www.eventat.sa

COMPANY PROFILE 2026

إفنتات
EVENTAT

Hello

Profile Outline

EXECUTIVE SUMMARY 04

COMPANY OVERVIEW 05

VISION, MISSION AND VALUES 06

HIERARCHY 07

15 REASONS TO DO BUSINESS WITH US 08

CONTACT INFORMATION 45

Executive Summary

EVENTAT is a leading event management company specializing in creating innovative, seamless, and high-impact experiences across **corporate events, exhibitions, and conferences**. With over **20 years of expertise,** we pride ourselves on delivering **end-to-end solutions** tailored to meet the unique needs of each client.

Our commitment to **excellence and innovation** has earned us **first-grade classification from MOMRA**. We hold more than **10 government licenses,** enabling us to operate across diverse event types. Backed by **300+ strategic partners and suppliers, an in-house factory,** and **cutting-edge technological capabilities,** we are equipped to manage events of any size or complexity.

At EVENTAT, we align **global best practices** with **local market knowledge**, ensuring every project is executed on time, within budget, and beyond expectations. Whether hosting a large-scale exhibition or a VIP corporate event, we offer **comprehensive solutions** through **fully automated operations**—delivering the perfect blend of creativity, logistics, and execution.



Company Overview

About Us

Established over two decades ago, EVENTAT has grown to become a **market leader in event management**. We specialize in delivering **high-quality events** across multiple industries, including **corporate functions, government ceremonies, exhibitions, and international conferences.**

Through continuous innovation and operational excellence, we have become the **preferred partner for both government and private-sector clients.**

20+ Years
Of Experience

10,000+
Equipment

300+
Strategic Partners

160+
Clients

80+
Engineers & Technicians

10+
Government licenses

12.5M+ SAR
Financing lines

500+
Events & Exhibitions

4+
Countries

Vision, Mission and Values

Vision

To be the most trusted and innovative event management company,

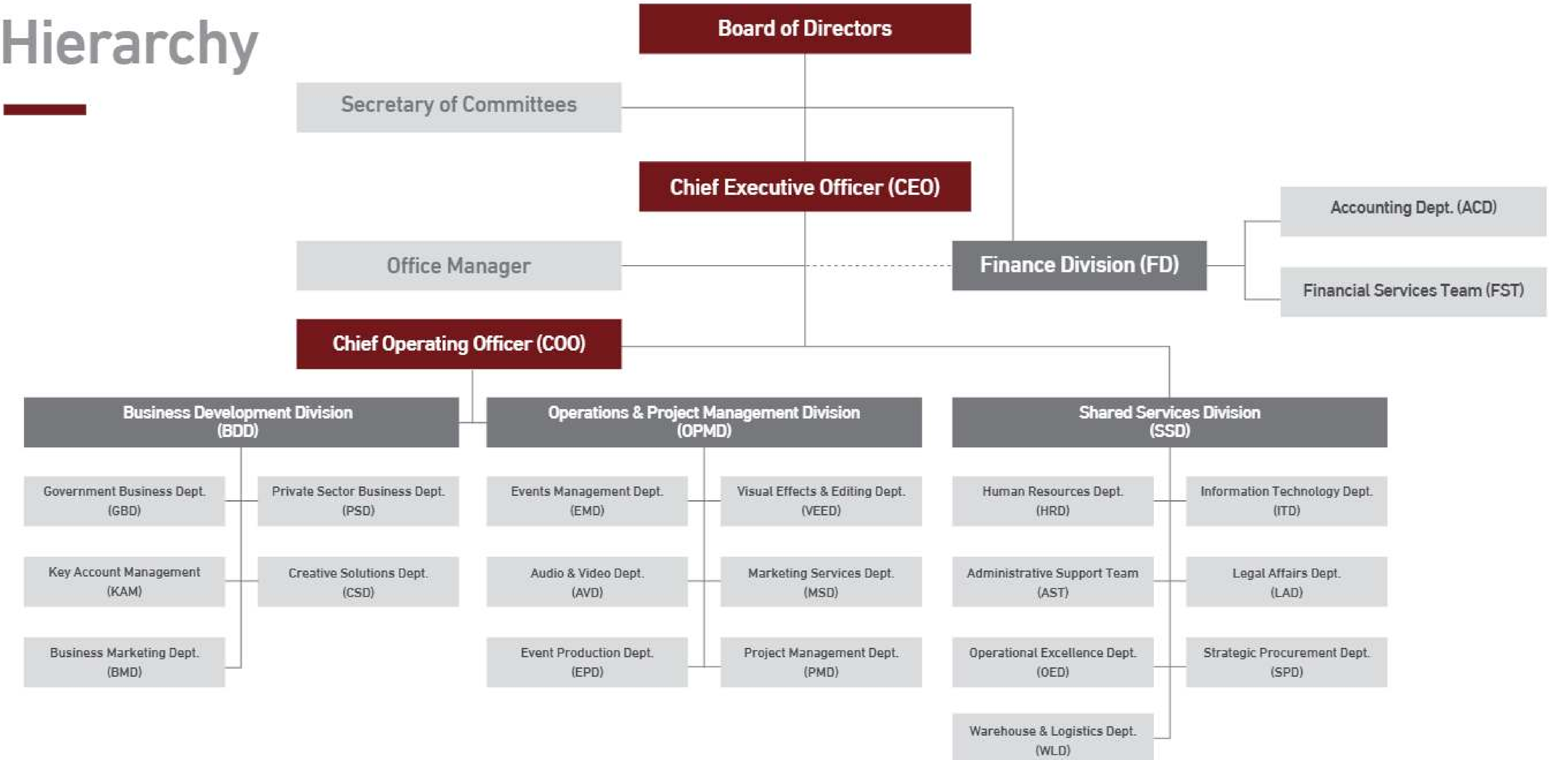
Mission

Our mission is to provide seamless, end-to-end event management solutions by integrating creativity, technology, and logistics, ensuring that every event exceeds client expectations.

Values

Innovation	Integrity	Excellence	Customer-Centric	Approach	Sustainability
					

Hierarchy


Board of Directors
Secretary of Committees
Chief Executive Officer (CEO)
Office Manager
Finance Division (FD)
Accounting Dept. (ACD)
Financial Services Team (FST)
Chief Operating Officer (COO)
Business Development Division (BDD)
Operations & Project Management Division (OPMD)
Shared Services Division (SSD)
Government Business Dept. (GBD)
Private Sector Business Dept. (PSD)
Key Account Management (KAM)
Creative Solutions Dept. (CSD)
Business Marketing Dept. (BMD)
Events Management Dept. (EMD)
Visual Effects & Editing Dept. (VEED)
Audio & Video Dept. (AVD)
Marketing Services Dept. (MSD)
Event Production Dept. (EPD)
Project Management Dept. (PMD)
Human Resources Dept. (HRD)
Information Technology Dept. (ITD)
Administrative Support Team (AST)
Legal Affairs Dept. (LAD)
Operational Excellence Dept. (OED)
Strategic Procurement Dept. (SPD)
Warehouse & Logistics Dept. (WLD)

15

Reasons to Do Business with Us

01 Over 20 Years of Industry Expertise

- Trusted expertise across events, exhibitions, and conferences.
- Proven ability to deliver large-scale projects with precision.
- Deep understanding of evolving client and market needs.




وزارة التجارة
Ministry of Commerce

شهادة تسجيل الشركة
Company Registration Certificate

الاسم التجاري للشركة : شركة فعاليات و أكثر المحدودة
نوعها : ذات مسئولية محدودة
مدة الشركة : ٩٩ سنة — تبدأ من : ١٤٤٢/٠٥/٠٨ هـ — وتنتهي في : ١٤٤٢/٠٥/٠٨ هـ
مركزها الرئيسي : ٧٠٣١، الأمير محمد بن فهد، الفيصورية، ٢٩٨٨
هاتف : ٠١٣٨٨٩٨٠١٤ — الرمز البريدي : ٣٤٢٤٧ — ص. ب : ٠٣٠٢٤
النشاط : للاطلاع على بيانات الأنشطة الرجاء مسح الرمز التجاري — ملكية الشركة : سعودية
رأس المال : ٢٠٠٠٠٠٠ ريال سعودي
المديرون : ١ علي مبارك علي آل سويد

2	
4	
6	
8	
10	
12	
14	
16	

سلطات المديرالمديرون : حسب ما نص عليه عقد الشركة

يشهد مكتب السجل التجاري بمدينة : الخبر — بأنه تم تسجيل الشركة المذكورة أعلاه بمدينة : الخبر
وتنتهي صلاحية الشهادات في : ١٤٤٧/٠٦/٠١ هـ — بموجب الإيصال رقم : ٢٣١٠٠١٠٧٨٤١٥ — وتاريخ : ١٤٤٥/٠٤/٠٧ هـ

الرقم الموحد : ٧٠١٢٥٣٢٢٨٤
رقم المنشأة : ٢٠٥٢١٣٠٧٠١
التأسيس : ١٤٣٦/٠٦/١٨ هـ

02 First-Grade Classifications from MOMRA

- Officially certified for high-level government projects.
- Recognized for adhering to stringent operational standards.
- Capable of executing events of any size or complexity.







03 Management and Leadership



Eng. Ahmad Alaboudi

Chief Executive Officer

Bachelor of Systems Engineering

- 25 years of experience in several companies and different type of industries in both Semi Government and private sector.
- Certified consultant in multiple business solutions areas.
- Certified practitioner in service management.
- Worked in several companies like SABIC, Aramco and SAP middle east
- Good experience in several government entities such as Ministry of Finance, Ministry of Health and Saudi Contractors Authority.
- Assorted experience in business solutions consulting with several clients from the public and private sector.
- Part of teams that constructed three different organization from ground up.



Youssef Hassan Talalini

Business Development Director

Bachelor Degree in Business Administration

- BDM with 10+ years of experience across the events industry – Marketing & Brand Management.
- Account Expansion & Retention by generating 55% revenue growth via strategic account planning and proactive partnership management.
- Led account strategies across B2B and B2C channels, cultivating long-term relationships with premium-tier clients through bespoke event experiences.



Claudia Pestana

Chief Operating Officer

Bachelor Degree in Communication Sciences

- Over 20 years of international experience in strategic event management and operational leadership.
- Led multidisciplinary teams of 200+ and managed large-scale budgets for complex, high-profile projects.
- Extensive expertise in project planning, stakeholder coordination and multi-partner delivery environments.
- Recognized with national and European awards for large-scale corporate and public events.
- Built a long-term career in a leading European agency, with a global outlook and proven delivery at scale.



Abdelrahman Mohammed

Innovation Team Manager

Bachelor of Commerce & Business Administration

- Over 15 years of experience leading cross-functional teams in event management, digital marketing, IT, and creative production across Egypt and the Gulf region.
- Currently heading the Egypt office at EVENTAT, overseeing web development, 2D/3D design, and integrated marketing for high-profile events.
- Proven success in boosting brand visibility, streamlining operations, and driving lead generation through strategic SEO, automation, and analytics.
- Strong track record in managing large-scale events, negotiating vendor contracts, and implementing digital systems to enhance efficiency.

03 Management and Leadership



Montser adil magzoob babeker

Senior Accountant

Bachelor degree in accounting and finance

- With 8+ years of diversified experience across multiple sectors (Automotive, Trading, and Recruitment) – Financial Management & Tax Analysis.Achieved 100% accuracy in annual financial closings and tax/Zakat filings through meticulous governance and strict compliance with statutory regulations.Led financial account strategies and cash flow management, optimizing vendor reconciliations, bank matching, payroll execution, and expense clearing via integrated ERP systems.



Hassan Mohammad Alsaggaf

Chief of Shared Services Director

General Administration

- 19 years of experience in several companies and different type of industries.
- Holds a degree in General Administration from King Faisal University.
- Skilled in organizational transformation, policy development, and cross-functional team leadership across shared services and supply chain operations.
- Proven track record in aligning HR, administrative, logistical, and supply chain functions with business strategy to drive operational excellence.
- Known for a strategic mindset and people-focused leadership, consistently delivering measurable results across dynamic business environments.



Eng. Abdullah Al Suwaiyd

Industrial and Operations Excellence Manager

Master of Science in Engineering Management

- Over 8 years of cross-functional experience in engineering, safety, and operations across Saudi Arabia and the U.S.
- Specialized in streamlining event operations, logistics, and manpower planning for large-scale activations.
- Expertise in process optimization, Six Sigma methodology, and project execution using data-driven decisions.
- Worked on budgeting and forecasting of large governmental projects and events.
- Certified in Lean Six Sigma (Green Belt), System Engineering Management, and honored with multiple leadership awards.



Ilavarasan Ragavan

Production Manager

Mechanical engineering

- 18 years of extensive experience in diverse segments of the Manufacturing industry.
- Event structures Fabrication, POP stand and Promotion production.(Ex Horry potter, Batman)
- Proven track record working with globally renowned companies known for advanced manufacturing systems and standards.
- Expertise in setting up and managing factory operations with deep knowledge of advanced machinery, process control, ERP and lean manufacturing practices including 5S, Kaizen, and ISO implementation.
- Versatile skillset covering wood, metal, printing, FRP, and Styrofoam materials, delivering high-quality production solutions across sectors.

04 In-House Factory for Production

- Full control over design, production, and event setup.
- Custom manufacturing of booths, stages, and displays.
- Fast delivery with strict quality control processes.









05 Comprehensive End-to-End Solutions

- Full-service offerings from planning to execution.
- Seamless integration of logistics, marketing, and technology.
- A single point of contact ensures hassle-free management.

EVENT LICENSING AND PERMITS SERVICES



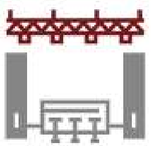
HOTEL AND FLIGHT BOOKING SERVICES



REGISTRATION AND CROWD SERVICES



DESIGN AND MANUFACTURING SERVICES



EVENT FURNITURE RENTAL SERVICES



VISUAL EFFECTS SYSTEMS SERVICES



SOUND SYSTEMS SERVICES



LIGHTING SYSTEMS SERVICES



THEATER & STAGE COMPONENTS SERVICES



CINEMATIC PRODUCTION SERVICES



CATERING AND HOSPITALITY SERVICES



TRANSPORTATION SERVICES



TOURISM AND ENTERTAINMENT SERVICES



PROMOTIONAL GIFTS



MANAGEMENT AND DIGITAL MARKETING SERVICES



LOGISTICAL SERVICES



DESIGN AND PROMOTIONAL PRINTING SERVICES



INSTANT TRANSLATION SERVICES



06 Backed by Sister Companies

- Strong business support from allied companies in key industries.
- Collaborative expertise in logistics, marketing, and production.
- Synergy across operations for added value to clients.



07 10,000+ Equipment Assets and Growing

- State-of-the-art audio-visual, lighting, and staging equipment.
- Regular investments in expanding our technology inventory.
- Readily available stock ensures last-minute project flexibility.



550 m2



50 interactive screen



200 Sofa



800 Vip Chair



400 City Color



400 City Color



250 Beam



50 LED Linear Bar



100 Speaker



50 Stage Sound System



20 Mixer



50 Wireless Translator



2000m Truss

08 12.5M+ SAR in Financing Lines

- Strong financial backing for large-scale projects.
- Flexibility in payment terms for clients and partners.
- Ability to handle complex budgets with confidence.

arab national bank البنك العربي الوطني

عبد اللطيف جميل
Abdul Latif Jameel

تمويل
tamweel



09 Global Experience and Best Practices

- Extensive knowledge of international event standards.
- Proven track record of handling global exhibitions and conferences.
- Culturally adaptable solutions for diverse audiences.


CERTIFICATE

This is hereby certified that the Quality Management System of

Eventat Plus LTD Co.

Bashar Ibn Burd St., Al Bader Business Center, Al Khobar,

Kingdom of Saudi Arabia.

has been found to comply with the requirements of

ISO 9001: 2015

This certificate is applicable for the following scope:

Providing Services for arranging Events, Conferences & Exhibitions.

Certificate Number: KAQM2024030060

Date of initial registration: 18 March 2024

Surveillance audit on/before: 18 February 2025

Certificate expiry: 18 March 2025

Recertification due: 17 March 2027




CERTIFICATE

This is hereby certified that the Occupational Health & Safety Management System of

Eventat Plus LTD Co.

Bashar Ibn Burd St., Al Bader Business Center, Al Khobar,

Kingdom of Saudi Arabia.

has been found to comply with the requirements of

ISO 45001: 2018

This certificate is applicable for the following scope:

Providing Services for arranging Events, Conferences & Exhibitions.

Certificate Number: KAOH2024030055

Date of initial registration: 18 March 2024

Surveillance audit on/before: 18 February 2025

Certificate expiry: 18 March 2025

Recertification due: 17 March 2027




Project Management Institute.

THIS IS TO CERTIFY THAT

Hassan Mubarak Alsuwayed

HAS BEEN FORMALLY EVALUATED FOR DEMONSTRATED EXPERIENCE, KNOWLEDGE AND PERFORMANCE IN ACHIEVING AN ORGANIZATIONAL OBJECTIVE THROUGH DEFINING AND OVERSEEING PROJECTS AND RESOURCES AND IS HEREBY BESTOWED THE GLOBAL CREDENTIAL

Project Management Professional (PMP)®

IN TESTIMONY WHEREOF, WE HAVE SUBSCRIBED OUR SIGNATURES UNDER THE SEAL OF THE INSTITUTE

Jennifer Thorp | Chair, Board of Directors

Mike DePrisco | Interim President & CEO

PMI® Number: 3360037 PMI® Original Grant Date: 22 June 2023 PMI® Expiration Date: 22 June 2026


GSDC
Global Skill Development Council

CERTIFIED LEAN SIX SIGMA BLACK BELT ™

LSSBB Certification Body for Professionals - Global Skill Development Council

Certifies that

Rheycaraido Bernardo P. Recto

has passed the examination and is awarded

LEAN SIX SIGMA BLACK BELT CERTIFICATE

LSSBB examination is conducted in accordance with qualification scheme LSSBB - 2017 - 01 governed by GSDC.

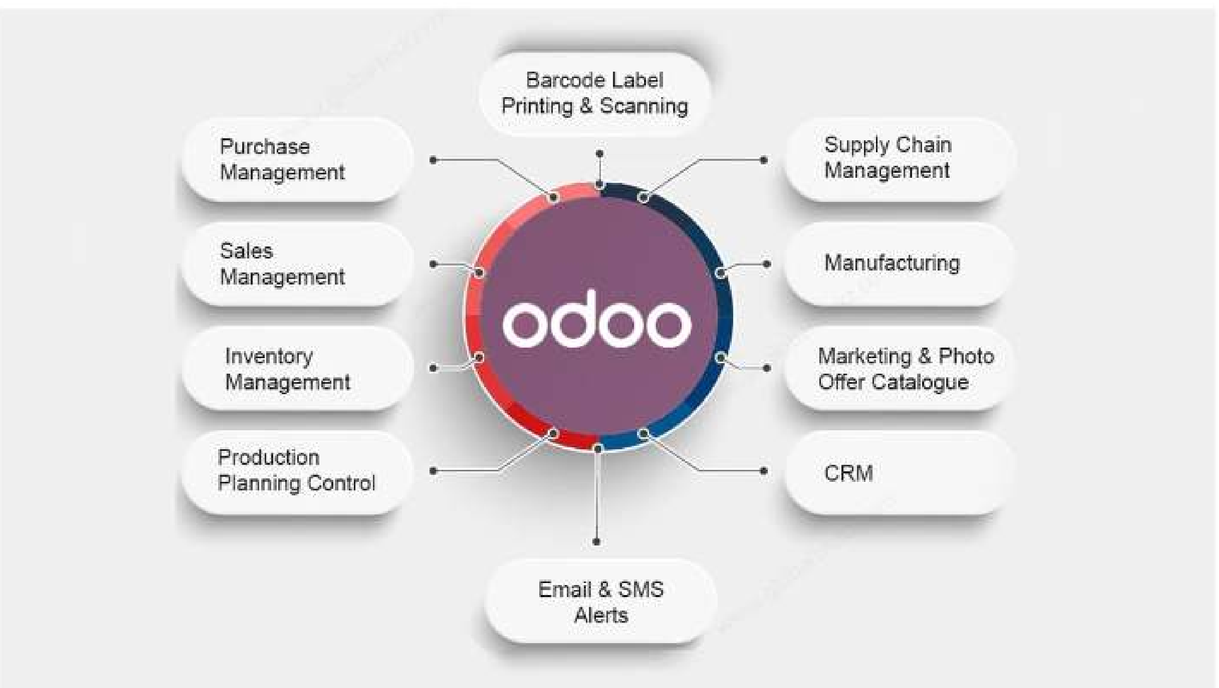
Certificate ID: 6566407494

10 Fully Automated Operations

- Streamlined processes through advanced management systems.
- Real-time monitoring ensures smooth event execution.
- Minimized errors through digital coordination tools.

odoo





11 10+ Government Licenses for Events

- Approved for handling specialized and regulated events.
- Licensed to operate across all event types and categories.
- Compliance with local regulations and safety standards.







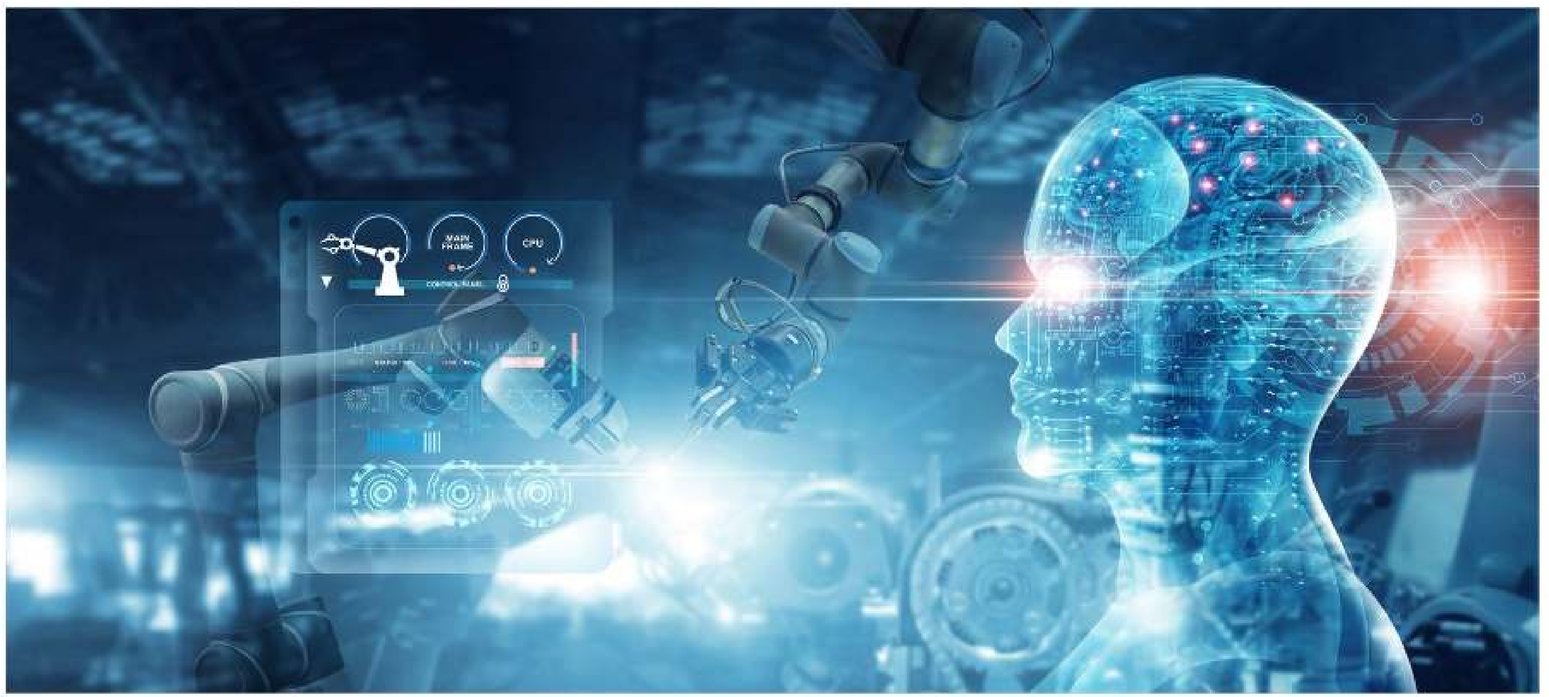




12 Cutting-Edge Technological Innovations

- Use of the latest event technologies and software.
- Constant upgrades to meet industry trends.
- Augmented reality, interactive displays, and more.





eventbrite

aventri

eventsair

splash

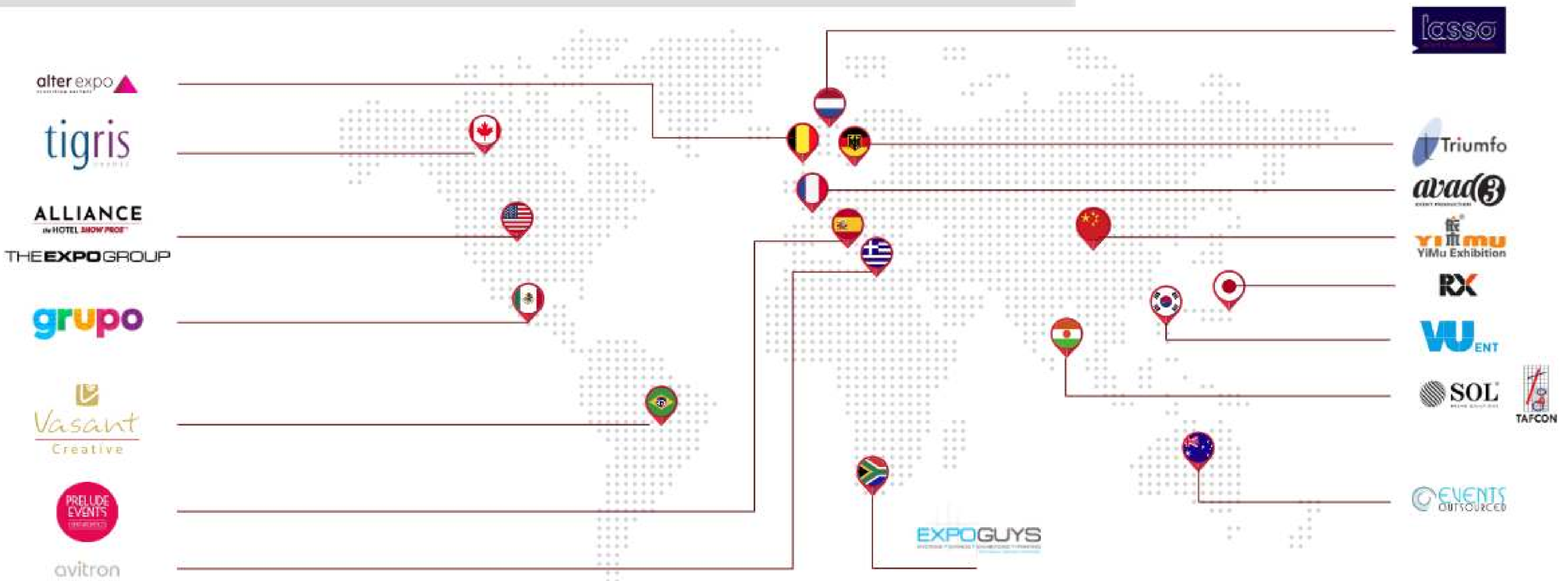
EventsAIR

EVENTZILLA

cvent

13 300+ Strategic Partners and Suppliers

- Long-term partnerships with local and global vendors.
- Access to exclusive materials and technologies.
- Robust network ensures timely project delivery.



14 Creative Concepts and Designs

- Innovative ideas that captivate and engage audiences.
- Custom designs tailored to client goals and themes.
- Expertise in both functional and aesthetic event elements.





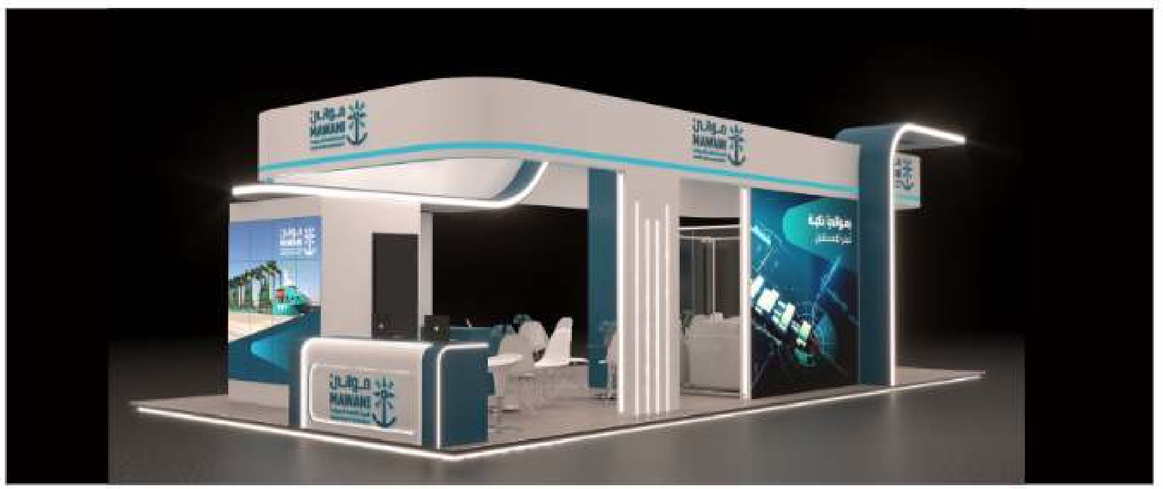


14 Creative Concepts and Designs









14 Creative Concepts and Designs









14 Creative Concepts and Designs










GACA
ICAN2023
GLOBAL AVIATIONS PREMIERE
AIR SERVICES NEGOTIATION EVENT
ICAO
ECONOMIC DEVELOPMENT
ICAN2023


نفيس
nphies
عن المنصة
نفيس
nphies
نفيس
nphies


وزارة المالية
Ministry of Finance
www.mof.gov.sa
القطاع المالي

15

500+ Projects Successfully Delivered

- Proven results across government and private sectors.
- Experience with high-profile clients and large-scale projects.
- Consistent delivery on time, within budget, and beyond expectations.



15 500+ Projects Successfully Delivered

Saudi - French Investment Forum 2024





Light System | LED Screens | Crowd Management | Event Management | Audio and Video | Prepare Stage

المنتدى الاستثماري السعودي-الفرنسي
LE FORUM D'INVESTMENT FRANCO-SAOUDIENS
SAUDI-FRENCH INVESTMENT FORUM
2024

15 500+ Projects Successfully Delivered

Saudi - French Investment Forum 2024







15 500+ Projects Successfully Delivered

Saudi - French Investment Forum 2024









15 500+ Projects Successfully Delivered



SPICONX 2024



Light System	LED Screens	Crowd Management	Event Management	Audio and Video	Prepare Stage

SPICONX
Storage & Pipeline International
Conference & Exhibition

15 500+ Projects Successfully Delivered





SPICONX 2024





15 500+ Projects Successfully Delivered

SPICONX 2024







15 500+ Projects Successfully Delivered





SPICONX 2024





15 500+ Projects Successfully Delivered

IFOC 2024





- Light System
- LED Screens
- Crowd Management
- Event Management
- Audio and Video
- Prepare Stage

IFOC RIYADH | 2024

15 500+ Projects Successfully Delivered





IFOC 2024





15 500+ Projects Successfully Delivered





IFOC 2024





15 500+ Projects Successfully Delivered





IFOC 2024





15 500+ Projects Successfully Delivered

Ceremony And Announcing The Launch Of The Intellectual







- Light System
- LED Screens
- Crowd Management
- Event Management
- Audio and Video
- Prepare Stage

15 500+ Projects Successfully Delivered

ICAN - Civil Aviation Authority Conference





Hotel Reservation | Live Stream | FURNITURE | Light System | LED Screens | CATERING | Crowd Management | Audio and Video | Prepare Stage

15 500+ Projects Successfully Delivered

Preparing Food Security and Environmental Conference







FURNITURE	Light System	LED Screens	CATERING	Crowd Management	Audio and Video	Prepare Stage

15 500+ Projects Successfully Delivered

Meeting of the Council of Arab Youth Ministers - Jeddah







FURNITURE | Light System | LED Screens | CATERING | Crowd Management | Audio and Video | Prepare Stage | Hotel Reservation | Live Stream

15 500+ Projects Successfully Delivered

Saudi Omani Investment Forum







FURNITURE	Light System	LED Screens	CATERING	Crowd Management	Audio and Video	Prepare Stage

15 500+ Projects Successfully Delivered

Health Performance Award 2022







FURNITURE	Light System	LED Screens	CATERING	Crowd Management	Audio and Video	Prepare Stage	Hotel Reservation	Live Stream

15 500+ Projects Successfully Delivered

The Third Scientific Meeting on Higher Education







FURNITURE	Light System	LED Screens	CATERING	Crowd Management	Audio and Video	Prepare Stage

15 500+ Projects Successfully Delivered

Saudi Crisis Management Symposium







FURNITURE	Light System	LED Screens	Crowd Management	Audio and Video	Prepare Stage

15 500+ Projects Successfully Delivered

Oxford Academy Inauguration Ceremony







FURNITURE	Light System	LED Screens	CATERING	Crowd Management	Audio and Video	Prepare Stage

15 500+ Projects Successfully Delivered

Conference on Sustainable Development in Desert Areas







- FURNITURE
- Light System
- LED Screens
- CATERING
- Crowd Management
- Audio and Video
- Prepare Stage
- Hotel Reservation
- Live Stream

15 500+ Projects Successfully Delivered

Saudi Maritime Conference







FURNITURE | Light System | LED Screens | CATERING | Crowd Management | Audio and Video | Prepare Stage | Hotel Reservation | Live Stream

Project Videos

https://www.youtube.com/@eventat4722



SPICONX



IAEE, Expo Expo Mena



Saudi Post - SPL



Ministry of Health Health Performance Award



Saudi National Day Event Military Industries

Project Videos

https://www.youtube.com/@eventat4722



Saudi Oxford Aviation Academy



SABIC Conference 2020 Fourth Generation



Saudi-Japanese Investment Forum



Annual Civil Defense Forum 2020 at Dammam



The First Conference of the Saudi Council of Engineers

Contact Information



Riyadh 24°50'37.4"N 46°36'17.5"E



Dammam 26°20'38.5"N 50°08'52.6"E

Business Development

bdd@eventat.sa

Vendor Registeration

ssd@eventat.sa

General Inquiry

info@eventat.sa

Public Relation

prd@eventat.sa

Phone Number

966 5326 41177

966 9200 08001

THANKYOU!

www.eventat.sa