



Company Profile

In the largest Arabian land of vitality, growth and diverse landscapes, *let us be your trust worthy exhibit partner*



Think of one thing that's the same colour, same properties and comes in same abundance no matter which city or continent you are in. Yes, the answer is 'sky'. The adobe of our divine beliefs, it binds us all. And the best part is there are no divisions, no borders, and hence it symbolizes the unity in diversity. Art, creativity and passion can cultivate anywhere, but they can't be contained; they spread and connect people despite all cultural and linguistic barriers. That's the beauty of art, it spreads, becomes a force that binds, just like the sky. We have decided to embrace it and that's why we call our company sky or as in arabic **Samaa**.

Samaa Promise

Promising and delivering on that promise are two different things. Our team focuses less on the former but is resolute when it comes to the latter. Events, indeed, are not a child's play. It's not about inviting the audience to a venue and erecting a stage. It's much, much more. It's about connecting the two parties- the audience and our client- and connecting them in a manner that trust and loyalty underpin this connect. It is this trust that we categorically bring to our clients' events by striking the right chord.



Objectives

- Realistic in the sense that we take into account any restrictions
- Inspire and assist our clients in delivering unprecedented moments to their audience
- Achieving what our clients seek- optimal returns on their outlays

Services

1 Public Events

Holding a successful event in the Kingdom requires know-how of culture and taste of the audience here, and then, connecting with that culture by establishing a loyal bond with the audience. We bridge gaps, if any, between cultures (overseas clients). You will inevitably hear heartfelt cheers in events we organize, and that's because we put in labour and prudence while designing and executing. Our team injects loyalty as well as extravagance to events to create a true, genuine bond with the audience/ participants.

2 Private Events

We totally appreciate your tastes and preferences. At the same time, we also add some bits to make your private events truly memorable. You can depend on us for ideas that will turn your modest plans into extravagant affairs and that too without overshooting your budget. A little tweaks here and there, a little creativity and a little extra push is all that is needed to make the optimal use of resources at disposal. Your ultra-happy and overly-immersive private events are best engineered here, at Samaa.

3 Corporate Events

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4 Conceptualisation & Design

There is a strong reason why we exist. There is a reason why members of our creative team did not pursue robotics or botany. The reason is our passion to create the best moments in the Kingdom that can stay in the hearts and minds of the audience, moments that can leave a lasting impression. For this to become a reality, we rely on specialized conceptualisation services that turn the client's raw idea into a concrete and implementable design.

5 Consultancy

We have a team of consultants that brings to the table expertise in the field of event management. Samaa serves both native and non-native clients. For any non-native client, the Kingdom can be an uncharted path. Indeed, outsiders may have apprehensions and may require familiarity to seamlessly connect with Saudi's people and their culture. We clear the skies and acquaint you with all information. Which is the best venue; how to plan the trip; what guide lines, if any, must be taken care of- we answer them all.

Recent Events



Samrat Al Thumamah

This is one event where we infused local themes and elements into the event to boost audience connect and extract the maximum patronage. Samaa collaborated with Rotana Recording for this one of the best concert events in Saudi history, an event that witnessed a series of eight outstanding concerts over a span of two weeks. Over 20 top-notch singers participated and the audience's response was overwhelming. Samaa was in charge of preparing the venue and providing catering services, besides handling visitor experience, seating arrangements, cleaning and housekeeping and other hospitality services.

O by Michel Fadel

This event is still fresh in the minds of music and art lovers in the Kingdom. Noted musician, Michel Fadel, mesmerized the audience with his 'O' concert. The event involved a series of stage shows that spanned over a period of two months with daily events during Riyadh Season 2019. Samaa was in charge of providing visa, logistics and accommodation services to the entourage, procuring volunteers to help the artist's team, preparing the venue, besides managing catering, visitor experience, seating arrangements cleaning and housekeeping, power backup and other hospitality services.



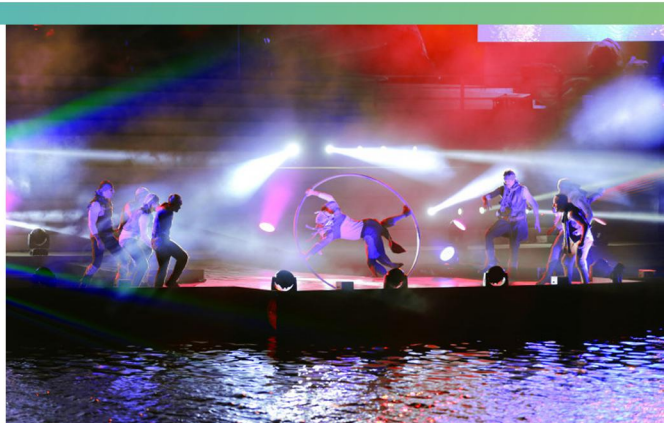
90th Saudi National Day

This was an event that stands as a mark of people's resilience amid tough times. Conducted during the pandemic, the 90th Saudi National Day brought many hopes and uplifted the spirits of the people. Organised in Riyadh, Jeddah and Khobar, the event comprised of 8 shows spanning over five days with Saudi Falcon Team (Air Show) winning many hearts. Here, we collaborated with General Entertainment Authority (GEA) and ensured unflinching compliance with precautions and safety measures prescribed by the Ministry of Health. Samaa was in charge of providing a variety of services to 150 military personnel that included ensuring their lodging and transportation, providing fleet (200 cars) and guaranteeing faultless adherence to social distancing norms=



Land of O'hara

Land of O'Hara and Imagine were both sponsored by the prestigious General Entertainment Authority (GEA). The events were held in Riyadh and counted Namar Valley and Jeddah as venues. What made these events remarkable were a variety of spectacles including acrobatic shows, fire shows, street shows and dance performances. Spanning over two weeks, the events drew positive response and rave reviews. Samaa was in charge of branding and concept design besides providing expert supervision services.



Our Clients



Let's Connect

📧 Hello@Samaa.co

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