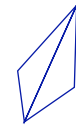


## MANAGEMENT OF PROJECTS AND TEMPORARY CONSTRUCTION

At “HEIGHTS”, we offer different services in regards to projects and quick constructions, from design to professional implementation. We do that with a unique approach that includes managerial, strategic, and flexible frameworks by providing and executing innovative solutions.

We have developed this approach through our accumulated experience that exceeded 20 years in the mechanisms and procedures of project management with the highest priority in a short time. We are also keen on executing projects with the highest standards through an integrated team of experts in management and technicalities.





## MEETINGS AND CONFERENCE PLANNING

We exploit our accumulative experience at “HEIGHTS” in the field of conferences and meetings to fulfill our clients’ needs. Inside KSA, the “Heights” team has organized hundreds of successful conferences and meetings, which led them to gain high-quality levels of organizational and managerial skills with global standards.

We also contributed to the rapid digitalization industry through “Heights” technical team, to help our clients perform their virtual meetings and webinars with the most trending and high-quality techniques that meet their ambitions.







## ORGANIZING EXHIBITION & BOOTHS

As a member of The Global Association of the Exhibition Industry (UFI), we believe that we have what it takes in the Exhibitions and Pavilions execution field. Our experience lies in delivering the highest standards of content creativity and innovation. We proved our credibility and success in our endeavors in providing all the technical, intellectual, and logistic services when it comes to exhibitions and pavilions. In addition to our own exhibitions in "HEIGHTS", we had a head start over others in organizing and managing many exhibitions all over the years across KSA. One of its innovative services, "HEIGHTS" succeeded to create special platforms and virtual tours for the art exhibitions with a modern and innovative vision.





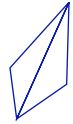


## INTERNAL COMMUNICATION PROGRAM

“HEIGHTS” seeks to achieve the goals and the visions of companies and organizations by creating a motivational, attractive, and encouraging environment for the employees’ productivity. We had organized a lot of events on different occasions with numerous governmental entities as well as the private sector, where we conducted research and analysis of the previous programs to offer and develop the content of inside and outside events. For example; closing ceremonies, Eid al-Fitr and Eid al-Adha celebrations, National Day celebrations, the international days, Ramadan receptions and Iftar, and the trophies included for employees and VIPs. Ideas and proposals will be presented in the next slides.

- Several folklores for national days.
- International live shows for family events for employees
- Musical Shows
- Customized events and international shows

To inspire and distinguish our clients, we plan, design, build, implement and supervise their ceremonies by applying the highest standards of experience that we gained over the past years. We also maintain the international protocols while launching events for programs, initiatives, annual celebrations, launching new brands inside organizations, and dinner parties to meet our clients’ ambitions and be their success partners.



# ORGANIZING FESTIVALS & EVENT MANAGEMENT

## Events and Festivals Management Sports, cultural, touristic, social, and educational

We plan and organize your event after doing our homework and analysis, and provide you with the most right proposal that fulfills your event's needs to produce an unforgettable experience

### ▶ **Formal events and ceremonies:**

We inspire and single out our clients in organizing formal events by applying the highest standards that we acquired all over the past years.

### ▶ **Entertainment events:**

We care about enhancing, innovating, producing, and organizing unique entertainment experiences and events to enrich the attendees' adventure

### ▶ **Cultural Events:**

At "HEIGHTS", we are proud that we care about heritage. We design the best cultural events' experience to promote the patriotic identity and motivate the global cultural dialogue through developing, designing, and organizing cultural events and festivals.

### ▶ **Scientific & Educational Events**

We aim at "Heights" to present an exceptional experience for educational events and activities by organizing festivals, championships, events, and scientific hackathons.

### ▶ **Sporting Events**

We seek to achieve domestic and international excellence at "Heights" through the presentation of different and competitive sports events to enhance and develop the fitness environment for youth and athletes.

### ▶ **Tourism experiential Events**

We offer solutions to create and produce the touristic experience by organizing events and festivals. We also improve the tourism experience by creating, designing, and developing the experience in touristic destinations.

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# SUPPORT SERVICES



# SUPPORT SERVICES

We offer you the best solutions to complete your event with the most trending technologies.



## Identity designs and printing

We innovate in event identity designs with its applications, designing event conception from illustrative diagrams to 3D designs, all paper publications, event identification cards, invitations, magazines, certificates of appreciation, attendees, speakers, annual reports, etc., in order to best reflect the organization's visual identity.



## Manufacturing and production

We have the capabilities with mechanisms and equipment that include the ability to carry out wood and iron works and all kinds of materials in the industries and implementation works of our projects, and we are also distinguished by accuracy in manufacturing and processing, starting from construction plans and professional engineering supervision to ensure the safety of our workers during the preparation and the safety of our visitors during the event.



## Crowd management

We provide solutions for planning and designing the visitor's experience and managing crowds with the latest technologies and implementing them with solutions commensurate with the type of event and the targeted audience. We also manage traffic operations, the registration area and tickets with integrated systems, and we maintain occupational safety and health in events and rely on them on international procedures and protocols.

# SUPPORT SERVICES

With a Dedicated and Professional Team We Work on



## Organizing tourism and cultural activities

We work on organizing visits accompanying tourism events, trips to cultural and heritage areas, historical sites and tourist guides, and we organize accompanying cultural events with modern display methods while providing all logistical services such as transportation, housing, mobility and permits, with the possibility of arranging hospitality, dinner parties and providing cultural events.



## Events logistics service

We provide logistical support for events and projects in terms of reception, protocol, transportation, reservations, and accommodation. We also provide supervision services for cleaning, sterilization and site safety, with the implementation of all safety precautionary measures, and we ensure that all operations are planned and operated in accordance with international standards in order to provide a successful experience for our clients and their visitors.

## Marketing & Media

With a Dedicated and Professional Team We Work on



### Event Marketing

We provide all effective innovative marketing communication services that ensure the success of the event and its reach to the target audience that we plan with our client. We also build an integrated strategy for the event from the beginning of planning to readiness, during and after the event, and we ensure that it is covered locally and internationally within our relationships in three continents in order to ensure that the event reaches expectations.

### Visual production of events

We provide a range of technical services for visual production supporting the documentation of events, including filming, motion graphic design, documenting events and live broadcasting. With the capabilities that we have at Heights, we can provide an integrated artwork that suits the aspirations of our clients, from the goal and idea of creating content to the preparation, implementation and publishing.

### Media and Public Relations for Events

At Heights, we consider media and public relations in events the most important and fastest way to communicate with the public and an opportunity to build a mental image of the event and the organizer, which makes us build an integrated system of relationships and media to reach all segments of the local and international community and we are interested in building this local system with a global vision and horizons to keep pace with the aspirations of the vision.



# SUPPORT SERVICES | Technical solutions services

We provide all support services and technical solutions to fully manage events, conferences and meetings



## Screens

- Screens of all kinds " LED Screens"
- Billboards and signs screens " Digital Signage"
- Live Streaming of events " Hosting Live Streaming"
- Live Streaming screens " Live streaming"



## Shows of light and sound

- 3D and 2D display technologies " Projection Mapping"
- Design and implement professional aesthetic lighting systems " Lighting"
- Advanced audio systems "Audio"
- Hologram technology
- Stage and platform design
- Video and display systems " Video & Media Systems"



## Cameras, Photography and Production

- Equipping self-counting cameras for visitors at entry and exit
- BTZ Sony HD cameras
  - Fixed and mobile cameras (drones and cranes 12 meters)
  - Direct montage
  - Photography
  - Shooting a video
  - Production of images

# SUPPORT SERVICES | Technical solutions services

We provide all support services and technical solutions to fully manage events, conferences and meetings



## Modern Techniques

- Virtual event technologies " Virtuale Event Solutions"
- Interactive touch screens
- Interactive projectors
- Augmented Reality Technologies " Virtual Reality"
- Robots
- Interactive wall

## Supporting devices, systems and technologies:

- Voting systems services
- Translation systems
- Waiting systems
- Self-registration
- Fully equipped operation, monitoring and control rooms
- Bosch Dicontis Wired setup
- Create websites
- Electronic payment systems
- Manage registrants remotely
- Meeting systems
- Wireless microwave network " Integrated Networks"
- Monitoring and protection systems for events "CCTV"

We care about  
**innovation and  
modernity in our  
projects**





# LAUNCHING PROJECTS AND PRODUCTS

We make the moment an unforgettable memory

We were honored to work on organizing a number of inauguration projects in the presence of the Custodian of the Two Holy Mosques and the Crown Prince, in addition to the presence of a number of ministers, heads of bodies, companies, businessmen and important figures in society.

## SOME OF OUR PROJECTS IN THE LAUNCHING PROJECTS AND PRODUCTS



**Project**  
Launching of the project to establish King Saud Air Base

**Client**  
King Saud Air Base



**Project**  
laying the foundation for a project to establish an air war center

**Client**  
Ministry of Defense



## SOME OF OUR PROJECTS IN THE LAUNCHING PROJECTS AND PRODUCTS



**Project**  
Launching the "Damam 7" computer

**Client**  
Aramco- KSA



**Project**  
The launching ceremony for the identity of General Secretariat of the G20 summit

**Client**  
The General Secretariat of the G20 Summit



**Project**  
NEOM strategy launch meeting

**Client**  
NEOM Company



**Project**  
A conference to launch the general scheme of Qiddiya

**Client**  
Qiddiya Investment Company



# MEETINGS & CONFERENCE PLANNING

Passion drives us and renewal defines us

We work in this sector to provide all services for the success of conferences, meetings and workshops professionally, with the participation and invitation of the most skilled local and international experts and trainers in various fields, and we design the event creatively to ensure a unique and successful experience.

## SOME OF OUR PROJECTS IN THE MEETINGS & CONFERENCE PLANNING



**Project**  
IIF G20 Conference 2020

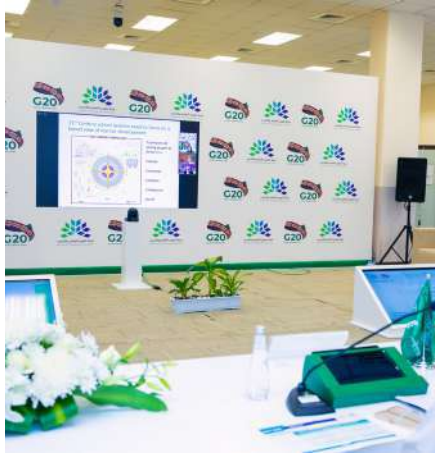
**Client**  
The General Secretariat of the G20



**Project**  
Municipal Investment Forum (Opportunities)

**Client**  
Ministry of Municipal and Rural Affairs and Housing

## SOME OF OUR PROJECTS IN THE MEETINGS & CONFERENCE PLANNING



### Project

The International Conference on Education and Training Evaluation

### Client

Education & Training Evaluation Commission



### Project

SABIC Integrity and Compliance Forum

### Client

SABIC Company



الهيئة السعودية للمقاولين  
Saudi Contractors Authority

### Project

A forum for future projects

### Client

Saudi Contractors Authority



### Project

Saudi Travel and Tourism Forum

### Client

Ministry of Tourism

# INTERNAL COMMUNICATION PROGRAM

We create an attractive and innovative work environment for employees

At Heights, we seek to achieve the organization’s goals and practical vision by creating a stimulating, attractive and encouraging work environment for productivity, as we organized events for several government agencies and companies in the annual ceremony, celebrating national annual events, and we are also distinguished by the innovation of events and the relevance of events to the activity of the organization.

## SOME OF OUR PROJECTS IN THE INTERNAL COMMUNICATION PROGRAM



الهيئة العامة للترفيه  
General Entertainment Authority



**Project**  
Greeting ceremony of the General Entertainment Authorities

**Client**  
General Entertainment Authority

SABB ساب

**Project**  
SABB announces completion of merger with Alawwal Bank

**Client**  
SABB Bank



## SOME OF OUR PROJECTS IN THE INTERNAL COMMUNICATION PROGRAM



### Project

Misk Charitable Initiative celebrations on the National Day

### Client

Mohammed bin Salman Foundation, Misk



هيئة الاتصالات وتقنية المعلومات  
Communications & Information  
Technology Commission

### Project

CITC annual gathering for employees

### Client

Communications And Information Technology Commission



وزارة الاتصالات وتقنية المعلومات  
MINISTRY OF COMMUNICATIONS  
AND INFORMATION TECHNOLOGY

### Project

The virtual annual party for the employees of the Ministry of Communications

### Client

Ministry of Communications and Information Technology



### Project

Arabian Sohour

### Client

The Arab Company for External Advertising

# ORGANIZING FESTIVALS & EVENT MANAGEMENT

We are proud of creating innovative events and exporting our culture to the world

At Heights, we believe that we have exceptional experience in organizing renewable events and festivals of all kinds, as well as organizing cultural and tourism visits with the aim of introducing visitors and guests to the originality of our culture and our wonderful heritage in a modern way that is consistent with our identity while providing all events and logistical services.

## SOME OF OUR PROJECTS IN THE ORGANIZING FESTIVALS & EVENT MANAGEMENT



**Project**  
Janadriyah Festival

**Client**  
Elm Company for Information Security



**Project**  
King Abdul-Aziz Camel Festival

**Client**  
King Abdulaziz Foundation

## SOME OF OUR PROJECTS IN THE ORGANIZING FESTIVALS & EVENT MANAGEMENT



### Project

HWAMAH al diriyah

### Client

Diriyah Gate Development Authority



الهيئة العامة للترفيه  
General Entertainment Authority



### Project

National Day season, energy to the summit (5 cities )

### Client

General Entertainment Authority



### Project

The ceremony accompanying the financial sector conference

### Client

Ministry of Finance



### Project

Hail Toyota International Rally 2020

### Client

Saudi Automobile and Motorcycle Federation

Date: 2020 AD



# ORGANIZING EXHIBITION & BOOTHS

We travel with you to another world of creativity

We believe in Heights that we have sufficient experience in the field of organizing exhibitions and implementing realistic and virtual pavilions, and our experience in the field lies in providing the best standards of creativity and innovation in all technical and logistical services for exhibitions, where we had the precedence in this field by organizing and managing several exhibitions over the years, including local and international exhibitions.

## SOME OF OUR PROJECTS IN THE EXHIBITIONS AND PAVILIONS



**Project**  
Booth Al Riyadh Municipality

**Client**  
Al Riyadh Municipality



**Project**  
Armed Forces Exhibition to Support and Localize AFFD Spare Parts Industry

**Client**  
Saudi Armed Forces

## SOME OF OUR PROJECTS IN THE ORGANIZING EXHIBITION & BOOTHS



### Project

Participation of the Ministry of Education in the GESS exhibition in Dubai

### Client

Ministry of Education



### Project

Export Authority's participation in Gulfood Exhibition in Dubai

### Client

Saudi Export Development Authority



### Project

Saudi Colors Forum

### Client

Ministry of Tourism



### Project

The pavilion of the Zakat, Tax and Customs Authority in the Saudi Accountants Forum

### Client

Zakat, Tax and Customs Authority

# MANAGEMENT OF PROJECTS AND TEMPORARY CONSTRUCTION

From design to professionally executed

We provide our services in project management, equipment and quick and temporary construction, and we are distinguished by a distinct methodology that includes flexible and agile administrative and strategic frameworks by providing solutions and implementing them, that methodology has been developed from our accumulated experiences that exceeded 20 years.



## SOME OF OUR PROJECTS IN THE MANAGEMENT OF PROJECTS AND TEMPORARY CONSTRUCTION



**Project**  
NEOM Bay Airport "Temporary"

**Client**  
the private affairs of the Custodian of the Two Holy Mosques



**Project**  
Customer Experience Center

**Client**  
NEOM Company



**Project**  
Residential "12 headquarters"

**Client**  
Ministry of Housing



**Project**  
Development Centers in Sharma

**Client**  
The National Program for Community Development in the Regions

# Our Clients

We are proud of an extended relationship with success partners

# MAJOR CLIENTS





# HEIGHTS

We are pleased to contact you  
and we are honored to serve you

## Contact Us

—  
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