



ALSAIF GRAPHICS LLC السيف جرافيكس ذ.م.م
EVENTS & EXHIBITION SERVICES


**Disruptive Solutions
for Your Brands**


asgeventservices.com





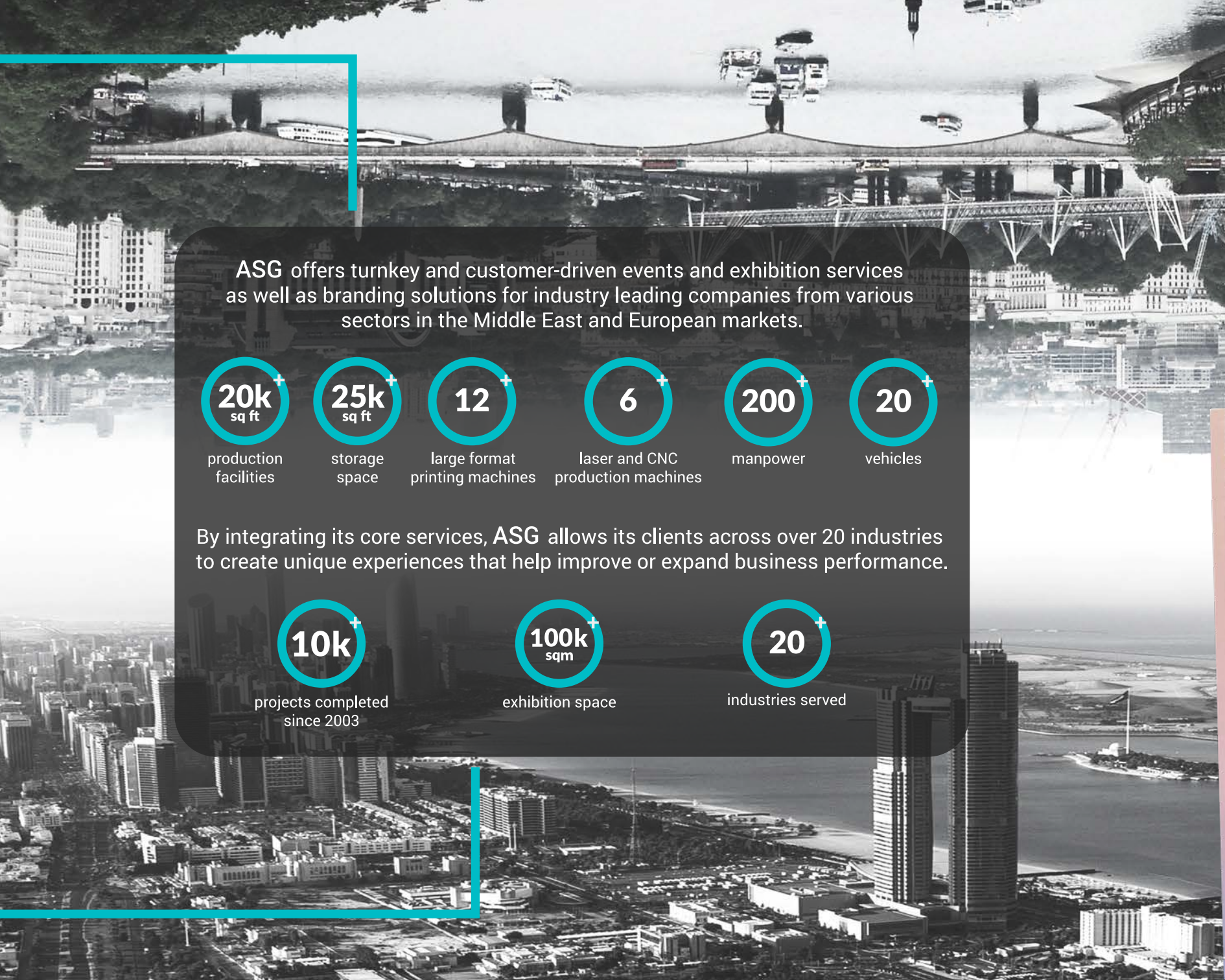
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EVENTS & EXHIBITION SERVICES

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ASG offers turnkey and customer-driven events and exhibition services as well as branding solutions for industry leading companies from various sectors in the Middle East and European markets.

20k⁺
sq ft

production facilities

25k⁺
sq ft

storage space

12⁺

large format printing machines

6⁺

laser and CNC production machines

200⁺

manpower

20⁺

vehicles

By integrating its core services, ASG allows its clients across over 20 industries to create unique experiences that help improve or expand business performance.

10k⁺

projects completed since 2003

100k⁺
sqm

exhibition space

20⁺

industries served

Event Services /
Exhibition Solutions and Services

Branding

ASG operates in more than 10 countries and backed up by 200+ experienced professionals based from its offices in the United Arab Emirates and the United Kingdom.

Printing


Audio/Visual
Solutions

Furniture
Rental

Interior
Fit-Out



 | **BRANDING**

The background features a dark, almost black, field with several large, overlapping, angular shapes in a vibrant cyan color. These shapes are geometric and abstract, resembling stylized architectural elements or facets of a crystal. They are positioned primarily on the right side and bottom of the frame, creating a sense of depth and movement.

ASG ensures the delivery of cross-platform solutions
to create cutting-edge experiences.

BRANDING

From bespoke brand strategy planning to activation, we provide innovative and result-driven solutions which generate compelling moments and form deep and lasting relationships with the right audiences.



حلبة مرسى ياس
YAS MARINA CIRCUIT

ASG has delivered exceptional branding & car wrapping services for Yas Marina Circuit for over 2 years.





ADIB HQ Building
National Day Branding, 2018



Since 2015, **ASG** has been appointed to manage the brand strategy and activation of one of the UAE's biggest banks, Abu Dhabi Islamic Bank.

Whether for a special holiday activation, or branding audit of its over 80 branches across the country, **ASG** mobilizes its resources to ensure ADIB's brand guidelines and goals are consistently met.



Weekly visits to carry out audits on all UAE branches to ensure brand image development.



Consultation with Marketing Department for any updates on collateral.



Printing and preparation of artworks and other marketing collateral including installation.



Liaison with government agencies to acquire permits for promotion (DED)



Provision of storage and audit solutions for brand communication tools.



Assistance in brand guideline activation given to all 80+ bank branches.

ASG is a listed contractor for ADNEC branding work, successfully delivering hundreds of projects for over 4 years.

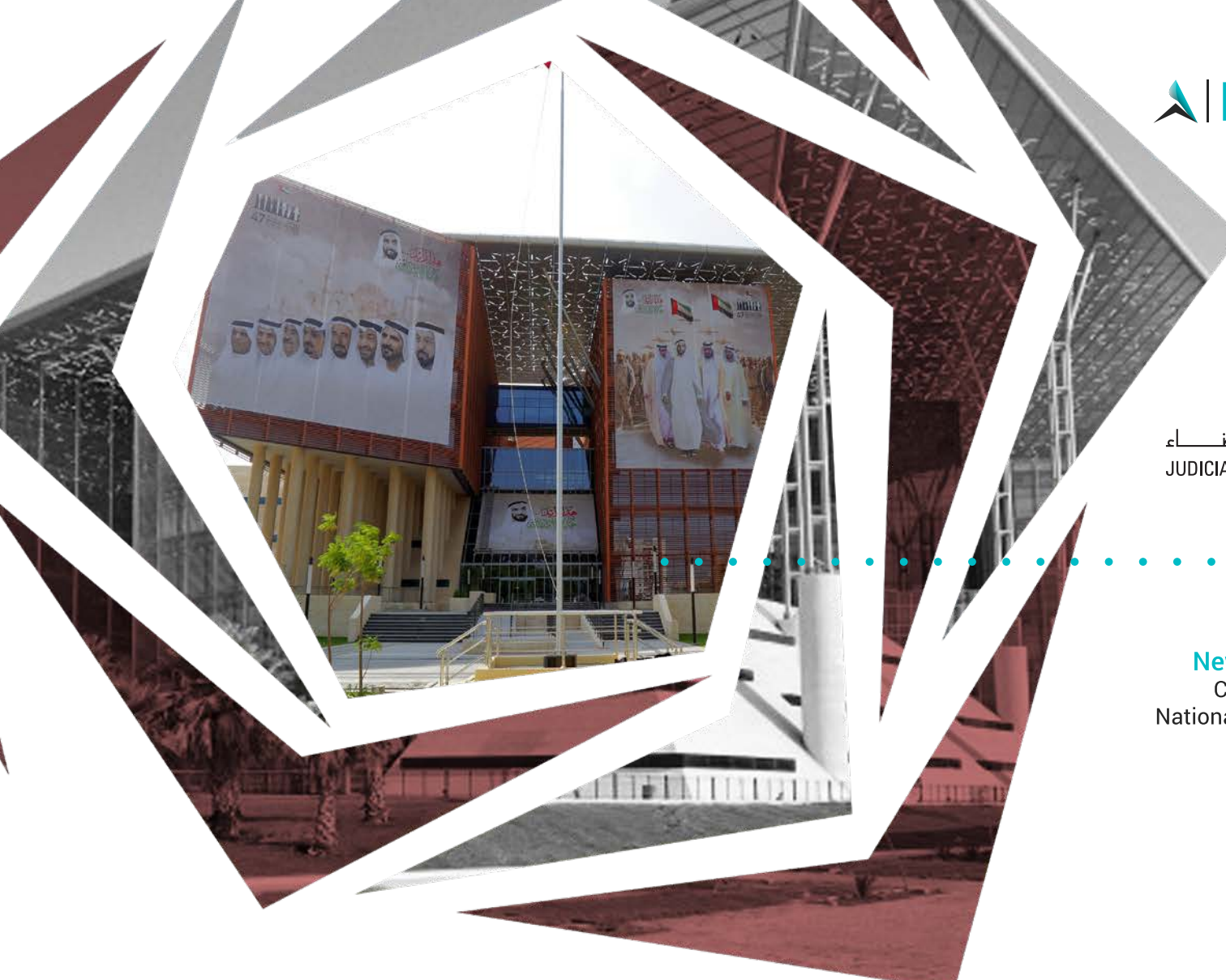
ADNEC 

شركة أبوظبي الوطنية للمعارض
Abu Dhabi National Exhibitions Company

تواصل معنا عبر
connect with us online
adnecgroup.ae



ADNEC
Pedestrian Bridge
Branding, 2018



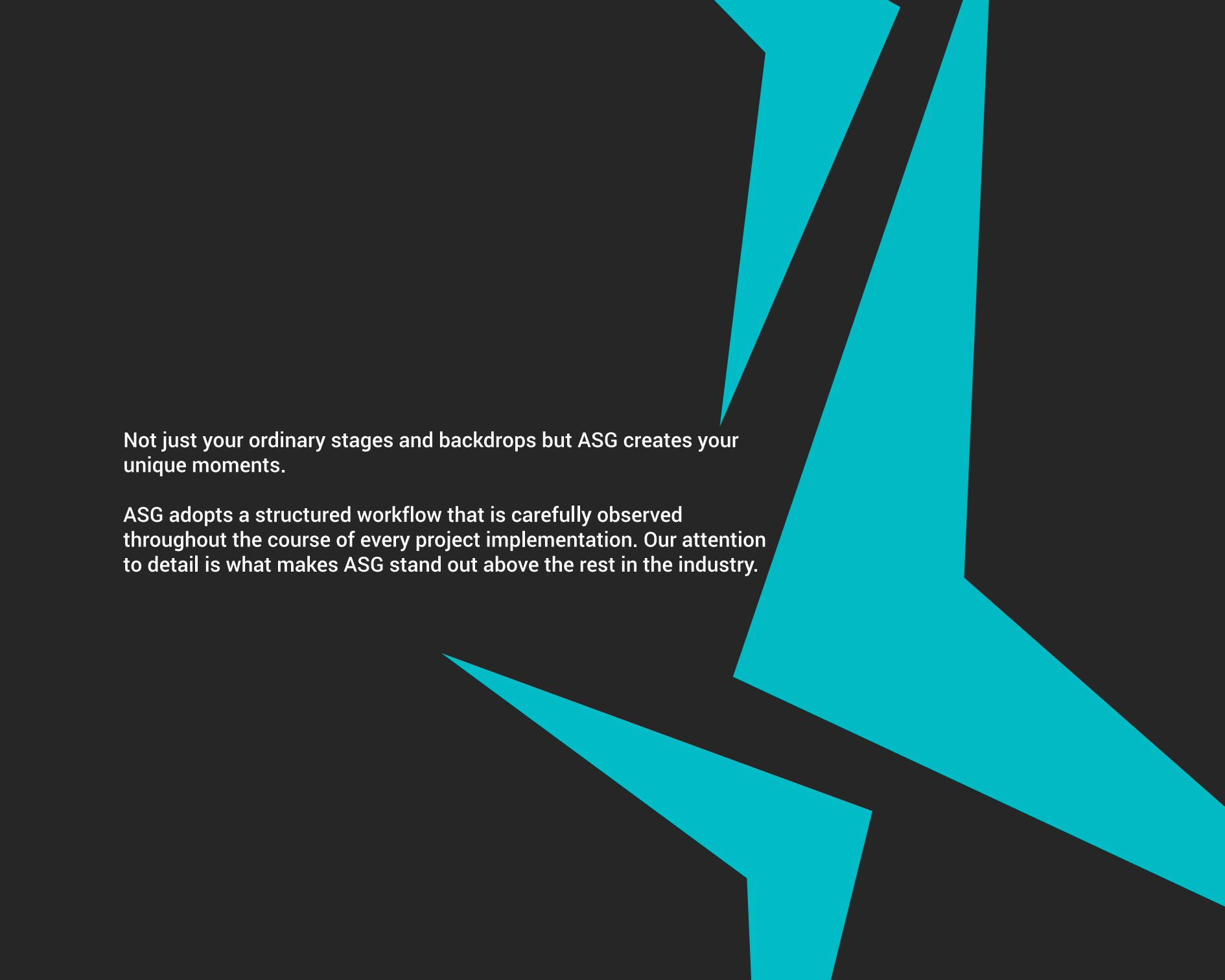
دائرة القضاء
JUDICIAL DEPARTMENT



New Judicial Building
Commemoration Day /
National Day Branding, 2018

Since 2011, **ASG** helped leading brands in achieving their venue and façade branding and communication goals as well as in creating efficient, reliable, and affordable solutions for them.

 | **EVENTS**

The background features a dark grey or black field with several large, overlapping, angular shapes in a vibrant cyan color. These shapes are geometric and abstract, creating a dynamic and modern visual effect. The shapes vary in size and orientation, some pointing towards the top right and others towards the bottom left.

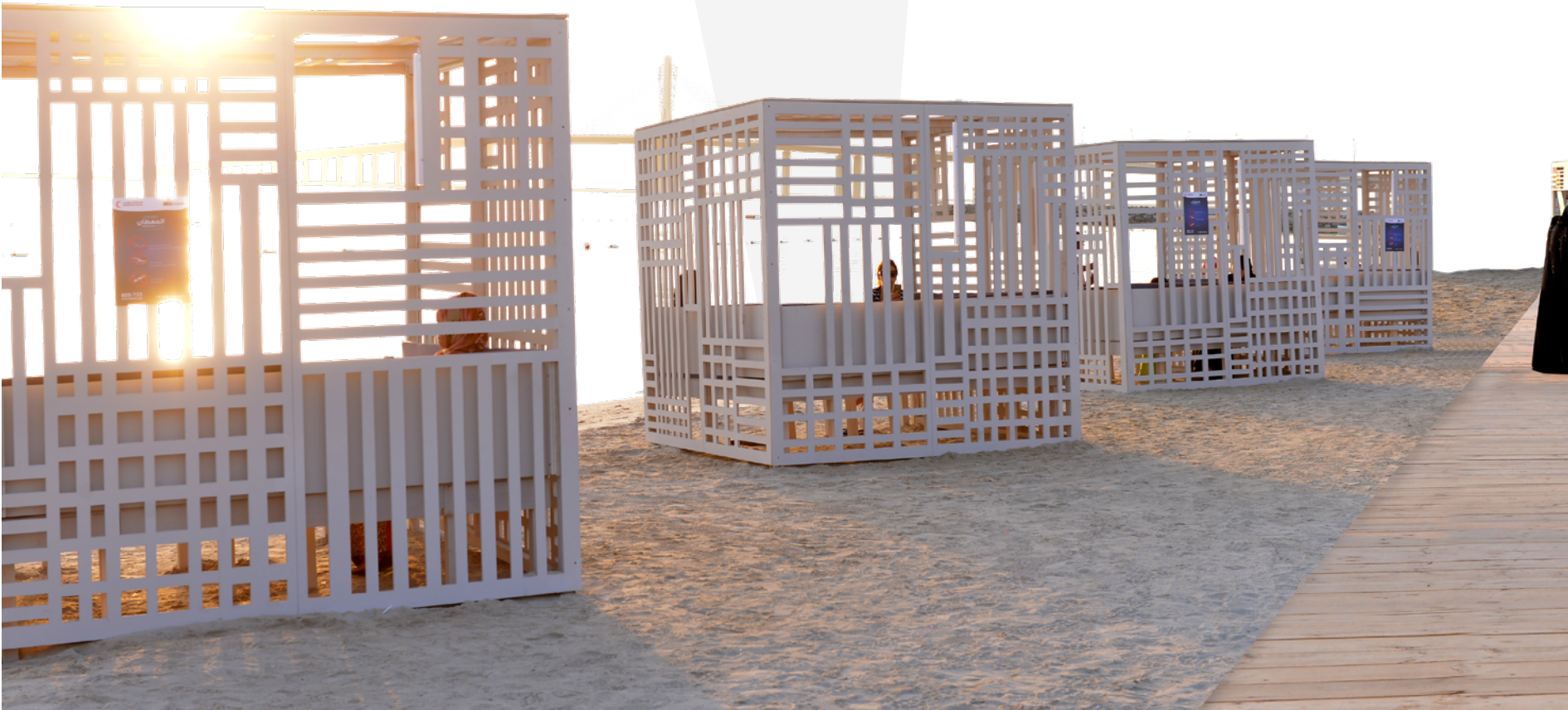
Not just your ordinary stages and backdrops but ASG creates your unique moments.

ASG adopts a structured workflow that is carefully observed throughout the course of every project implementation. Our attention to detail is what makes ASG stand out above the rest in the industry.

Partnered with key government agencies, **ASG** supports the promotion of the UAE's culture, and the preservation of its heritage.

An ultimate example is when **ASG** transformed a 6,000-sqm area of Abu Dhabi's Al Bateen Beach into a cultural, retail and recreational destination for UAE's nationals and residents.

Complete with seating areas for the public and VIPs, a food court, 600-sqm walk way, cafes, restaurants, 50 retail shops, a stage, 600-meter steel fence, **ASG** was instrumental in creating the Meataan Festival in 2017, a truly-unique and unforgettable experience.



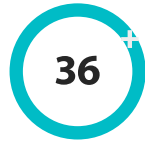
Al Bateen Beach
Meetaan Festival, 2017



natural wood flooring



walkway



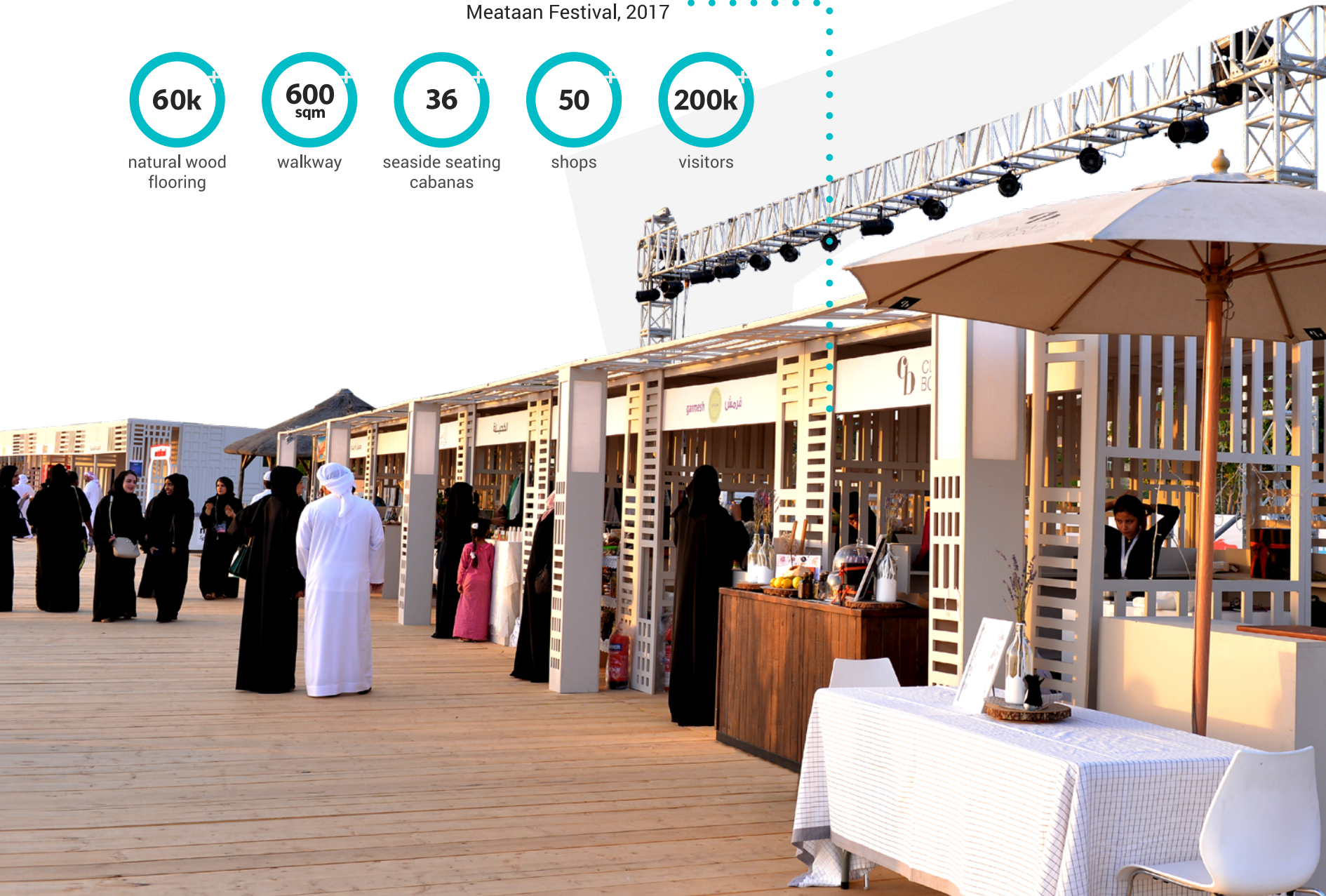
seaside seating cabanas



shops



visitors



We enable our clients to engage with their customers in events that create unique experiences.

From National Day Celebrations to bespoke and greenfield projects like SEHA's Innovation Dome 2018, ASG has gained the trust of government agencies to conceptualize and turn their visions into reality.

ASG created uniquely effective and stimulating environments during these events that served to promote their customer relationships and educational platforms.

SEHA
Innovation Dome, 2018

60
presenters

12k
visitors





event area
buildup



seating areas



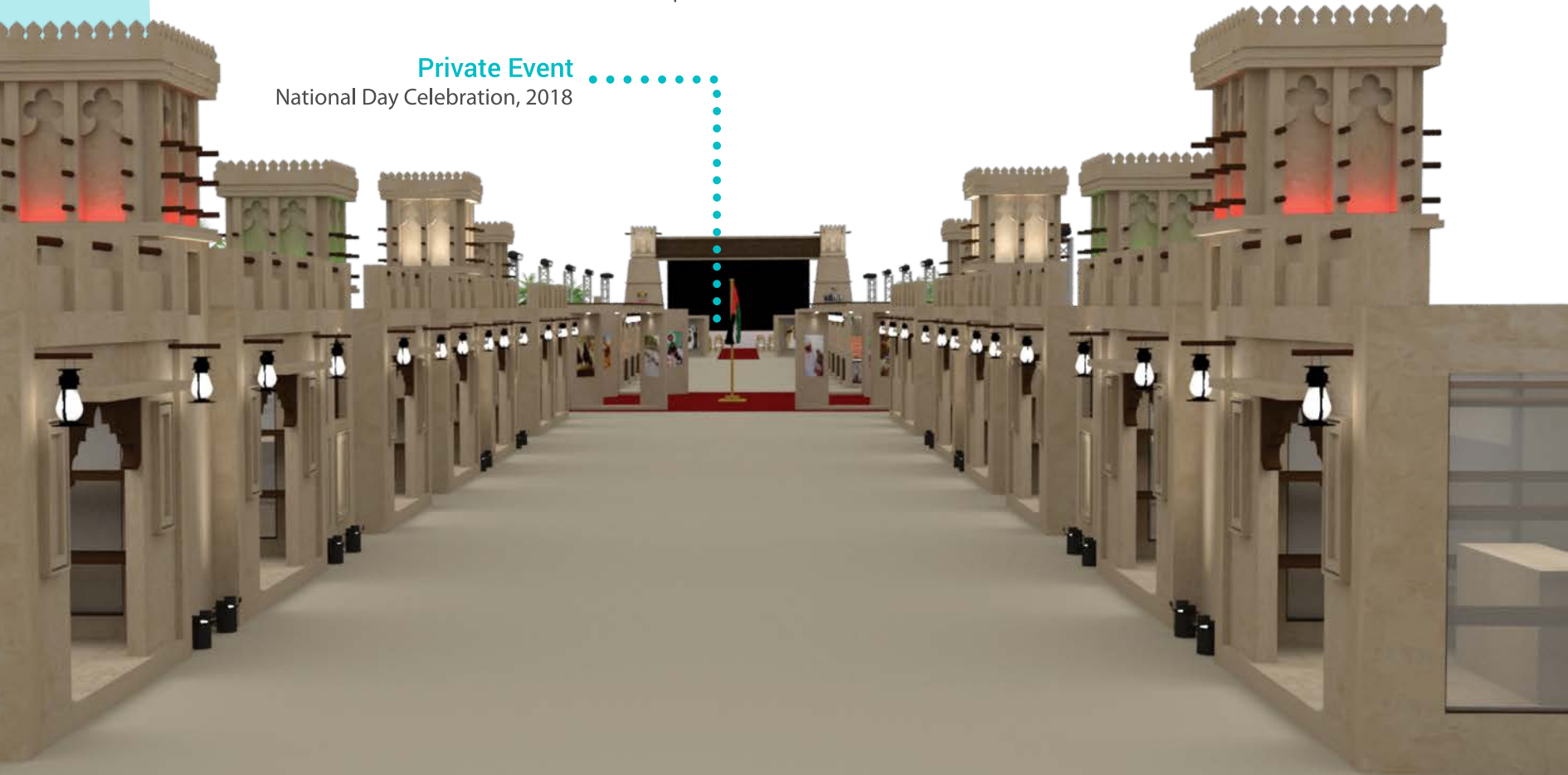
catering
areas



gift item
booths


Private Event

National Day Celebration, 2018





EXHIBITIONS

The background features a dark, almost black, field with several large, overlapping, angular shapes in a vibrant cyan color. These shapes are geometric and abstract, resembling stylized architectural elements or facets of a crystal. The shapes are positioned primarily on the right side and bottom of the frame, creating a sense of depth and movement. The overall aesthetic is modern and minimalist.

We place tremendous importance in having a systematic approach to providing top-notch customer service to our clients in the Exhibitions industry - beginning from our clients' ideas, to a feasible and working solution.

EXHIBITIONS

WORLD FUTURE ENERGY SUMMIT 2018

1.0k
sqm

exhibition
branding

18

custom stands

The World Future Energy Summit, a world-class and truly international flagship event of Reed Exhibitions Middle East has appointed **ASG** to assist in developing their featured areas for two consecutive years.





 WFES

4.6k
sqm

exhibition
branding

14

feature
areas

10

custom stands

10

entrance arches

EXHIBITIONS

ASG is a trusted partner of organisations from the defense and security sector in delivering their participations to industry events like the UAE's International Exhibition for National Security & Resilience as well as KSA's National Security and Risk Prevention Expo. This qualifies ASG's credibility within the industry which puts high-regard to discipline and above par performance.



exhibition
branding



custom stands



feature
areas





05

custom stands

02

entrance arches

1.3k
sqm

exhibition
branding

03

feature
areas



EXHIBITIONS

ASG is the incumbent official contractor of Reed Exhibitions Middle East for some of its leading events in the aviation and consumer industries.

airport show | 2018



exhibition
branding



custom stands



feature
areas



LEONARDO

70th

1948 - 2018

JWS

JEWELLERY &
WATCH SHOW

Official Contractor for 5 years (2018-2022)

Managed and supervised all onsite
electrics for whole exhibition.

Supply and delivery of exhibitor
furniture orders.

1.1k
sqm

exhibition
branding

53

wooden stands

05

pavilions

02


custom stands

INDIA
EXPERIENCE

MASALA

INDU L GEO
SEN TIALS

 | SOLUTIONS

The background features several large, overlapping geometric shapes in a vibrant cyan color against a dark, almost black background. These shapes are angular and abstract, resembling stylized architectural elements or modern art. One large shape is a triangle pointing towards the top right, while others are more complex polygons. The overall composition is dynamic and modern.

Our successful track record of delivering the highest quality of services can be traced to our processes; we have mastered the entire branding and event cycle, mapped out the customer journey, and today offer our clients seamless and stress-free solutions that take care of their diverse requirements.

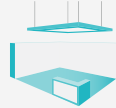
ASG offers a wide range of solutions for rent; we preserve our clients' event/exhibition budgets by eliminating the need for procurement of costly items such as furniture, audio and video equipment, lighting, communication and Wi-fi systems, and offer a viable, cost-effective alternative.

Printing



We take pride in owning one of the largest digital printing facilities in the UAE. A trusted and reliable partner for over 15 years, we develop your tiniest details and transform them to reality through our wide range of digital printing solutions.

Interior Fit-Out



We carefully blend the latest design trends with our clients' preferred themes and directions, in order to achieve the ultimate satisfaction and noticeable design identity.

By selecting the best interior surface materials, fabrics or composites for our work, we craft our masterpieces from a widerange of concepts - from modern to reviving conventional design to introducing sustainable and minimally environmentally impacting components, while simultaneously ensuring the feasibility of highest quality of workmanship and delivery.

Corporate Giveaways



ASG is your one-stop shop when you need corporate giveaways and something extra to add value to creating unique experiences for your customers. What better way to promote your brand than through tangible transformations that embody your corporate identity.

Audio/Visual Solutions



As part of our system of delivering our best-in-industry event solutions, we go to great lengths to make sure that the audio and visual solutions we provide for your events are second to none and never gets in the way of your needs and goals.

Storage Solutions



In addition to designing and manufacturing events and exhibitions units, we also offer storage facilities between shows, eliminating the burden of client's own storage responsibilities and associated tasks.

BRANDS WHICH TRUST US



دائرة القضاء
JUDICIAL DEPARTMENT



دائرة التعليم والمعرفة
DEPARTMENT OF EDUCATION
AND KNOWLEDGE



الهيئة العامة
للمقدراتات
والضمانات
الاجتماعية
GENERAL PENSION &
SOCIAL SECURITY AUTHORITY

UNITED ARAB EMIRATES
MINISTRY OF INTERIOR



الإمارات العربية المتحدة
وزارة الداخلية



مصرف أبوظبي
الإسلامي



الهلال الأحمر الإماراتي
Emirates Red Crescent



أدنوك
ADNOC



Abu Dhabi Health Services Co. s.c. q.c.



صحة
شركة أبوظبي للخدمات الصحية s.c. q.c.



Cambridge
Medical & Rehabilitation Center
PROGRESS MADE PERSONAL



كامبريدج
مركز الرعاية الطبية وإعادة التأهيل
التخصص: العصبية



HMC
مركز الحصص لجراحة اليوم الواحد
Al Hosn One Day Surgery Center



نادي أبوظبي للرياضات الشراعية واليخوت
Abu Dhabi Sailing & Yacht Club



شركة درويش بن أحمد وأولاده (ذ.م.م.)
DARWISH BIN AHMED & SONS CO. (L.L.C.)



مطارات أبوظبي
ABU DHABI AIRPORTS



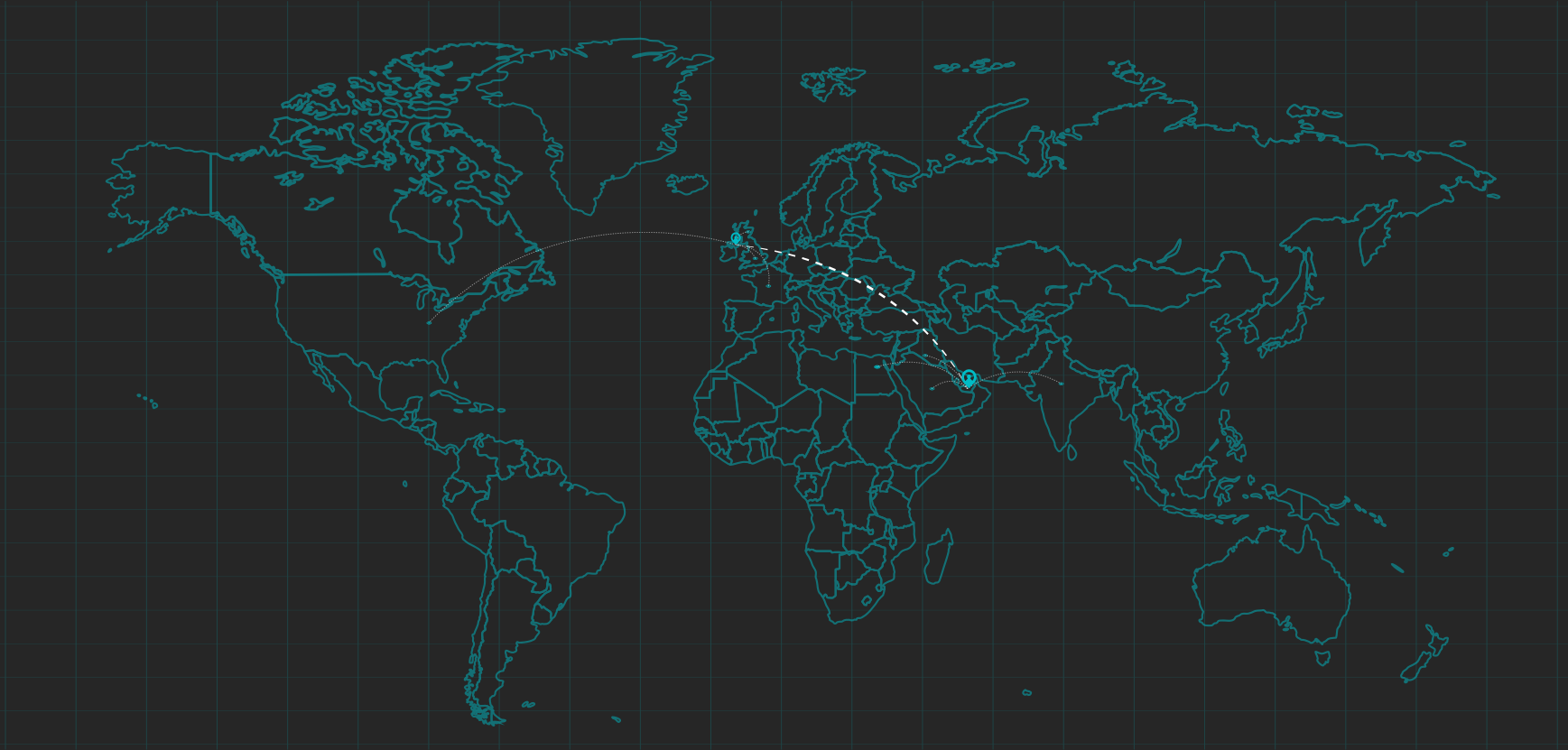
الهيئة العامة للشؤون الإسلامية والأوقاف
GENERAL AUTHORITY OF ISLAMIC AFFAIRS & ENDOWMENTS



سواعد للتوظيف ذ.م.م.
SAWAEED EMPLOYMENT L.L.C.



MPM
Properties
المفارية



ALSAIF GRAPHICS LLC السيف جرافيكس ذ.م.ش
EVENTS & EXHIBITION SERVICES

#ASGeventservices

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