

# HEIGHTS

Harmony and  
Creativity

Great  
Place  
To  
Work



SCA  
الهيئة السعودية للمقاولين  
Saudi Contractors Authority



# Benchmark of excellence

Quality has always been our core principle... It's a commitment that shapes all our efforts, from the first concept to the ultimate achievement.

# ◆ The Golden Ratio Harmony and Creativity

In the heart of every aesthetic design, numbers and shapes perform an elegant dance, exuding integrity and balance. They play the universe's melodies, revealing secrets of unmatched beauty.

This is the golden ratio, It is the language of beauty that needs no translation, visible in the details of flowers, the movement of atoms and galaxies.

here , points converge, lines connect, and shapes and colors meet to paint a picture of harmony and creativity.

## “At Heights”

we uphold professionalism guided by the golden ratio, crafting memorable events with over

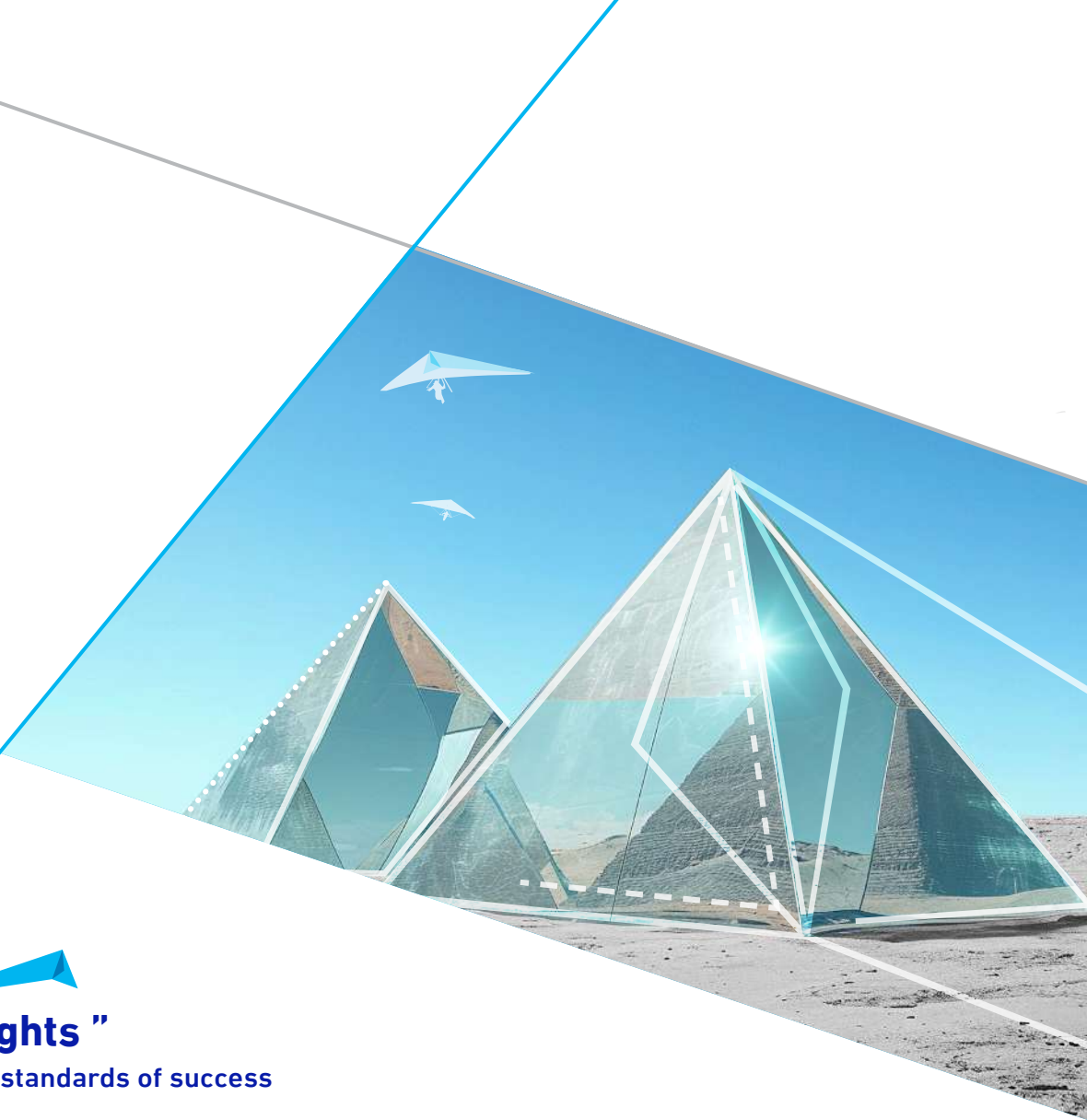
## “25 years”

of expertise and achievements in event management.



“ Heights ”

Setting standards of success





# About Us



**“ Heights ”** is one of the leading and largest Saudi companies in the events industry, established in 1999 to pioneer this sector. We provide professional and creative solutions to address real challenges in event management, rapid construction, and related services.



**“Our consultants”** have a thorough knowledge of Saudi and global markets, and we possess an impressive array of over 3,000 high-tech equipment items, Such as lighting, sound systems, and screens.



**“We are distinguished”** by our specialized teams in creative production, design, public relations, and advertising, along with a diverse array of experts in logistical support, planning, documentation, and research  
We have also excelled in rapid construction and temporary buildings, handling management, execution, maintenance, and operation.

**When these elements come together and work harmoniously and creatively, our golden ratio shines through in the level of services we provide, fulfilling our clients’ aspirations in creating unforgettable events.**

# Heights In Numbers



**+50**

Temporary Structures  
including Neom Airport



**+1200**

Clients



**+350**

Expert in  
various fields



**+15**

International Projects  
spanning across 10  
countries



**+300**

Festivals



**+1000**

Exhibitions and  
Conferences



**+3000**

Event Equipment Pieces including lighting,  
sound systems, screens, and advanced  
technology solutions



**+10**

Sustainable Projects including the Coffee  
and Chocolate Exhibition and the Tea and  
Snacks Expo



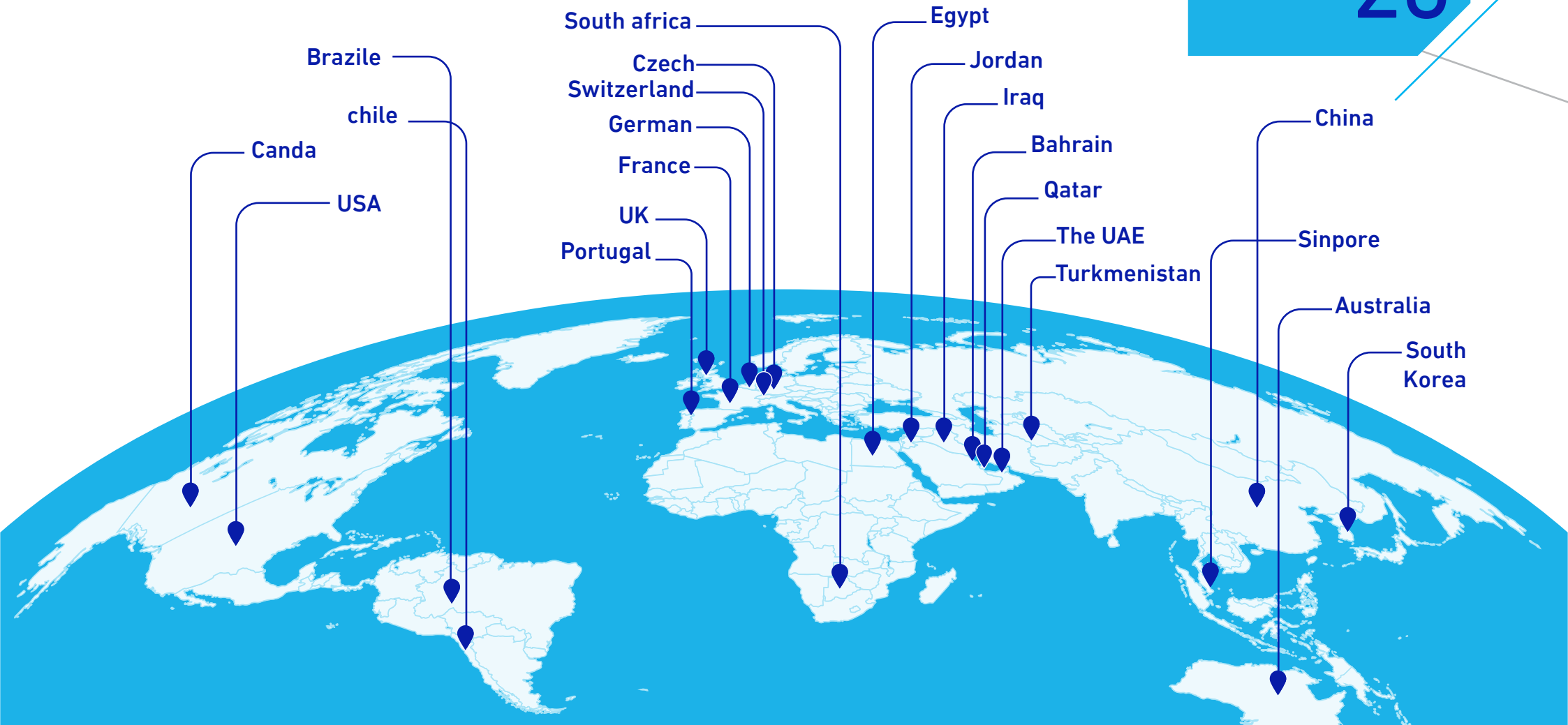


# The rhythm of change

At Heights, we lead in the rapidly evolving global landscape by delivering comprehensive solutions grounded in our profound vision, while maintaining the highest standards and globally recognized expertise.

# ◆ Around the world :

We are present  
in more than  
countries **20**



# Harvesting Confidence



**We are the first member in the Middle East of Confrad Collective**, an alliance of global agencies shaping the future of modern marketing. This alliance facilitates the exchange of ideas and insights on a global scale to address business and marketing challenges



**We are members of the Saudi Contractors Authority**, a testament to our steadfast commitment to maintaining the highest standards of quality and precision. Our membership underscores our extensive expertise in construction and temporary buildings



**We are classified at the highest level** in operations, maintenance, construction, and services across all our activities, ensuring excellence for our esteemed partners. The classification system in the Kingdom of Saudi Arabia serves as the leading accredited standard for evaluating organizational capabilities and specialties



**We have earned the GPTW certification** with a 92% rating, a testament to the ongoing dedication and contributions of our committed employees



**We are a proud member of the International Exhibition Union (UFI)**, the global association representing the world's foremost trade show organizers, fairground owners, and prominent national and international exhibition associations. UFI is dedicated to advancing the exhibition industry through collaboration with selected partners worldwide



**We were awarded twice for excellence in tourism** as the best conference and exhibition organizer in the Kingdom of Saudi Arabia.



# Harvesting Confidence



ISO Environmental Certification



ISO Health Certification



ISO Quality Certification

# Harvesting Confidence



## Our Culture



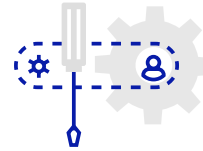
### Loyal Customers:

We cultivate long-term relationships founded on respect, understanding, and appreciation, ensuring transparency and credibility. We take great pride in our network of clients and their trust in us.



### Our employees are our most valuable assets:

We believe that the human element is essential for creating exceptional work. Therefore, we prioritize attracting and nurturing top talent within an innovative work environment.



### Integration and Harmony:

Integrating our diverse expertise is integral to our operational strategy, fostering seamless collaboration across all sectors to achieve outstanding and optimal results. We leverage our comprehensive resources, experience, assets, and support services.



### Innovation and Professionalism :

We blend creativity with a profound understanding of our clients and their guests, anticipating their thoughts, interactions, and behaviours. This insight guides our efforts to achieve maximum impact and success.



"WE WILL BRING TOGETHER CREATIVE AND  
TALENTED PEOPLE FROM ALL  
WORLD TO MAKE SURE

## Synergy and Integration

At Heights, we pride ourselves on managing our client's entire experience from start to finish, leveraging our integrated solutions and seamlessly coordinated sectors

## ◆ Our Solutions

We strive to provide added value to our clients and take pride in delivering unparalleled services on time and within the optimal budget. We carefully assess all our clients' requirements and offer our solutions and services through an innovative approach that exceeds set goals, ensuring all tasks and strategies are executed with high precision to achieve our golden ratio in our work

Focus on your vision and let us handle the rest.



### Event Management Solutions

With our flexible event management services, covering everything from planning and marketing to execution and documentation, we create unforgettable events and experiences for you. Leveraging our extensive experience and profound knowledge of our culture and audience, we ensure that your brand stands out at the event.



### Rapid Construction and Temporary Buildings Solutions

We offer integrated services (engineering, procurement, construction), alongside comprehensive contracts for construction, operation, and maintenance. This covers all project stages, from detailed design and equipment provision to construction, long-term operation, and maintenance.



# Our Sectors

## Project Management Sector

- Establishing quality strategies and monitoring processes (before, during, and after) the event.
- Planning and executing diverse events, from initial concept and content creation to design and final implementation.
- Identifying the ideal location for events and conducting site assessments.
- Creating innovative virtual events that meet the specific needs of each occasion.
- Overseeing budgets and generating weekly and monthly reports.

## Strategy and Consulting Sector

- Expertise-based consultation solutions and practical approaches.
- A strategic partner for event planning, scope of work development, project budgeting, and action planning.
- Training and workshops.

## Marketing and Public Relations Sector

- Market research tailored to events
- Creative marketing campaigns
- Indoor and outdoor advertising
- Branding and identity development
- Securing sponsorships
- Designing sponsorship packages and proposals
- Participant coordination
- Recruiting and managing speakers and moderators
- Creating and overseeing social media channels in conjunction with SEO and SEM.
- Visual and audio production, including live streaming services
- Full event coverage
- Live broadcasting
- Setting up and managing media centers

## Technology and Equipment Sector

- Hosting virtual events with creative approaches
- Creating advanced registration systems
- Designing websites and mobile applications
- Interactive displays
- Surveillance and control rooms
- Sound and lighting systems
- Innovative touchscreens
- Holographic displays
- Light projections
- 3D mapping technology
- Event monitoring and security systems

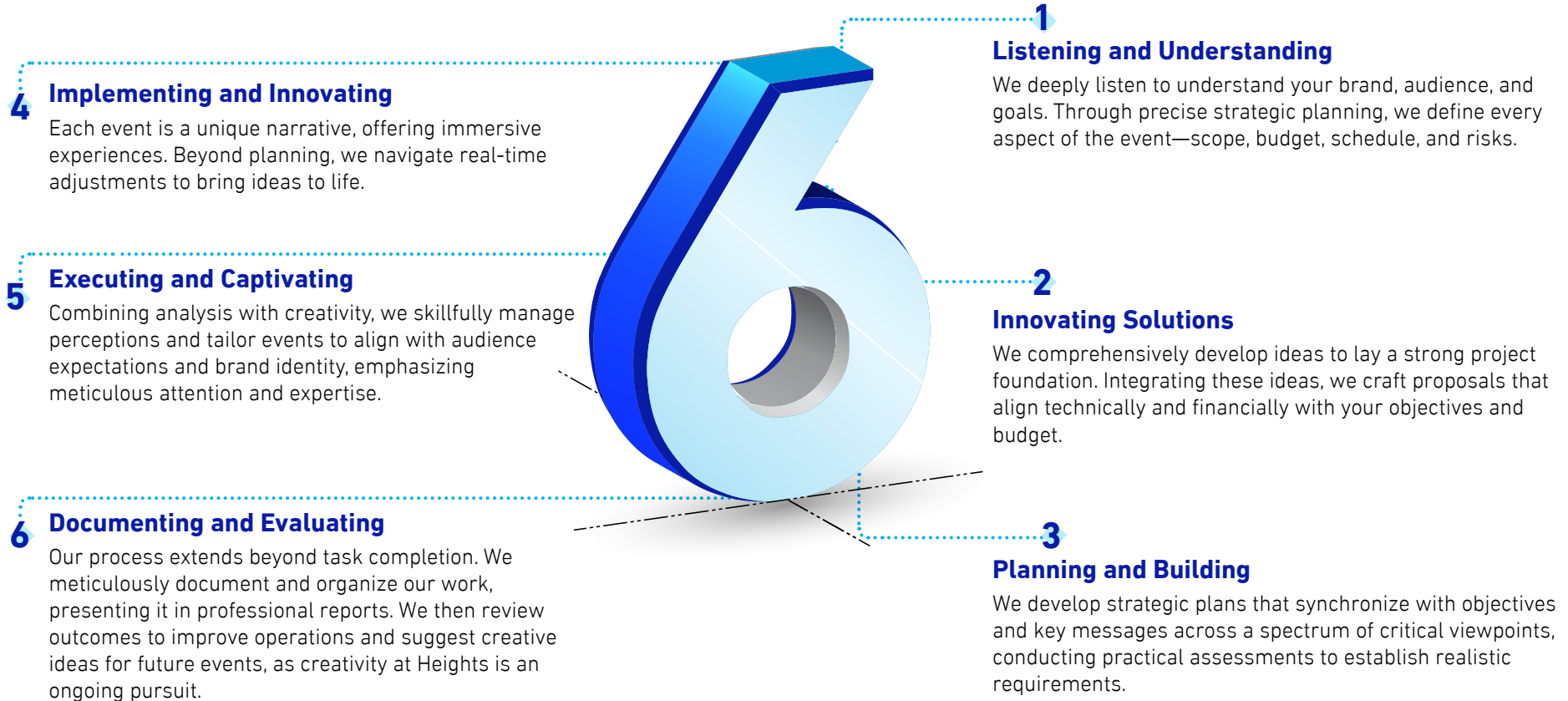
## Production and Manufacturing Sector

- Manufacturing of various products, including posters, stickers and customized gifts.

## Operations and Logistics Sector

- Designing visitor and VIP journeys
- Professional crowd management
- Registration, reception, protocol, accommodation, and hospitality
- Planning and arranging accommodations, travel, transportation, and associated trips

# Our Blueprint for Success



## ◆ Showcasing Expertise

### Why Heights?

At Heights, we recognize that surprises are constant in the events industry, with unforeseen challenges emerging at every turn. As deadlines approach, tasks and priorities intersect, sometimes obscuring the overall picture.

With over 25 years of experience, we have navigated through all these events using our steadfast values, deep expertise, and comprehensive capabilities. This has consistently led us to exceed our clients' expectations, achieving our golden ratio in our work

**We pride ourselves on taking full responsibility for our clients' experiences from beginning to end.**

We treat each project uniquely to ensure all our strategies and recommendations are tailored to meet each client's specific needs. Our specialised sectors operate cohesively across all phases of project management. From initial concept and consultancy solutions to comprehensive advertising, marketing, public relations, and logistical services, along with our factories and extensive advanced technologies and equipment such as lighting systems, sound systems, and giant screens we deliver excellence throughout.





VISION 2030  
KINGDOM OF SAUDI ARAB

## The Excellence Formula

At Heights , we believe our formula for excellence lies in seamlessly executing diverse projects through complete integration and harmony across our major sectors. We adhere to the highest global standards within a comprehensive and innovative environment, ensuring a professional client experience.





# Customer Satisfaction

As our services touch millions, we commit to delivering in a manner that upholds our clients' standards and enhances guest experiences. Through innovation, quality, and effective presentation, we ensure satisfaction.





**Our projects in  
collaboration with  
Success Partners**

## The International Exhibition and Forum for Afforestation Technologies #COP16\_Riyadh



2024  
Year



12 Days  
Event duration

### Scope of work :

Heights was honored to organize the International Exhibition and Forum for Afforestation Technologies in the Green Zone, held alongside COP16 Riyadh from December 2 to 13, 2024. This landmark event highlighted Saudi Arabia's leadership in sustainability, and our role was to showcase innovative afforestation technologies in support of the Kingdom's ambitious environmental goals.

 [Click to reveal more details about this project](#)



## Accounting Solutions Hackathon



**2024**  
Year



**3 Days**  
Event duration



**3 Days**  
Execution Period

### Scope of work :

Heights is proud to plan and execute the Accounting Solutions Hackathon, with the participation of 107 teams. The event aims to foster innovation in accounting technologies and transform ideas into entrepreneurial projects. The conference featured the launch of the second edition of the Accounting Solutions Hackathon, accompanied by an exhibition and workshops. We are delighted to manage this event, which brings together top experts in the field and contributes to developing projects that enhance the efforts of our youth in the Kingdom of Saudi Arabia.





## Saudi Lawyers Conference



2024

Year

### Scope of work :

Heights is proud to have successfully organized and executed the Saudi Lawyers Conference for the Saudi Bar Association, including the accompanying exhibition and specialized workshops. Under the esteemed patronage of His Excellency Dr. Walid Al-Samaani, Minister of Justice and Chairman of the Saudi Bar Association, the conference was delivered in record time, emphasizing the dedication of our team and the impactful partnerships we established.

[Click to reveal more details about this project](#)





## The Ministry's participation in MINExpo in South Africa (Cape Town)



2024  
Year

### Scope of work :

Heights undertook the design and construction of the Ministry's pavilion, covering an area of 130 m<sup>2</sup>, along with providing hospitality arrangements and exhibition-specific print materials. Additionally, a documentation team was contracted to capture and document the exhibition activities throughout its duration.

 Click to reveal more details about this project







BIDDING NATION  
SAUDI ARABIA

مكتب الإدارة الاستراتيجية  
Strategic Management Office

## World Cup Pavillon



2024

Year

### Scope of work :

Heights successfully executed the World Cup Pavillon over nine days, captivating visitors with a unique and engaging experience. Showcasing World Cup-inspired souvenirs, the pavilion fostered a vibrant and celebratory atmosphere, drawing large crowds. Designed with innovation and charm, the pavilion authentically reflected the spirit of the global tournament, resonating deeply with visitor interests

 [Click to reveal more details about this project](#)



## King Saud Air Base Inauguration



**2016**  
Year



**1 Day**  
Event duration



**3 Days**  
Execution Period

### Scope of work :

Heights was responsible for organizing the inauguration of King Saud Air Base, including managing the arrival of the Custodian of the Two Holy Mosques to Hafar Al-Batin and overseeing the foundation stone-laying ceremony. The company also executed the final Northern Thunder exercise and the military parade, ensuring all logistical aspects were professionally and efficiently managed.





## Al-Jenadriyah



**2019**  
Year



**+1,000,000**  
Number of Attendees



**19 Days**  
Execution Period



**30 Days**  
Event duration

### Scope of work :

We were honoured to oversee the planning and implementation of all construction and operational tasks at the Jenadriyah Festival in Saudi Arabia. With meticulous attention to detail and professionalism, we infused the event with the essence of authentic Saudi heritage. Our responsibilities included activating festival zones and developing a comprehensive heritage village that showcases traditional Saudi life.

[Click to reveal more details about this project](#)







## King Abdulaziz Camel Festival



**2017-2018**  
Year



**+800,000**  
Number of Attendees



**40 Days**  
Execution Period



**28 Days**  
Event duration

### Scope of work :

We are pleased to have achieved an outstanding level of construction and operational excellence at the King Abdulaziz Camel Festival, across all festival areas and regions. Our dedication led to an extraordinary experience that exceeded expectations and opened up new horizons. The project was a testament to our expertise over the course of 28 days.

[Click to reveal more details about this project](#)





## Darb Zubaida Winter Festival



2023-2024

Year



+20,000

Number of Attendees



15 Days

Execution Period



30 Days

Event duration

### Scope of work :

We were honoured to manage and execute the fourth season of the Darb Zubaida Winter Festival, initiated by the Imam Turki bin Abdullah Royal Nature Reserve Development Authority across Quba in the Qassim region, Turabah in the Hail region, and Lina in the Northern Borders region. This event celebrates artistic, cultural, and heritage values for all members of society. At Heights, we are proud to play a key role in organizing this annual festival.

[Click to reveal more details about this project](#)







نيوم NEOM



## Construction and Logistics Coordination for Crown Prince Mohammed bin Salman's Interview on Sandalah Island



**2023**  
Year



**400 m<sup>2</sup>**  
Project Surface



**5 Days**  
Execution Period

### Scope of work :

We were honoured to construct and prepare the site for the interview conducted by His Royal Highness the Crown Prince Mohammed bin Salman bin Abdul Aziz Al Saud, may God protect him, on Sandalah Island with Fox News Channel within just 5 working days. We also managed all logistical services related to the project. This was a significant source of pride and honour for us at Heights, made possible by our exceptional efforts and capabilities that ensured the site was impeccably prepared to the highest standards.





نيوم NEOM



## Neom experience Center



**2019**  
Year



**38,000m<sup>2</sup>**  
Project Surface



**78 Days**  
Execution Period



**6 months**  
Event duration

### Scope of work :

We were honoured to oversee the remarkable construction of the NEOM experience center spanning 38,000 square meters, offering an engaging narrative of NEOM and its ambitious strategy. We were entrusted to fully design, assemble, and equip the center. Our team of talented and innovative contractors and designers has showcased our expertise and dedication in delivering outstanding projects, creating an interactive environment that attracts visitors and offers a unique and unforgettable experience.

[Click to reveal more details about this project](#)





## The Islamic Military Counter Terrorism Coalition - Second Meeting of the Coalition States



**2023-2024**  
Year



**2 Days**  
Execution Period



**1 Day**  
Event duration

### Scope of work :

In line with the Kingdom of Saudi Arabia's efforts to combat terrorism, we were honoured to have been selected to construct and implement the venue for the Second Meeting of the Coalition Countries. This event highlighted the Islamic Coalition's strategy, key achievements, and ongoing initiatives across various spheres (ideological, media, counter-terrorism financing, and military). We take pride in serving our clients, ensuring all requirements are met professionally and to the highest technical standards.







## The Global Conference for Giftedness and Creativity



**2023**  
Year



**2 Days**  
Execution Period



**4 Days**  
Event duration

### Scope of work :

We were honoured to orchestrate the Global Creativity Conference Hackathon alongside our valued partners at the King Abdulaziz & His Companions Foundation for Giftedness and Creativity. The event drew leading global experts and buzzed with the vibrant energy and enthusiasm of the hackathon challenges.

[Click to reveal more details about this project](#)





## Future Projects Forum



**2022**  
Year



**+3,000**  
Number of Attendees



**2 Days**  
Execution Period



**2 Days**  
Event duration

### Scope of work :

Under the esteemed patronage of His Royal Highness Prince Faisal bin Bandar bin Abdulaziz, governor of Riyadh Province, the Chairman of the Board of Directors of the Saudi Contractors Authority launched the fourth edition of the Future Projects Forum. This forum, hosted by the authority, saw robust participation with an estimated 3,000 projects, in collaboration with 43 government and private entities. The event also featured the launch of excellence awards to foster growth and innovation in the sector. We at Heights were privileged to oversee and manage the entire event.

[Click to reveal more details about this project](#)



## Launch ceremony of the new strategy and identity for Hadaf



**2023**  
Year



**650**  
Number of Attendees



**2 Days**  
Execution Period



**1**  
Event duration

### Scope of work :

The Heights team successfully orchestrated the launch ceremony for Hadaf's new strategy and identity alongside its valued partners at the Human Resources Development Fund. The event was attended by His Excellency the Minister of Human Resources and Social Development and Chairman of the Fund, Engineer Ahmed bin Suleiman Al-Rajhi, along with several distinguished leaders from the government and private sectors.

[Click to reveal more details about this project](#)





## Aramco's Formula 1 Sponsorship at Gamers8 Festival



2023  
Year



45Days  
Execution Period

### Scope of work :

Heights was entrusted with the execution of Aramco's pavilion at the Gamers8, a major event in the sports calendar. During the exhibition, Aramco highlighted its global sponsorship of Formula 1 in partnership with Aston Martin.

 Click to reveal more details about this project





## Saudi Made, Baghdad International Fair 2024



2024  
Year



250,000  
Number of Attendees



10,000m<sup>2</sup>  
Project Surface



14 Days  
Execution Period



10 Days  
Event duration



95  
Governmental Entities

### Scope of work :

We are deeply honoured to have been selected by the Saudi Export Development Authority to construct the “Saudi Made” pavilion at the 47th Baghdad International Fair.

Our skilled team of contractors approached this project with professionalism and innovation, creating a pavilion that served as a hub for 95 Saudi governmental entities and companies from various industries.

The pavilion’s innovative design and comprehensive facilities demonstrated our capability to deliver complex projects with precision and excellence. This venture provided a unique opportunity to represent the Kingdom of Saudi Arabia on an international platform. At Heights, we are committed to maintaining the highest standards in all our construction projects, continually striving to exceed client expectations within and outside our cherished Kingdom.

[Click to reveal more details about this project](#)







## Inauguration and Launch of ALULA Radio



**2023**  
Year



**150**  
Number of Attendees



**2 Days**  
Execution Period

### Scope of work :

From concept to reality, ALULA Radio launched at Maraya. We at Heights are proud of our contribution to the success of this project. Tune in to FM and explore the charm of #ALULA culture

 [Click to reveal more details about this project](#)





المعرض الدولي للقهوة والشوكولاتة  
International Coffee & Chocolate Exhibition

HEIGHTS

## International Coffee and chocolate Exhibition



2013-2024  
Year



18,000  
Number of Attendees



18,000m<sup>2</sup>  
Project Surface



2 Days  
Execution Period



5 Days  
Event duration



340 International Entities  
100 local entities  
Number Of participants

### Scope of work :

Certified by the Specialty Coffee Association (SCA) and recognized by the Global Association of the Exhibition Industry (UFI), the international coffee and chocolate exhibition is the largest of its kind in the Middle East. For 8 years, Heights has been the driving force behind this premier event, showcasing our dedication to excellence. This exhibition provides a crucial platform for connecting coffee and chocolate producers and suppliers worldwide and in the Middle East.

[Click to reveal more details about this project](#)





## Tea and Snack Expo



**2023**  
Year



**45,000**  
Number of Attendees



**2 Days**  
Execution Period



**5 Days**  
Execution Period



**10,000m<sup>2</sup>**  
Project Surface

### Scope of work :

We were honoured to organize and execute the Tea and Snack Exhibition, a premier event for companies and brands in the tea and snack industry to present their latest products and innovations. The exhibition fosters stronger commercial ties, promotes product visibility, and facilitates networking and partnerships within the sector. It features competitions, cooking sessions, and dialogues with industry experts, enhancing engagement and collaboration.





## Walk\_30



2023  
Year



2Days  
Execution Period



1 Day  
Event duration

### Scope of work :

In partnership with the Saudi Ministry of Health, Heights organized the #Walk\_30 event, supporting the Ministry's mission to enhance public health and well-being. With the participation of His Excellency the Minister of Health, Mr. Fahd bin Abdulaziz Al-Jalajel, the event focused on promoting physical fitness and encouraging a community committed to maintaining a healthy lifestyle. The event took place simultaneously in 13 different parts of Saudi Arabia.

[Click to reveal more details about this project](#)





## The International Dates Conference and Exhibition



2022

Year



31,000

Number of Attendees



4 Days

Execution Period



10,000m<sup>2</sup>

Project Surface

### Scope of work :

The event showcased innovative products and technologies in the dates industry, featuring conference sessions with international researchers. The exhibition also hosted numerous programs and special events, engaging visitors with diverse interests, truly making it a unique experience with an exceptional fruit.

[Click to reveal more details about this project](#)





## AlUla Walk (Catwalk)



2022  
Year



7000  
Number of Attendees



3 Days  
Execution Period

### Scope of work :

Amidst the enchanting allure of AlUla and its breathtaking landscapes, we proudly organized the AlUla Walk Catwalk in collaboration with our esteemed partners at the Royal Commission for AlUla. This event seeks to highlight the importance of conserving the majestic Arabian leopard, an endangered species facing extinction.

[Click to reveal more details about this project](#)





## Founding Day



2024  
Year



2 Days  
Execution Period



4 Days  
Event duration

### Scope of work :

Heights, in collaboration with the Royal Commission for AlUla, organized a memorable Founding Day celebration at the commission's offices in AlUla and Riyadh. The celebration included interactive group activities, captivating musical and artistic performances, and concluded with the distribution of heritage-inspired souvenirs, reflecting the essence of the founding day.

 [Click to reveal more details about this project](#)





## The Ninth Conference and Accompanying Exhibition for Internal Auditing

 2022-2021  
Year

 +800  
Number of Attendees

 2Days  
Execution Period

 2 Days  
Event duration

### Scope of work :

With a strong focus on creativity and impact, we carried out the conference and exhibition under the theme 'Let's Make an Impact,' in successful collaboration with the Saudi Association of Internal Auditors. The event was sponsored and honored by the presence of His Excellency the President of the General Court of Audit, as well as several prominent officials in the field

 [Click to reveal more details about this project](#)







## Nadec Strategy Launch Event



**2023**  
Year



**300**  
Number of Attendees



**3 Days**  
Execution Period



**1 Day**  
Event duration

### Scope of work :

Heights is proud to extend its achievements in the food and beverage sector within our cherished Kingdom! We successfully organized the Nadec Strategy Launch Event, which was graced by the presence of the Chairman of the Board, Eng. Abdulaziz Saleh Al-Rabdi, and CEO, Dr. Sulaiman AlTuwaijri. The occasion also included the signing of strategic partnership agreements with key players in the sector

 [Click to reveal more details about this project](#)





نيوم NEOM

## NEOM Airport



**2019**  
Year



**25000m<sup>2</sup>**  
Project Surface



**43Days**  
Execution Period



**45 Days**  
Event duration

### Scope of work :

We are immensely proud and honored to contribute to the construction of NEOM Airport, a project that epitomizes our unwavering commitment to excellence and innovation. For Heights, it has been a privilege to apply our construction and architectural expertise to a venture that represents the pinnacle of creativity, art, and forward-thinking design. This opportunity reinforces our position as a leading force in the construction industry, dedicated to delivering exceptional and high-quality projects. Our success is a testament to the dedication of our contractors and the expertise of our specialized team of architects and administrators, whose efforts were pivotal in executing this large-scale, complex endeavor with precision and excellence

[Click to reveal more details about this project](#)



## Move to game



**2023**  
Year



**+50,000**  
Number of Attendees



**3Days**  
Execution Period



**45 Days**  
Event duration

### Scope of work :

We were pleased to manage and execute the Move to Game project in collaboration with the Saudi Esports Federation during the Gamers' Season. The project included 12 booths featuring various physical and electronic games, aiming to combine electronic gaming with physical movement to promote gamers' health, one of the goals of the Quality of Life Program.





## Expo 2030 Video Production :



**2023**  
Year



**30 Days**  
Execution Period

### Scope of work :

As part of the Riyadh Expo 2030 promotional campaign, Heights produced a video titled "Our Future Shines." The video presents an inspiring look at the future, spotlighting key innovations and technologies that will transform the world, with an emphasis on smart cities, tech advancements, and sustainable human-environment relationships.

 [Click to reveal more details about this project](#)







## Ministry of Health Pavilion at the Global Health Forum



**2023**  
Year



**270 m<sup>2</sup>**  
Project Surface



**2 Days**  
Execution Period



**4 Days**  
Event duration

### Scope of work :

Heights designed and executed the Ministry of Health's pavilion at the Global Health Exhibition, welcoming specialists and stakeholders from the healthcare sector. The pavilion highlighted various practical programs and included an accompanying exhibition showcasing the latest healthcare products, aligning with the Ministry's vision.

 [Click to reveal more details about this project](#)



# HEIGHTS

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