



SAM AL - SUR'AH

ENTERTAINMENT EVENTS

SCAFFOLDING



STAGE



LIGHTS



SOUND SYSTEM



LED SCREENS



DESIGN &
PRODUCTION





About SAM

SAM is a new Saudi Company that provides all kind of technical services and solutions for events.

Our expertise and technical studies are made through a tight-collaboration with French Engineers and Technicians in order to provide the proper knowhow for your event.

Our dedicated team, working and aligning together to guarantee your short & long terms event success. Providing full event management experience to create an exceptional event from idea to production.

We deliver what we promise and turn expectations in 3D phase to reality with the power of smart implementation.

Al Qadsiah Festival



Al Qadsiah Festival



2024



Khobar



We crafted a breathtaking 3D Mapping experience to honor the rich heritage of the AlJadidah neighborhood in AlUla.

Our reinterpretation of traditional patterns into dynamic 3D visuals celebrates the essence of AlUla.

This captivating display ran every weekend for six months, captivating audiences with its fusion of tradition and innovation.



Al Jadidah Cultural Event



Al Ula Season



2023/2024



Al Ula



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Global Partner Of Formula 1



Aramco



2023



Jeddah



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Sea Trade Global



Cruise Saudi



2023



Jeddah



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Formula One Grand Opening



Opening Ceremony



2021



Jeddah



Saudi Arabia welcomed its inaugural Formula 1 Grand Prix, a monumental first for both the kingdom and Formula One Management.

The groundbreaking opening and closing ceremonies honored Jeddah, the new racetrack, and the entire kingdom. With a dynamic fusion of live performances, lasers, drone displays, pyrotechnics, and immersive content, the ceremonies captivated audiences within the exhilarating F1 atmosphere.



F15 Launching Ceremony



Ministry of Defence



2019



Riyadh



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Immersion Oceanographic Museum Monaco



Av. Saint-Martin



2019



Riyadh



Immersion was an immersive and interactive multimedia display on a scale rarely seen, not only in terms of the projected surface, but above all, regarding the sheer amount of interactivities.

☒ However, the biggest challenge was technologic:

☒ The very ambitious project was mixing computer generated images, real-time 3D objects and matt painting, all the while the procedural content was generated in live according the visitors' actions.



Saudi Games



Opening Ceremony



2023



Riyadh



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Hegra After Dark



Immersive Theatrical
Performance



2023/2024



Al Ula



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Hegra Candlelit



| | | | | | |
|---|---------|---|------|---|--------|
|  | Concert |  | 2024 |  | Al Ula |
|---|---------|---|------|---|--------|



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Dakar



Opening Ceremony



2024



Riyadh



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Seatrade Cruise Global



Concert



2022



Miami



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Graduation Students Kingdom School



Concert



2024



Riyadh



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Zakat Tax and Customs Authority Event



| | | | |
|---------------------------------|---------|------|--------|
| Zakat Tax and Customs Authority | Concert | 2024 | Riyadh |
|---------------------------------|---------|------|--------|



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Mcdonalds Annual Awards



Concert



2024



Riyadh



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Geely Car Show Event



Opening Ceremony



2024



Riyadh



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Suzuki Car Show



Concert



2023



Riyadh



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Our Valued Clients





Thank You

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