

Qatar | Soudi Arabia



IDEAS TO LIFE

A high-quality, futuristic VR headset with a purple and black color scheme, positioned centrally behind the text. The headset has a large, curved strap and a prominent lens area.

www.eeeqa.com

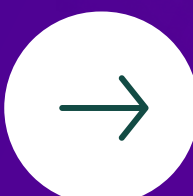
W H O W E A R E ?



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 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.





OUR 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.

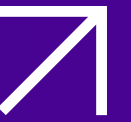
MISSION

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?



/1

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.

/2

Sense of Purpose

Guided by our vision and values, we focus on purpose and ask why before acting, fostering a goal-oriented environment. We believe clarity enhances productivity, with our primary goal being to help clients grow.

/3

Proximity & Trust

Our clients will experience an informal management style that encourages direct relationships and open communication with the Events Entertainment & Enterprises team. This friendly environment promotes networking across all levels, fostering trust as a core value. We build client confidence by fulfilling our promises through careful planning and execution.



Abdullah Al Kubaisi

Chairman



Adil Ahmed

Managing Director & CEO



Mohammad Ali Awada

General Manager



Ebrahim Karolia

Sr. Project Manager

ORGANIZATIONAL CHART

ADIL AHMED
CEO / MANAGING DIRECTOR

MOHAMMAD ALI AWADA
GENERAL MANAGER



WE SPECIALIZE IN



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EXPERIENTIAL
ACTIVATIONS

WE SPECIALIZE IN



SHOW &
PERFORMANCES



AUDIO VISUAL AND
STAGE EQUIPMENTS



TICKETING
SOLUTIONS



FABRICATION &
BRANDING

WE SPECIALIZE IN



FEASIBILITY DESIGN &
RESEARCH



OUR
SPECIALIZATION



MEGA EVENTS

We specialize in creating high-profile events that enhance the regional entertainment calendar, including FIFA World Cup 2022 Fan Zones, F1 Fan Zones, LEGO Shows, Balloon Parade etc. Collaborating with major brands like Nickelodeon and Warner Brothers, we also host our own events such as the Guinness World Record-holding InflataRun and InflataCity. Our "Wow & How" approach covers logistics and creative execution, transforming venues into unforgettable experiences for thousands of attendees.

7 DOHA BALLOON PARADE

Location: Corniche, Doha

Client: Visit Qatar

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!



MEGA EVENTS

➤ LEGO SHOWS 2024-25

Location: Qatar National Convention Center (QNCC)
Client: Qatar Calendar

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.



MEGA EVENTS

➤ NATIONAL SPORT DAY

Location: The Pearl Qatar

Client: UDC

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.



المتحدة للتنمية
UNITED DEVELOPMENT CO.



➤ INFLATACITY 2024-25

Location: Qatar National Convention Center (QNCC)

Client: Qatar Calendar

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 I 900 PARK

Location: Education City I 900 Park, Doha
Client: Qatar Calendar

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 MARCHE

Location: Place Vendome

Client: Sponsored and Organized by E3

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.



MEGA EVENTS

➤ ASIAN TOWN SPORTS CARNIVAL

Location: Asian Town

Client: Qatar Tourism

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.



BROUGHT
TO YOU
BY



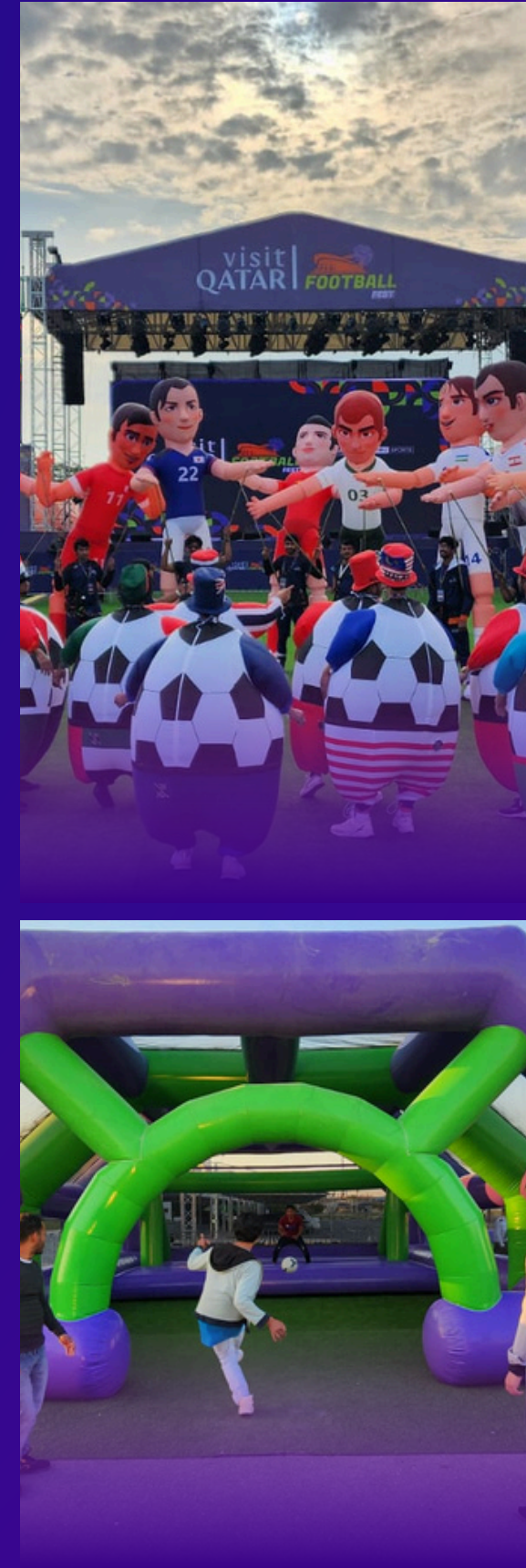
ASIAN TOWN
SPORTS CARNIVAL
EID AL FITR 2023

MEGA EVENTS

7 AFC FOOTBALL FEST

Location: Asian Town
Client: Qatar Tourism

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

Location: Doha Festival City

Client: 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.



Influencer Cup Dinner Gala for Supreme Committee for Delivery & Legacy



Asian Champions Trophy – Qatar Olympic Committee



National Sports Day 2022 – Qatar Tourism



FIBA 3x3 World Tour–Doha Masters 2019



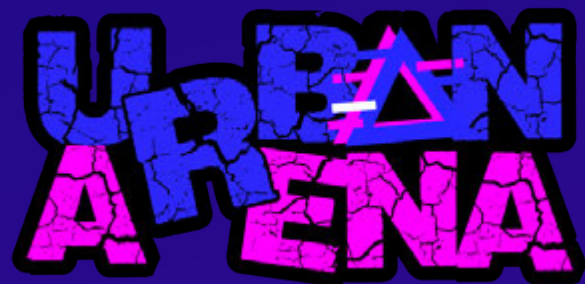
FAMILY ENTERTAINMENT CENTERS (FEC'S)

We specialize in creating premier Family Entertainment Concepts (FECs), offering flagship experiences and custom projects. We transform ideas into bold, out-of-the-box environments through innovative design, bespoke fabrication, and immersive storytelling that brings every space to life. Notable concepts we operate include InflataPark, Kids Driving School, Urban Arena, and Crayons Bricks, all designed for engaging family experiences. Our blend of creativity, technical skills, and operational excellence fosters dynamic environments that attract visitors, enhance brand presence, and create lasting impacts.

➤ URBAN ARENA

3rd Floor, Doha Mall

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.



FAMILY ENTERTAINMENT CENTERS (FEC'S)

➤ NEW INFLATAPARK FEC

City Center Mall, 3rd 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.



FAMILY ENTERTAINMENT CENTERS (FEC'S)

➤ 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!



7 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.

**Inflata
Splash**





KIDS PLAY

CONCEPTS

Our kids' play concepts, spanning both indoor and outdoor environments, reflect our expertise in building and operating immersive experiences that engage children and families alike. Through a blend of creative design, interactive play, and real-world inspired activities, we develop dynamic spaces where entertainment, exploration, and learning come together seamlessly. Our owned concepts, including Crayons Bricks and Kids Driving School, are designed to deliver high-impact, engaging experiences.



Paw Patrol Kids
Play Area



Play-Doh
Kids Play Area



Kids Soft
Play Area



Themed Kids
Slides Concept





7 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.





SPACE TRIBE

Place Vendome | Doha Mall



Space Tribe offers an immersive playground experience showcasing Qatar's largest ball pit with over 500,000 balls. Dive into a vibrant, colorful world designed for pure sensory delight and creative play. Tailored for families, children, and the young at heart, this expansive ball pit delivers endless fun, engaging challenges, and a unique celebration of community. Featuring Space Tribe redefines fun, inviting families to explore, create, and immerse in endless excitement.





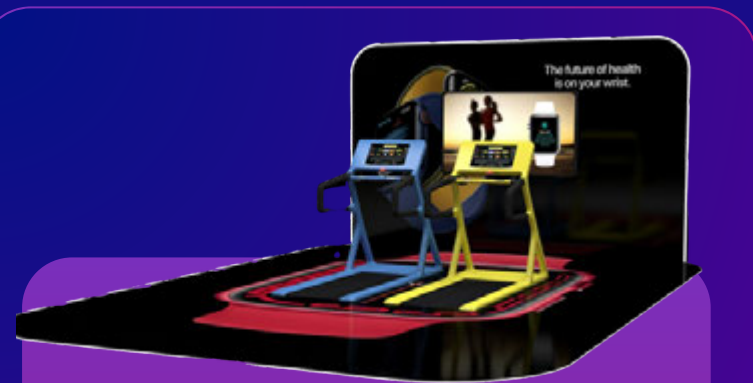
FORMULA 1
QATAR AIRWAYS
QATAR GRAND PRIX
2024

EXPERIENTIAL ACTIVATIONS

We specialize in high-impact experiential activations that transform passive visitors into active participants, exemplified by projects like Lagoon Racing during the F1 Fiesta. By combining innovative design, interactive storytelling, and custom-built experiences, we create dynamic environments that capture attention and drive real-time engagement. Using cutting-edge technology such as VR, branded gaming, and interactive challenges, we deepen the connection between your brand and its audience. Every activation is crafted to be highly shareable and memorable, maximizing engagement KPIs and delivering strong on-ground impact.



PRODUCT ENGAGEMENT



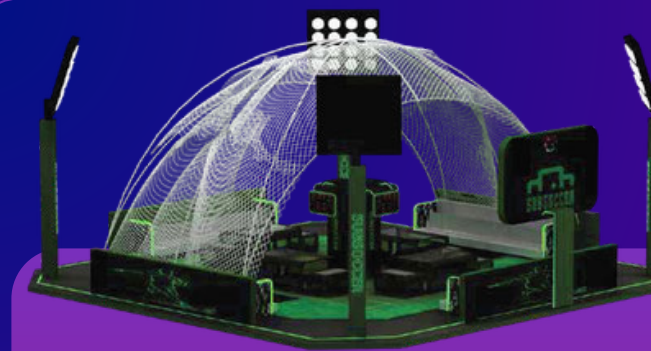
Experiential Marketing Concept designed for Gait Store by using and engaging apple products such as Ipad, Iwatch and iPhones.

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.

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

EXPERIENTIAL ACTIVATIONS

➤ PIT STOP CHALLENGE

Location: Lagoona Mall

Client: Tudor

The Lagoona Racing Activation at Lagoona Mall, Qatar, during the F1 Fiesta Season in October 2023, featured various racing experiences such as VR Racing, Slot Racing, Lego Racing, and an inflatable racing car. This attraction provided a memorable mix of virtual and physical racing fun for both enthusiasts and families.



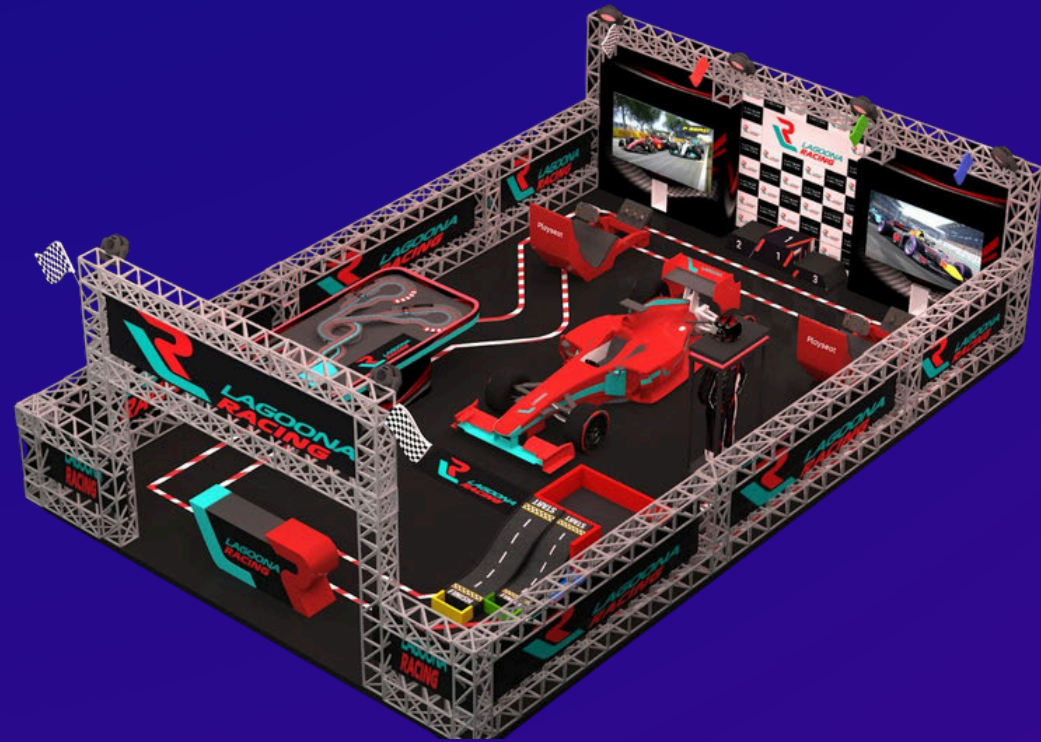
EXPERIENTIAL ACTIVATIONS

LAGOONA RACING

Location: Lagoona Mall

Client: Al Darwish Holding

The Lagoona Racing Activation at Lagoona Mall, Qatar, during the F1 Fiesta Season in October 2023, featured various racing experiences such as VR Racing, Slot Racing, Lego Racing, and an inflatable racing car. This attraction provided a memorable mix of virtual and physical racing fun for both enthusiasts and families.





VR Gaming, Doha Festival City



Eid Arts, Mall of Qatar



**Festival InflataPark,
Doha Festival City**



Mini Carnival, Lagoona Mall



SHOWS & PERFORMANCES

We enhance venues with a blend of stage shows and roaming performances that transcend traditional entertainment. Our high-impact acts and interactive performers engage audiences and create a lively atmosphere. Through professional talent management, storytelling, and choreography, we ensure seamless integration of performances, elevating energy and audience engagement for memorable experiences.



EXTREME LED FLYBOARD SHOW



The show showcases acrobatic Flyboard stunts at 10 to 15 meters high, enhanced by smoke, fire, and fireworks. At night, LED-lit costumes provide a stunning visual display as performers execute tricks on glowing fountains.

WATER THEATRE WITH SMOKE



This fascinating procession on the water catches the eye with the appearance of incredible scenes that you would never expect to see on the water - a musician with a flying piano, a horse, a camel and much more, accompanied with special effects of smoke, fire and fireworks

MULTIMEDIA ILLUSION SHOW



The great show where mixing imagination and illusion, reality and technology. The show can be customized for any theme.

LEVITATING PIANO SHOW



The pianist puts her fingers on the keys and the piano smoothly lifts up, in height, symbolizing how the music takes the listener into the clouds. The concert of floating music in the clouds attracts passers-by from afar!



LED DRUM WHEEL WITH MULTIMEDIA DRUMS



Dynamic lighting effects of the unique musical instrument - drum wheel - synchronized with the beats of drums fascinate the audience, charge them with positiveness and drive. The latest technology of our LED drums allows us to make each show special - we can customize

DINO MUSIC BAND



The Dino musical band is the only musical group in which dinosaurs sing and play musical instruments. Dinosaurs sing and play live exclusively and they communicate with the audience during all performance

EXPLOSIVE SCIENCE SHOW



Explosive, bright and funny experiments and scientific humor in a colorful scientific shows! 24 hours of various and difficult WOW experiments for children from 2 to 102 years old!

WONDERFUL CIRCUS PLAYS



The top-level circus theatre with different plays, bright costumes and incredible circus stunts. Their plays tell the audience the beloved fairy tales: Alice in Wonderland

SHOWS & PERFORMANCES

7 SHOWS & PERFORMANCES



7 INFLATACITY



7 BALOON PARADE



7 LEGO SHOWS



7 FORMULA 1

SHOWS & PERFORMANCES

MASCOTS



SHOWS & PERFORMANCES

7 COSTUMES





AUDIO VISUAL & STAGE EQUIPMENT

We provide the technical backbone for any production, ranging from high-fidelity sound systems to complex stage lighting and immersive AV integration. Our team handles the end-to-end installation and maintenance, ensuring your event's technical requirements are met with absolute precision and reliability. We guarantee that your production values are professional, allowing your creative vision to shine without any technical friction.

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.



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



LED - Walls

➤ We offer a range of customizable LED screen walls tailored to meet the unique requirements of your event.



Stage & Rigging

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



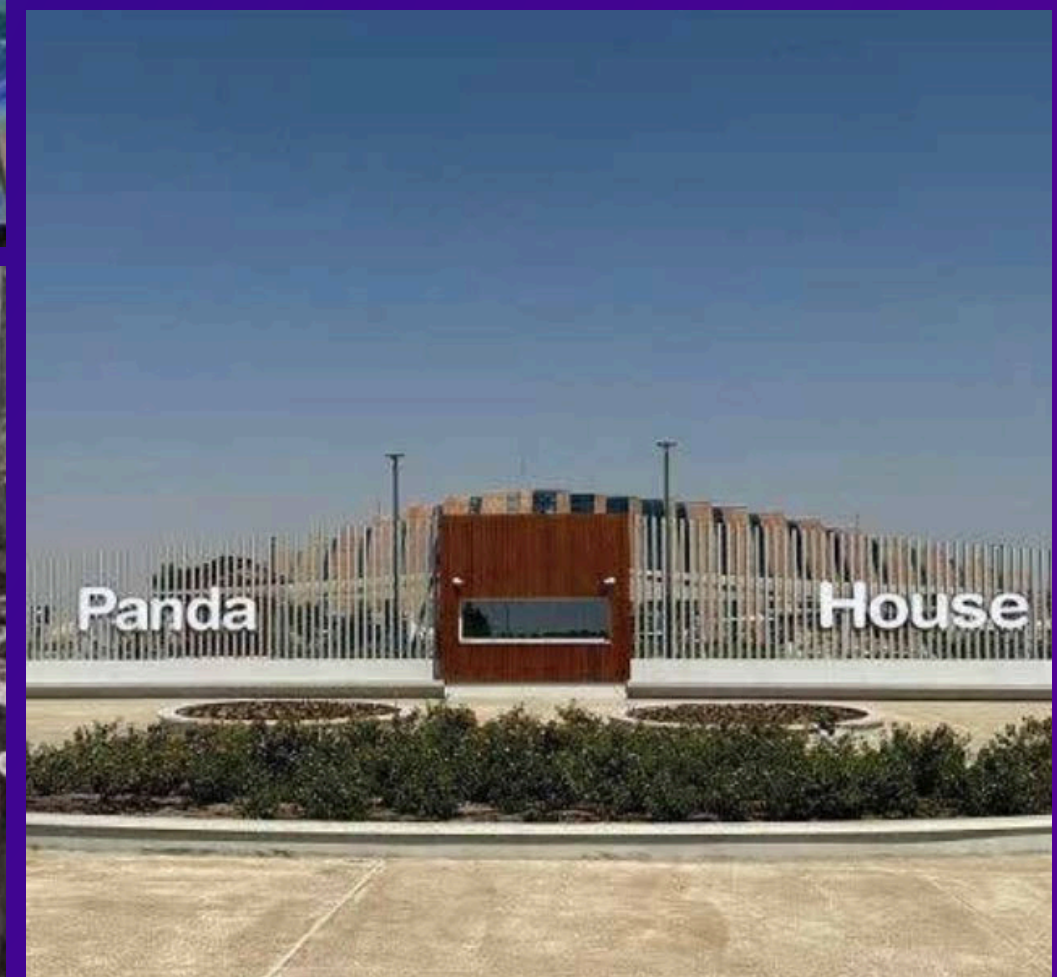
OPERATIONS SUPPORT FOR

TOURIST AND RECREATIONAL ATTRACTIONS

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7 PANDA HOUSE OPERATIONS AND ACTIVATIONS

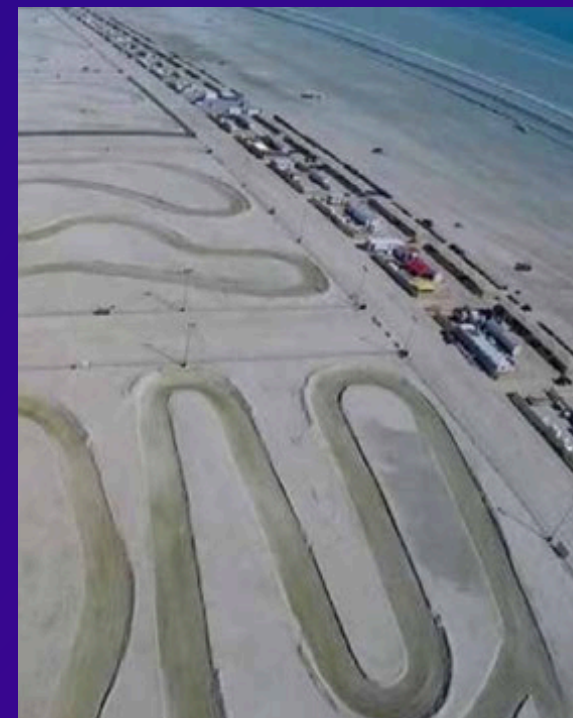
E3 was awarded a operations and activations contract by the Public Parks Department of the Ministry of Municipality to operate and manage the daily operations at Middle East's first Indoor Panda Attraction. The Panda House hosts 2 Pandas gifted by China to the State of Qatar and is a popular tourist 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.



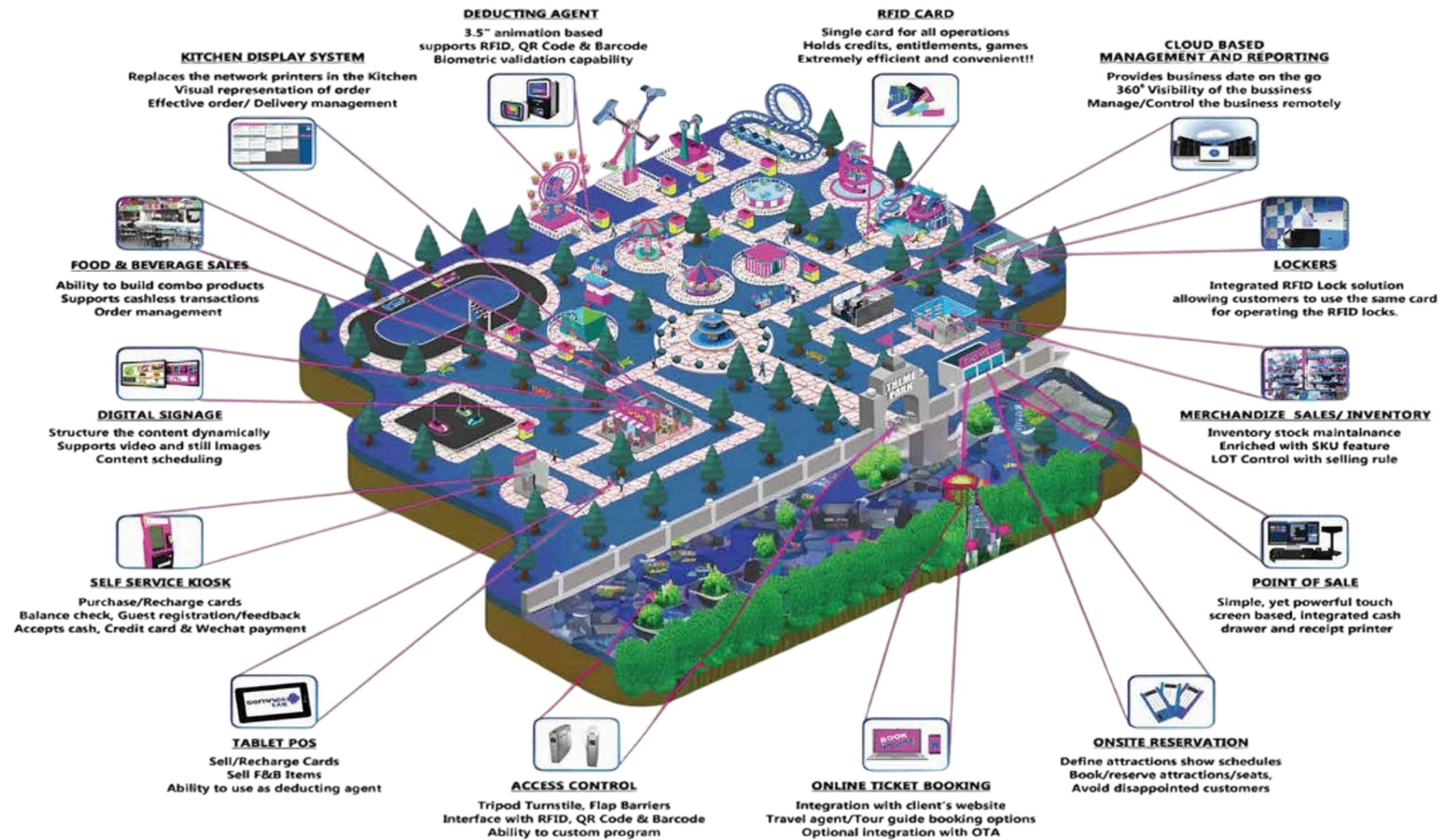
71 BATABIT ARENA

Location: 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.



AMUSEMENT PARK / FESTIVAL MANAGEMENT SOLUTION





TICKETING SOLUTIONS

Our proprietary Bookingqube platform streamlines the visitor experience by providing a frictionless, digital solution for access and crowd management. It goes beyond simple ticket sales to offer actionable data on visitor behavior and peak traffic times. This allows operators to optimize revenue and enhance operational oversight, ensuring every entry is managed efficiently and securely.

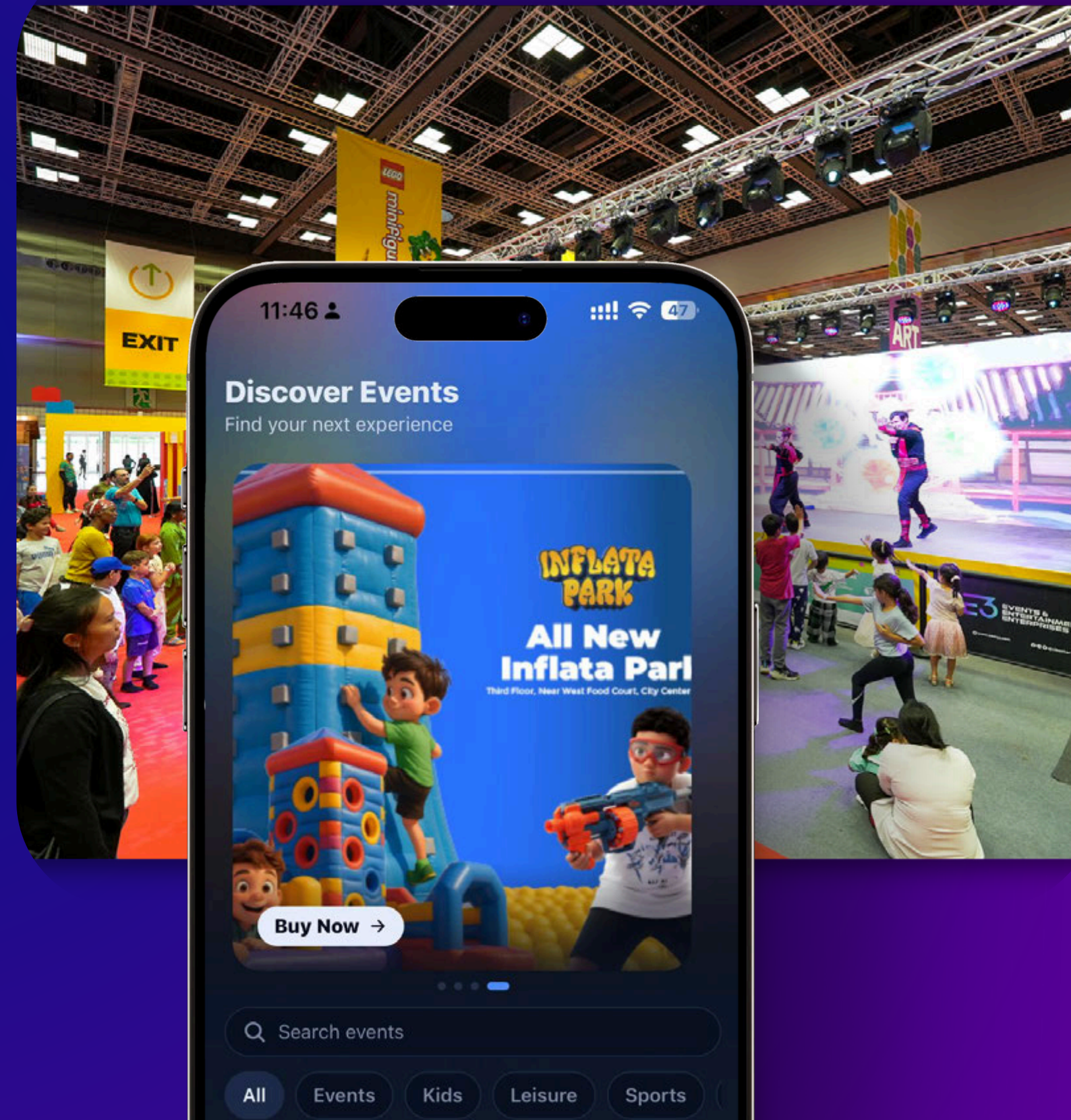
➤ WHAT IS BOOKINGQUBE?

BookingQube 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. BookingQube 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 BookingQube solutions to deliver a seamless ticketing & booking experience for its events.



Book your events now!

Qatar's premier booking and ticketing solutions provider





OUR TICKETING SERVICES



Event Ticketing

A user-friendly, state-of-the-art ticketing system for buying, selling, and managing tickets for all event types.



Box Office Solution

Simplifies ticket management, boosts sales, tracks audience insights



Accreditation and Registration Solutions:

Streamlines, ensures security, efficient control



Event Registration & Ticketing Staffing

Offers trained event staff for multiple events



Park & Festival Management System

Theme Integrated system that streamlines the theme park operations



BQ Concierge

Platform for hotel staff to book guest activities

BOOKING
QUBE.COM



FABRICATION & BRANDING

We bring your brand's vision to life through custom fabrication and immersive spatial branding. Whether creating custom-branded badges, signages for activations like the Football Ring Toss or constructing large-scale structural displays, we prioritize both durability and visual impact. Our team ensures that every physical element from signage to interactive props is perfectly aligned with your brand identity and project goals.

71 BRANDING & FABRICATION SERVICES

Sealine Season 2025



MOT Strategy Launch Event



Launch of 'IRTIQA' Programme - CGB



71 BRANDING & FABRICATION SERVICES



Innovative Solutions

71 Our branding and fabrication solutions are engineered to meet every event requirement, creating seamless, high-impact structures that bring your brand and visual content to life.



Quality Materials

71 We use premium, durable materials to deliver branding and fabrication solutions that look exceptional, perform reliably, and last.



Brand Consistency

71 We ensure brand consistency across every element, translating your identity into cohesive, precise branding and fabrication that looks and feels unmistakably yours.



End-to-End Support

71 We provide end-to-end support, managing everything from concept and fabrication to installation and on-site execution, so nothing is left to chance.



FEASIBILITY

DESIGN & RESEARCH

We ground every creative concept in solid research and feasibility studies to ensure commercial viability before a single piece of infrastructure is built. Our approach involves analyzing market demand and operational costs, allowing us to build projects that are as profitable as they are innovative. By performing the due diligence upfront, we give our clients the confidence to invest in high-performing entertainment assets that deliver long-term results.

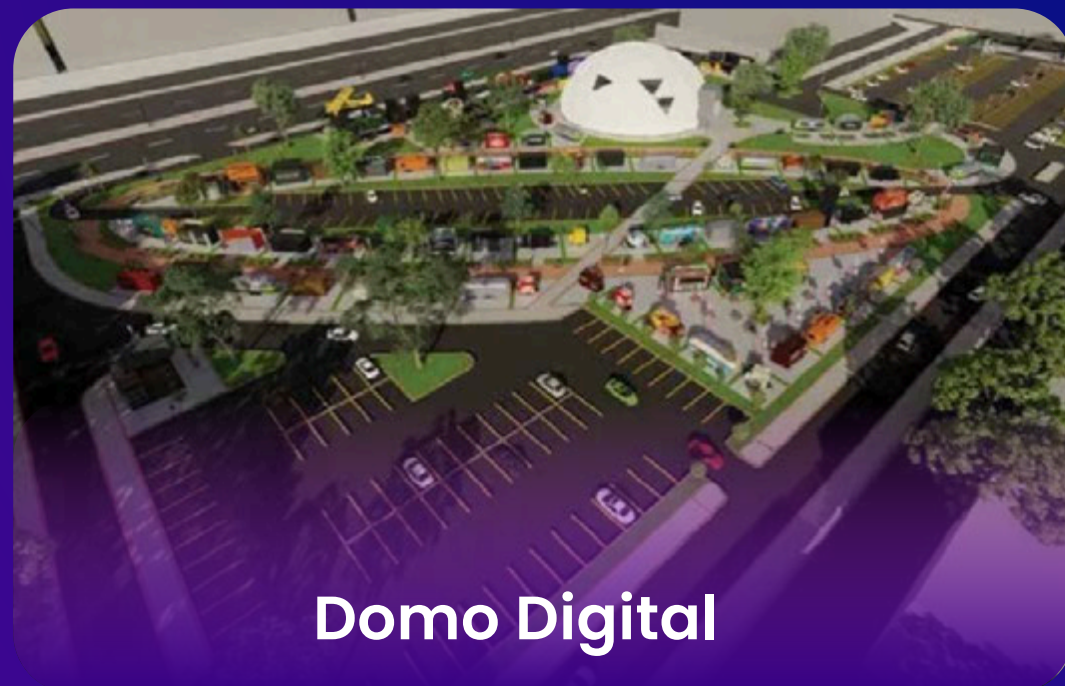
7 FEASIBILITY DESIGN AND RESEARCH



Terminal Salwa



Urban Play

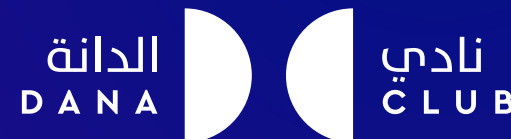
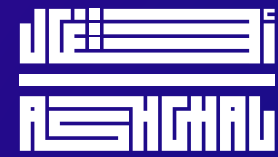


Domo Digital



Inflatable Water Castlev

CLIENTS & PARTNERS



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