



Welcome to
SARMAD
EVENTS

EXHIBITIONS, CONFERENCES &
INTELLIGENT EXPERIENCE DESIGN

DESIGNING SMART EVENTS. DELIVERING MEASURABLE IMPACT.



Who We Are

DESIGNING SMART EVENTS. DELIVERING MEASURABLE IMPACT.



Sarmad Events is a Saudi-based event management and experience design company specializing in exhibitions, conferences, governmental, and institutional events.

We operate at the intersection of **strategy, technology, creativity, and execution**, delivering end-to-end event solutions that go beyond logistics to create **data-driven, intelligent, and outcome-focused experiences**. By combining deep local market expertise with international standards and advanced digital technologies, we transform concepts into high-impact events that deliver measurable value.

Sarmad



Our Vision

To be Saudi Arabia's leading strategic partner for exhibitions and conferences, pioneering **smart, technology-enabled, and AI-driven events**, while preserving institutional identity, protocol excellence, and cultural integrity.

Our Mission

To deliver integrated, intelligent, and creative event management solutions that:



Achieve clear business and institutional objectives



Elevate brand and stakeholder experience



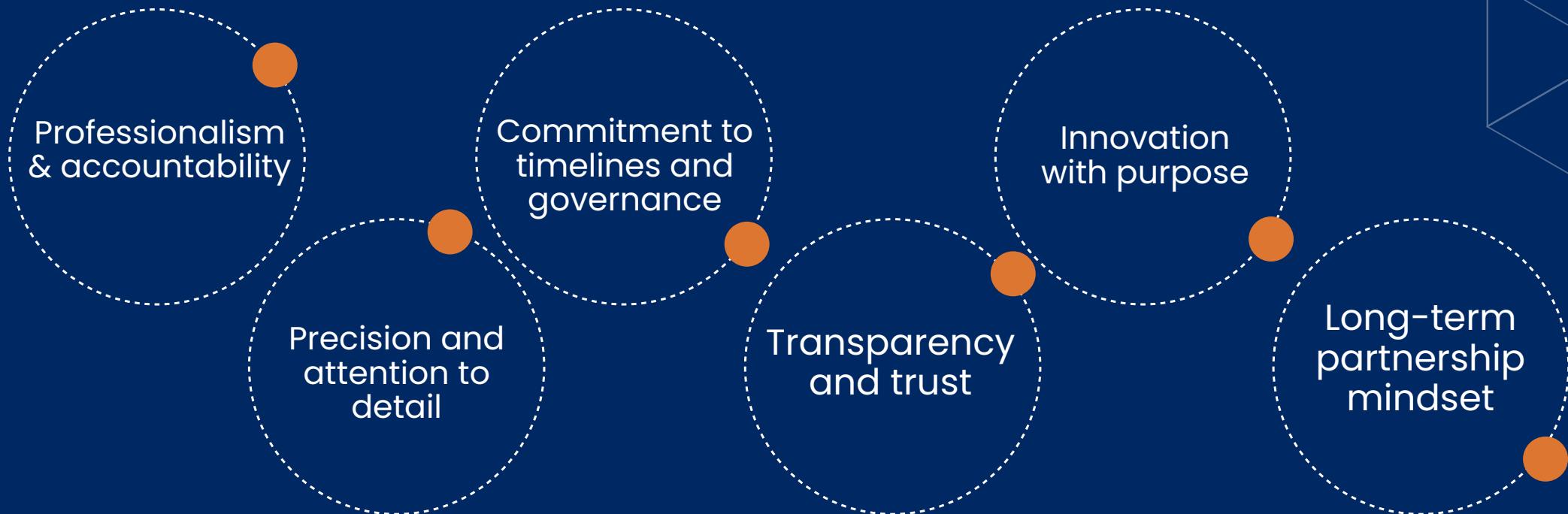
Leverage AI, data, and digital innovation



Ensure precision, compliance, and seamless execution

ACROSS EVERY STAGE OF THE EVENT LIFECYCLE.

Our Values



Our Integrated Service Ecosystem

Sarmad delivers events through a **connected service ecosystem**, not isolated services—ensuring alignment between strategy, operations, technology, and experience design.

Exhibitions & Conferences Management

- Full exhibition and conference planning
- Floor planning, zoning, and traffic optimization
- Exhibitor, speaker, and stakeholder management
- On-site operations and command control
- International protocol and compliance standards



3D Visualization & Digital Twin Previews

Full 3D renders before execution
Spatial planning and experience simulation
Stakeholder approval and optimization
Reduced execution risk and cost overruns



Governmental & Institutional Events

- Full compliance with governmental identity and protocol
- Coordination with authorities, licensing, and security
- Confidentiality-sensitive execution
- National forums, summits, launches, and official ceremonies



VIP, Protocol & Delegate Experience

We design and produce high-impact digital content as a core capability:

- Custom LED screen content for stages and venues
- Motion graphics, animated backdrops, and transitions
- Immersive storytelling for openings and key moments
- Interactive booth content and digital activations



Smart Registration, Crowd Intelligence

Powered by **EASYCROWD** and Custom Integrations:

- Digital Invitations & Confirmations
- QR / NFC-based Check-in and Badge Printing
- Real-Time Crowd Monitoring & Flow Optimization
- Attendance Heatmaps and Behavior Insights
- Post-event Data Reports and Dashboards



Sustainability & Smart Resource Use

Aligned with Saudi Vision 2030, Sarmad applies:

Digital-first workflows

Waste and material reduction strategies

Smart energy and logistics planning

Environmentally responsible production practices

Why Sarmad?

Because Sarmad is not a traditional event organizer.

We are:

- Strategy-driven
- Technology-enabled
- AI-integrated
- Creatively differentiated
- Outcome-focused

**We don't manage events.
We engineer intelligent experiences.**



Our Promise

- Every Sarmad event is designed to leave a lasting impact—strategically, operationally, and emotionally.
- We are committed to excellence, innovation, and measurable success, redefining how modern events are planned, delivered, and evaluated.



Our Project



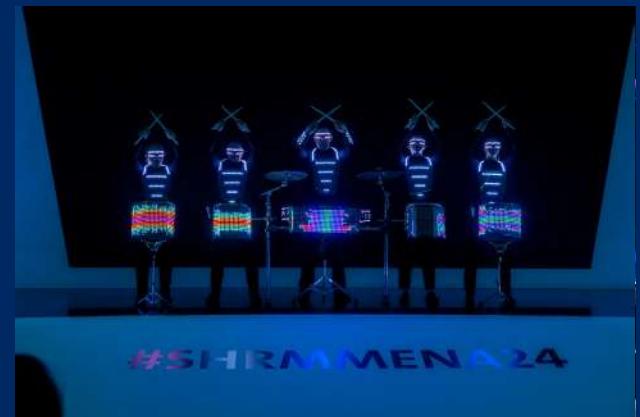
Global IoT Congress

Global IoT Congress 2025 is a leading international platform in Riyadh bringing together global experts, innovators, and decision-makers to shape the future of IoT and digital transformation.



SHRM MENA

SHRM MENA is a leading Middle East conference and expo bringing HR and business leaders together to shape the future of work.



Our Team



Bilal Sununu
Founder & Consultant



Magid Alharby
General Manager



Mohammed Alfarra
Operation Manager



Sameer Alharby
Goverment Affairs



Ahmed Taha
Business Director



Mahmoud Bilal
Logistic Manager



Sayed Asim
Finance Manager



Sa'edah Saeed
Marketing Manager



Waleed Khalid
Projects Manager



Ahmed Sherif
Creative Production Lead



Sohyla Nasr
2D Designer

Saudi Customer Experience Awards

The Saudi Customer Experience Awards is a national event recognizing excellence and innovation in customer experience across Saudi Arabia.



Corporate Sustainability Forum

Corporate Sustainability Association Meeting Saudi Arabia brings sustainability leaders together to advance ESG practices aligned with Saudi Vision 2030.



MODON Future Leaders

MODON Future Leaders is a leadership initiative empowering emerging talents to shape the future of industrial cities in Saudi Arabia.



Ingram Partners Awards Ceremony

Ingram Partners Awards Ceremony is a prestigious event recognizing excellence, innovation, and outstanding achievements across partners and stakeholders.



Employee Happiness Awards

The Employee Happiness Awards is a Saudi Arabia-focused platform celebrating and recognizing organisations that genuinely prioritise employee well-being, workplace culture, engagement, and people-centric practices across various company sizes and categories.



Government

Success Partners



Exhibitions



International Companies



Technology



نخطو معًا للمستقبل
experience next

Private Sector





سارماد
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لتنظيم المعارض والمؤتمرات

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THANK YOU

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