



QATAR | SAUDI ARABIA



[www.eeeqa.com](http://www.eeeqa.com)

A vibrant, colorful children's play area with a young girl playing at a table. The scene is filled with bright red, blue, and green furniture and toys, creating a lively and engaging atmosphere.

# Who we are

Events & Entertainment Enterprises (E3) is a Qatari owned company with market-leading events, technology, family amusement, entertainment, and design experts with an international team across industry sectors operating in Qatar, UAE, and Central Europe.

With our access to global resources, knowledge and network, combines the excellence of a leading integrated agency group with unmatched local and regional expertise.

## WE DO IT OUR WAY!

We integrate the 'WOW' factor to your plans, and explain 'HOW' we can do this! We understand client requirements and infuse our interaction with innovative event and entertainment concepts around strategy, technology, and creative design. By adopting this Wow & How approach, we turn your distinct needs into reality. We employ the best people, supported by the latest technology for seamless and engaging entertainment destinations and events.



## Vision

To be a leading integrated company that delivers results-oriented events, entertainment venues and experiential marketing programs by effectively using our experience, creativity and disruptive technology solutions that exceed client expectations, improve sales, and fosters our continued growth.



## Mission

Create fun, engaging and everlasting memories with our concepts, while inspiring ourselves and others to elevate entertainment.



## Values

Our staff and clients enjoy a personal stake in what we do. We are passionate about entertainment, work honestly, will always be truthful, and deliver on our promises.



# Why choose us?

## Core Team

We have a strong record and a combined 50 years of experience in delivering Qatar's most iconic events, tourist attractions & ticketing solutions across multiple verticals.

## Sense of Purpose

Guided by our clear vision and values, we operate with a purpose, and before we do anything, we ask ourselves why are we doing it, creating an environment of target setting and achievement. We believe that clarity leads to productivity, and the prime goal will remain to help our clients grow.

## Proximity & Trust

Our clients will witness an informal management style that promotes simple and direct relationships with a sense of immediacy. The casual and friendly environment fosters a proximity mindset where you can easily discuss and network with the Events Entertainment & Enterprises team no matter their position in the company. Being trustworthy is one of our core values and we believe we gain our clients' confidence by delivering on our promise through planning and diligent execution.

# Core Team



Abdullah Al Kubaisi  
Chairman



Adil Ahmed  
CEO



Remy Constantine  
Chief Creative Officer



Raja Abbas Khan  
Events Director



Mohammad Ali Awada  
Business Growth Manager



Lucian Maldovan  
Leisure Manager



Hussain Mehdi  
Logistics Manager



Ayesha Mazin  
HR Manager



Indika Manamendra  
Finance Manager



Rajan Pathak  
Project Manager



Ahmad Faraz  
Branding Manager



Mohasin  
3D Visualizer



Izaan Shahid  
Developer



Amaan Malik  
Graphic Designer



Nicole Bernido  
Customer & Sales  
Representative



Elazim Mohsine  
3D Visualizer



Marcialou Macatangay  
Events Coordinator



Souhayel Chatman  
Customer & Sales  
Representative



Arslaan Arshad  
Logistics Coordinator



Mohammad Abdullah  
Accountant



Manoj Sunar  
Maintenance Supervisor

# WE SPECIALIZE IN



# EXPERIENTIAL ACTIVATIONS

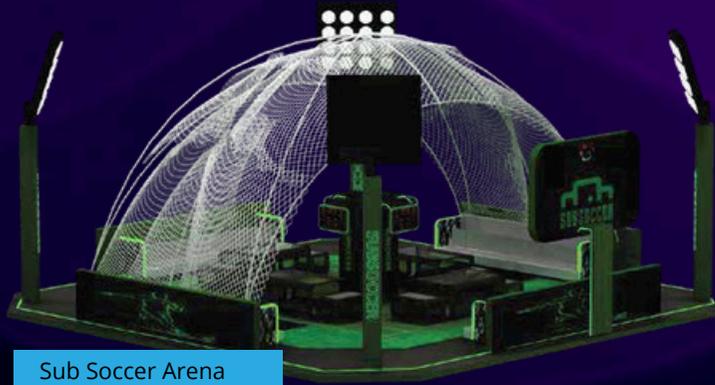
FORMULA 1  
QATAR AIRWAYS  
QATAR GRAND PRIX

WHERE HEARTS



QATAR AIRWAYS  
INTERNATIONAL CREDIT

# Experiential Activations



Sub Soccer Arena

A simple but so addictive table football game played one vs. one. The two players are sitting on the benches, which are also acting as goals.



Football Ring Toss

A Carnival themed football game where kids can win giant custom branded plush toys



Product Engagement

Experiential Marketing Concept designed for Gait Store by using and engaging apple products such as Ipad, Iwatch and iPhones.



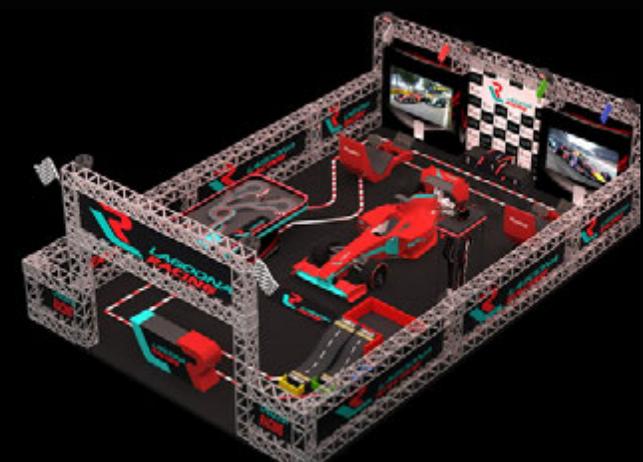
Bricks Play

Based on Lego blocks, Bricks Play is an edutainment experience that offers something for the whole family, i.e., Lego Robotics, Duplo play, Lego VR (or) Gaming, free build area, giant blocks and even a Lego products area.

# Lagoona Racing Activation at Lagoona Mall



The Lagoona Racing Activation was a meticulously crafted attraction within Lagoona Mall, Qatar, during the F1 Fiesta Season in October 2023. It showcased a dynamic array of racing experiences, including immersive VR Racing, thrilling Slot Racing, creative Lego Racing, and an entertaining inflatable racing car. This diverse setup catered to racing enthusiasts and families alike, delivering an unforgettable blend of virtual and physical racing adventures under one roof.



# Other Activations



VR Gaming, Doha Festival City



Eid Arts, Mall of Qatar



Festival InflataPark, Doha Festival City



Mini Carnival, Lagoon Mall



# KIDS PLAY INDOOR & OUTDOOR CONCEPTS

# Kids Play Indoor & Outdoor Concepts



Paw Patrol Kids Play Area



Play-Doh Kids Play Area



Kids Soft Play



Themed Kids Slides Concept

# Crayons & Bricks

Mall of Qatar | Place Vendome | Winter Wonderland



Crayons and Bricks, situated at Mall of Qatar, Place Vendome, Winter Wonderland, offers an extraordinary indoor sanctuary for children. Here, they can delve into a captivating array of activities designed for kids of all ages. From constructing with blocks to molding with dough, children can unleash their creativity in diverse ways. Moreover, they can indulge in live caricature drawings, face painting, and an array of other attractions, guaranteeing endless enjoyment beyond artistic pursuits.





# SPECTACULAR EVENTS



# Doha Balloon Parade

Held for the first time in Qatar and in the Middle East Region from 3-5 May 2022, the Balloon Parade was designed, produced and executed by E3 in a challenging time frame of 60 days from contract award to execution. E3 team worked tirelessly with Qatar Tourism and 7 government agencies to host the single largest gathering at any event in Qatar with over 760,000 attending the one-of-kind event at the 3KM long parade route on the Doha, Corniche. E3 mobilized more than 2,500 staff and crew for the 3-day event, with over 45 food vendors, 3 concerts, more than 200 roaming performers, and 3 days of fireworks, making it a memorable experience for everyone!





# LEGO SHOWS 2024-25

The LEGO® Shows in Qatar, with two editions scheduled from April 10th to 25th, 2024, and from June 7th to 22nd, 2025, at the Qatar National Convention Center, Halls 8 and 9, provided a vibrant spectacle for LEGO® enthusiasts of all ages. The event featured distinct zones with a variety of LEGO® activities, a giant LEGO-themed inflatable, and multiple stage areas showcasing over 95 performances, establishing the event as a hub of creativity and entertainment.





# InflataCity

InflataCity, the world's largest indoor inflatable event, provided an unforgettable experience across 30,000 sqm. It featured massive inflatable play areas, helping people beat the summer heat with thrilling attractions. Attendees enjoyed a diverse food court, carnival games, arcade games, and a claw machine setup with exciting prizes. This family-friendly event combined the thrill of inflatables with the charm of a carnival, offering a unique mix of entertainment and dining options. InflataCity was the ultimate destination for a memorable summer adventure.





## InflataRUN, Education City | 900 Park

InflataRUN garnered significant acclaim through its two editions in March and December 2023-January 2024. These events exemplified innovation in family entertainment, boasting the world's longest inflatable, a Guinness World Record holder at 1055 meters. From the thrilling InflataMonster to the dynamic InflataSprint, each edition showcased ingenuity and exhilaration. Live performances, carnival games, and a variety of food vendors enhanced the vibrant ambiance, ensuring an unforgettable experience for all attendees.





## LE MARCHÉ

Le Marche has successfully completed two editions. In its second edition, the event featured a charming classic carousel, engaging carnival games, Qatar's Largest Ball Pit, Paintless Paintball, Bazooka Ball and captivating roaming performers. It showcased 63 beautifully decorated retail and food kiosks, offering a delightful array of entertainment and treats. Enchanting light displays further enhanced the festive atmosphere.



BROUGHT  
TO YOU  
BY



# ASIAN TOWN SPORTS CARNIVAL

EID AL FITR 2023

## Asian Town Sports Carnival

The Asian Town Sports Carnival 2023 saw 33,000 attendees, mostly blue-collar workers and a few families. It featured sports themed activations, giant adult inflatables, and 61,786 engagements. The carnival had 9 food kiosks, stage and roaming performances offering 33 hours of entertainment. Workers enjoyed a break from routines and had fun with colleagues. Positive feedback made it a memorable experience for all.





# AFC Football Fest

This event aimed to unite fans, celebrate their love for football, and offer an unforgettable experience. It took place at the Cricket Stadium parking lot in Asian Town. The central focus of this Fan Zone was to deliver maximum fan engagement and live streaming of AFC Football matches, ensuring an incredible experience for all attendees.



# World Cup 2022 Fanzone at Doha Festival City

E3 organized the activation at Doha Festival City World Cup Fanzone in Nov/Dec 2022. It enhanced fan experiences, fostered community engagement, and promoted brand awareness. E3's successful execution established its expertise in event management, enhancing its brand reputation. The venue observed 60K+ visitors over a period of 30 days.



# Family Festivals & Special Events

by our team



Summer Entertainment City (2017 – 2019)

The Flagship 85 day summer event of National Tourism Council was meticulously executed by our events team that involved in deploying over 500 staff to transform 30,000 Sqm of the Doha Exhibition and Convention Center (DECC) into an indoor. Scope of work included concept design, fit-out, equipment installation, staffing, food court setup, exhibition management and daily operations. The event had over 800,000 visitors.



Souq Waqif Spring Festival - 2018

An outdoor theme park and festival setup for 90 days offering various rides, skill games, entertainment shows, and delicious food options with an estimated attendance of over 400,000 visitors.



Al Bidaa Park Spring Bazaar - 2018

A full of activity Spring Bazaar hosted at the heart of Doha in Al Bidaa Park with magnificent retail bazaar, delicious food offerings, exhilarating shows and exciting activities. Organized, managed and designed by members of our events team.

# Sports Events

by our team



Influencer Cup Dinner Gala for Supreme Committee for Delivery & Legacy



FIBA 3x3 World Tour-Doha Masters 2019



National Sports Day 2022 - Qatar Tourism



Asian Champions Trophy - Qatar Olympic Committee



# FAMILY ENTERTAINMENT CENTERS (FEC'S)

# New InflataPark FEC

## City Center Mall, 3<sup>rd</sup> Floor



The all-new InflataPark has officially relocated to the 3rd floor, offering a bigger and better Family Entertainment Center experience. Enjoy exciting attractions like Bazooka Ball, InflataKidz, a dedicated Party Hall, the central InflataPark zone, a fully stocked Toy Store, the thrilling Grab n Win area, and the cozy InflataCafe — all designed to deliver nonstop fun for the entire family.



# Kids City Driving School

## City Center Mall, Ground Floor



Introducing the all-new Kids City Driving School, where your children can experience the thrill of driving in a safe, engaging, and imaginative setting tailored specifically for them. Whether they're enjoying solo rides or embarking on group adventures, our Driving School provides interactive driving experiences that foster confidence, enhance coordination, and ensure endless smiles!



# InflataPark

## City Center Mall, Ground Floor



City Center Mall was struggling with activating its 20 year old Ice Rink. The E3 Family Entertainment Center (FEC) team was engaged by the mall to design a new concept that had to be unique, innovative, and help increase footfall. The InflataPark opened its doors in May 2023 and has since attracted over 350,000 visitors, with a repeat visitor rate of 45%. It has become one of the most visited entertainment destinations in Qatar! The dynamic nature of the concept allowed E3 to change it to an InflataSTADIUM during the World Cup 2023, and there are further plans to introduce a new Inflatable Park in Q3 2023.



# Inflata Splash

## InflataSplash, Doha Sands

InflataSplash is Qatar's first-of-its-kind inflatable attraction, spanning 1,000 sqm and combining inflatable fun with a water-themed ambiance. Featuring a massive obstacle course and interactive play areas, it caters to thrill-seekers of all ages. Designed for all-weather fun, InflataSplash offers beach and ocean vibes without getting wet. To enhance comfort, a fine mist cools the surface. The scenic design, inspired by beach elements, ensures a visually appealing and unforgettable experience for everyone.



# Hilton Salwa Resort Desert Falls Water Park Arcade

Designed as an add-on activity for the resort and water park guests, the Arcade setup is owned and operated by E3 as part of the Water Park since February 2022. Over 35 games are installed at the Arcade where guests are entertained until 8 PM, 7 days a week.





# **Operations Support for Tourist and Recreational Attractions**

# Panda House Operations and Activations

E3 was awarded a operations and activations contract by the Public Parks Department of the Ministry of Municipality to operate and manage the daily operations at Middle East's first Indoor Panda Attraction. The Panda House hosts 2 Pandas gifted by China to the State of Qatar and is a popular tourist attraction. E3 is also responsible for various engagement activations at the Panda House including operating carnival games, a Panda Theme arts and crafts room, Caricature art and a souvenir Photo Booth for visitors.



# Batabit Arena

## Al Enna Beach

Batabit Quad Bike Arena Qatar is an exciting adventure destination located in Qatar, offering thrilling quad biking experiences in a unique outdoor setting. Designed to cater to adrenaline seekers and outdoor enthusiasts, the Quad Bike Arena provides an exhilarating off-road adventure. Members of the E3 team were engaged in managing the entire operations for this tourist destination.



# Feasibility Design and Research



Domo Digital



Terminal Salwa



Urban Play



Inflatable Water Castle

# Audio Visual & Stage Equipment

## Projection Screens



From size to shape our projections systems will satisfy every need of your event creating the best combination for your video content.

## LED - Walls



With big events, high definition led walls are essential to give the opportunity to all your participants to enjoy their view as from the first line.

## Light & Sound Systems



The creation of the perfect atmosphere through light and music is the spearhead of our company. From convention a private events, we are able to offer the best technical solution with every condition

## Stage & Rigging



Our structures will adapt to any size and situation to create the ideal stage for your event.

# Ticketing and Accreditation Solution

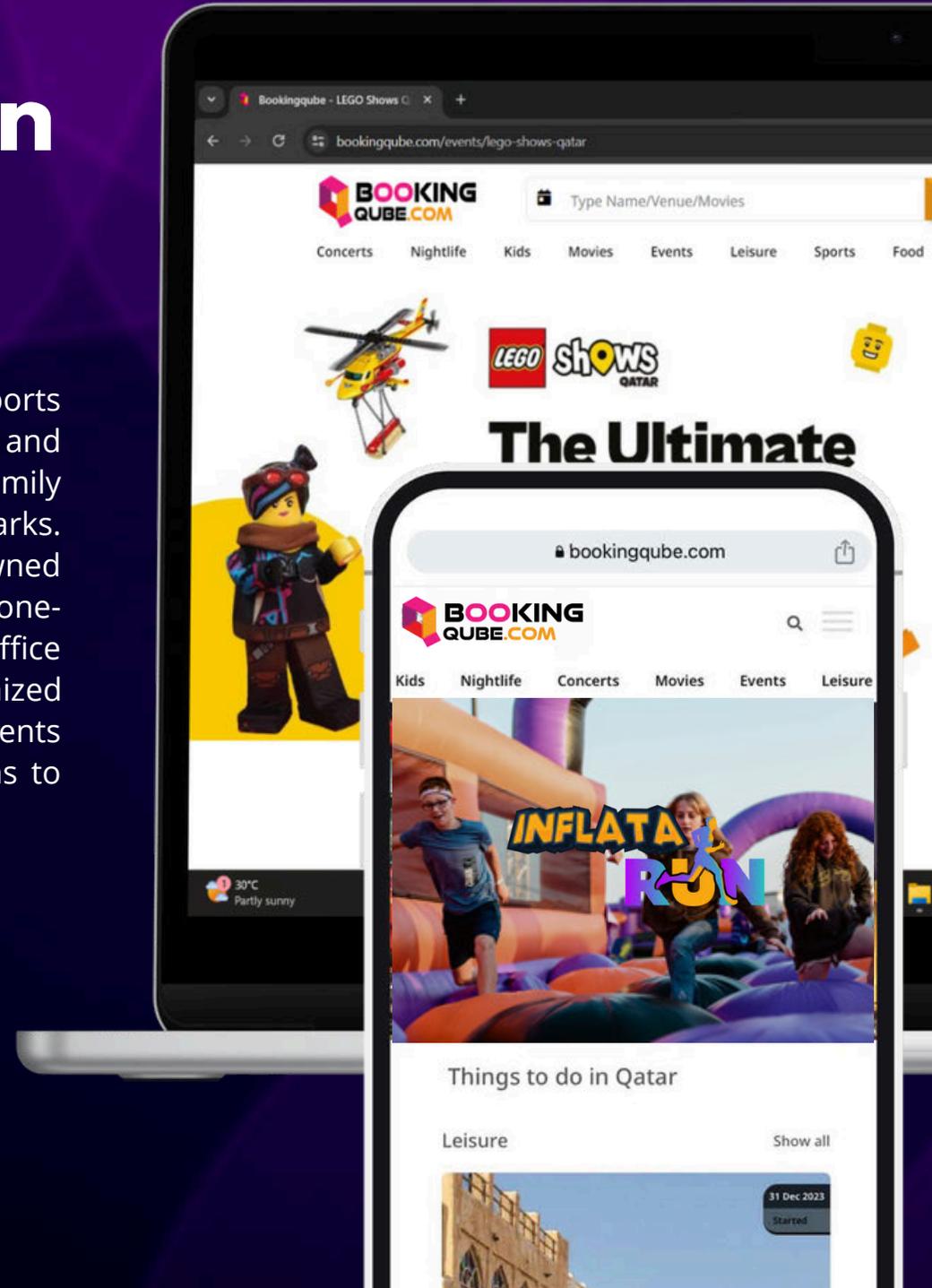


Booking Qube is an enterprise booking solution provider that supports its end customers with integrated ticketing, accreditation and registration services for cinemas, concerts, events, shows, sports, family festivals, exhibitions, family entertainment centers and theme parks. Booking Qube is headquartered in Qatar and is a wholly owned subsidiary of Events Entertainment & Enterprises. It serves as a one-stop solution for all needs related to online / offline / box office ticketing needs. BookingQube go beyond ticketing to offer customized booking solutions to its clients in the MICE industry. Events Entertainment & Enterprises relies on the Booking Qube solutions to deliver a seamless ticketing & booking experience for its events.

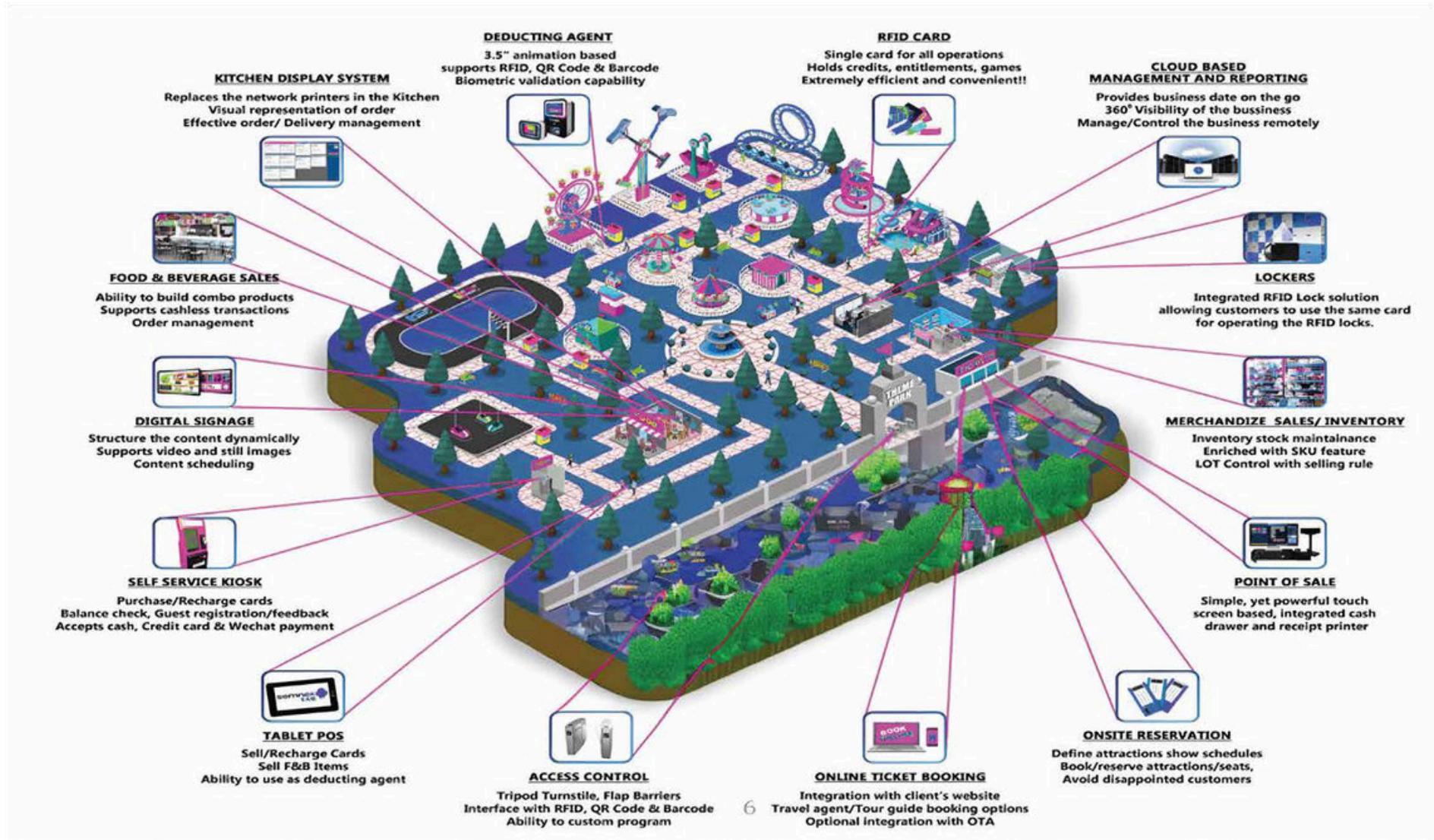


## Book your events now!

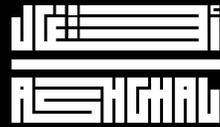
Qatar's premier booking and ticketing solutions provider



# Amusement Park / Festival Management Solution



# Clients & Partners



مشاريع ابن عبيان العقارية  
IBN AJAYAN PROJECTS REAL ESTATE



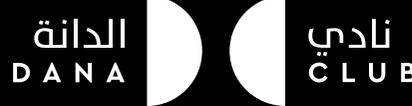
قطر مول  
MALL OF QATAR



كتارا  
للضيافة  
KATARAHOSPITALITY



Salwa  
Beach Resort  
Qatar



الدانة  
DANA نادي  
CLUB



دوحة لاستيفال سيتي  
Doha Festival City



مركز قطر الوطني للمؤتمرات  
Qatar National Convention Centre



مشيرب العقارية  
MSHEIREB PROPERTIES



QATAR HAPPENING  
QATAR'S PREMIER MAGAZINE

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