

TSG | EXICON.

The Specialist Group • شركة مجموعة المختص



**CREATING IMMERSIVE
EVENT EXPERIENCES**

2026

TSG.COMPANY.PROFILE



WE CREATE
IMMERSIVE
EVENT EXPERIENCES

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PANORAMIC OVERVIEW

TSG-EXICON was established in 1990 to organize unforgettable integrated events, manage related projects including scientific and educational conferences, exhibitions, and consultations, and create and produce creative ideas using the latest equipment, programs, and technological solutions within marketing strategies. We are strongly committed to actively participating in social and economic development initiatives, aligning with Saudi Arabia's Vision 2030, and extending our impact throughout the Middle East and North Africa region. We strive to ensure widespread reach and establish strategic partnerships, while creating new platforms for collaboration.

VISION

Leveraging the expertise of a skilled, efficient, and focused team with extensive knowledge and considerable experience, TSG-EXICON unveiled a new vision in line with the Kingdom's Vision 2030 and the Quality of Life Program. This strategic move takes into account the demands of both the local and global job market, setting the stage for future success.

MISSION

Foster opportunities for scientific and educational conferences, events, and exhibitions while ensuring professional management. We offer technical and advisory services in line with international standards, effectively handling risks, and enhancing the value we provide to our customers.

VALUES

- Integration
- Creativity
- Responsibility
- Transparency
- Mastery
- Integrity
- Precision

CERTIFICATIONS AND MEMBERSHIPS

We take pride in being part of such reputable international and regional organizations and associations with the aims for sharing knowledge, keeping up with the latest event trends and making relations within the industry.



Member of The International Congress and Convention Association



Member of The International Association of Exhibitions and Events



Member of The Meeting Professionals International



Member of Membership Professional Convention Management Association



Member of Saudi Exhibitions and Conferences Association



Member of The Arab Union For International Exhibitions and Conferences



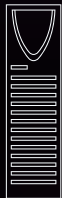
Member of The Virtual Events Institute



Certified by ISO 9001:2015



OUR BRANCHES



HEADQUARTER
RIYADH, SAUDI ARABIA



02
BEIRUT



03
CAIRO



04
DUBAI



05
LONDON



OUR COVERAGE

EVENTS ORGANIZED TILL APRIL 2026



WHY TSG-EXICON?



465
EVENTS



12
COUNTRIES



36
BRANDING
CONCEPTS



33
YEARS OF
EXPERIENCE

OUR EVENTS CATEGORIES



**Water
and Energy**



**Sustainability
and Environment**



**Facilities & Infrastructure
Management**



**Communications and
Artificial Intelligence**



**Health, Food, and
Pharmaceuticals**



**Media, Advertising,
and Public Relations**



**Technology
& Knowledge Transfer**



**Community, Family
and Child Affairs**



**Legal System
and Legislation**



**Business Event
Management**



Entertainment



Sports



**Aviation
and Space**



**Asset
Management**



**Operations
& Maintenance**

OUR FULL SERVICES

01

Using the latest software and technical solutions to create and produce conceptual and immersive event experiences

02

Designing integrated visual identities for conferences, exhibitions and all types of events

03

Creating interactive engagement event activities

04

Creating content that simulates the vision of our customers

05

Event management and consulting services

06

Logistics services

07

Audio-visual technologies

08

Event operations

09

PR & Guest Relations

10

Event protocol management

11

Program and project management

12

Developing innovative marketing strategies

13

Digital marketing and content management

14

Registration and crowd management

15

Virtual and hybrid event management solutions

16

Creating new event concepts and integrated programs



OUR MAIN & SUPPORT SERVICES



EVENTS PROJECT MANAGEMENT & CONSULTING

A tailor-made project management approach all-throughout the different event phases Event Strategies



DESIGN, PRODUCTION AND AV EQUIPMENT

A unique and innovative approach to each event using the latest cutting edge technology



REGISTRATION PROCEDURES

We make complex procedures easy for all our guests



MARKETING AND MEDIA STRATEGY

Lead generation and reach out to a targeted niche audience



PROGRAM MANAGEMENT

A full program journey from concept creation to post-event recommendations and initiative setting



PUBLIC PR & GUEST RELATIONS

We build a personal relation with each one of our guests

OUR MAIN & SUPPORT SERVICES



VENUE & LOGISTICS

A full 360 operational solution ensuring event success



ENTERTAINING EVENTS

We create highly entertaining, cultural, sports, educational, and social events, and meticulously curate them.



VIRTUAL EVENT EXPERIENCE

We ride the waves of the latest virtual events trends.



EXHIBITIONS AND BOOTHS CONSTRUCTION

Discover a new era of event excellence with our exhibition and booth preparation services.



ORGANIZING AWARD CEREMONIES

Award ceremonies demand precise planning, from honoree selection to event program.



EVENTS PROJECT MANAGEMENT & CONSULTING

A tailor-made project management approach all-throughout the different event phases
Event Strategies

- Project Management Plans
- Project Charters
- Project Timelines
- Quality Assurance Management
- Risk Management
- Stakeholder Management
- Budgeting
- Operation Plans
- Crowd Management



DESIGN, PRODUCTION AND AV EQUIPMENT

A unique and innovative approach to each event using the latest cutting edge technology

- Conceptual Visual Identity
- Led Screen Backdrops & Animations
- Trophies Design & Giveaways
- 3D Maps & Signage Screens
- Promotional Videos
- Event Staging and Screen Services
- Traffic Management (traffic impact studies)
- AV & Lighting Solutions
- Animation concepts
- Motion Graphics
- Technology Solutions
- Stand Design Production and Build Full event Branding Services
- Full Range Event Equipment Rental Professional Photography and Videography Crews





REGISTRATION PROCEDURES

We make complex procedures easy for all our guests

- Automated Registration Software
- Online and On-site Registration
- Touch Screen Self Registration
- Registration Counters & Ushers
- Electronic Barcodes for Scanning
- Designated Attendee, Exhibitor, Sponsor and Speaker Portals





MARKETING, MEDIA PLAN AND STRATEGIES

Lead generation and reach out to a targeted niche audience

- Responsive Websites
- Mobile Applications
- Social Media Campaigns
- Outdoor Signage & Banners
- Lead generation & Promotional e-Newsletters
- Newspaper & Magazine Adverts
- Press Conferences
- Influencer Management
- Social Media Strategy and Management
- ATL and BTL Campaigns
- Digital Marketing Solutions
- Media Coverage
(Press Releases – Invitations Interviews)



PROGRAM MANAGEMENT

A full program journey from concept creation to post-event recommendations and initiative setting

- Targeted Call for Paper
- One Track Speakers Coordination
- On-site Sessions & Stage Coordination
- Close Coordination with the Program Committee
- On-site Program Committee Assistance
- Event Concept Creation & Topic Research



Executive Council Meeting
General Assembly Meeting
Civil Aviation Commission
JEDDAH 2016



Eng. Khaled Alqureshi
CEO
Saudi Water Partnership
Company SWPC



WHY CHOOSE INFLUENCER MARKETING WITH TSG-EXICON?

At TSG-EXICON, we harness our extensive network of local and international influencers to deliver innovative marketing solutions that drive the success of your events and help you achieve your strategic goals.



A Curated Influencer Network

We've built strategic relationships with top influencers across a wide range of sectors—including technology, business, healthcare, tourism, culture, and innovation. This ensures your event reaches the right audience with maximum impact.



Event-Focused Campaigns

Our campaigns are specifically designed to align with the nature of each exhibition or conference, whether the goal is to increase attendance, boost engagement, or promote sponsors and exhibitors.



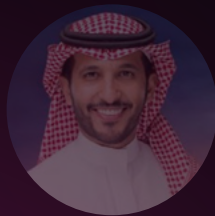
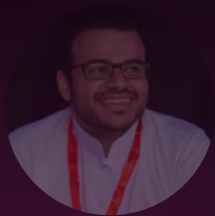
Advanced Technology & Data-Driven Decisions

We leverage cutting-edge analytics tools and AI-powered platforms to identify the best-fit influencers, monitor campaign performance, and measure success through audience reach, engagement, and conversion.



Sustainable Impact

We focus on building long-term partnerships with influencers, ensuring your event promotion is not only impactful but also trusted and consistent—before, during, and after the event.



OUR INFLUENCER MARKETING SERVICES FOR EVENTS

- 01** | **Influencer Matchmaking:** We identify the most relevant influencers based on your event type and target audience—from thought leaders and industry experts to high-impact social media personalities.
- 03** | **Digital Event Activation:** From live streams to interactive sessions hosted by influencers, we help drive excitement and engagement leading up to and throughout your event.
- 05** | **Performance Reporting:** Receive comprehensive reports detailing reach, audience engagement, and the number of attendees influenced by the campaign across various platforms.

- 02** | **Creative Campaign Design:** We craft inspiring stories, engaging video content, and interactive posts that bring your event’s value to life in ways that resonate with audiences.
- 04** | **Campaign Management & Execution:** We handle end-to-end coordination with influencers, content oversight, and seamless execution to ensure high-quality delivery and measurable results.

Why TSG-EXICON?

At TSG-EXICON, we don’t just offer marketing services—we deliver integrated experiences. With deep expertise in organizing large-scale exhibitions and conferences, combined with a creative and strategic approach to digital marketing, we’re uniquely positioned to elevate your events.

Our global network, commitment to excellence, and client-first mindset make us your ideal partner for success.

Let’s take your event to the next level with the power of influencer marketing. Join our growing list of esteemed clients and contact us today to design a campaign that ensures visibility, engagement, and lasting impact.



PUBLIC RR & GUEST RELATIONS

We build a personal relation with each one of our guests

- Close Collaboration with Ministries & Governmental Partners
- VIP Special Greeting & Protocols
- Special Ceremony Greetings
- Airport Greeting and Transportation
- Travel Bookings & Accommodation Lists
- Immersive Guest Journeys
- Cultural Authentic Experiences
- Saudi Folklore and Preforming Art Groups
- Music Entertainment





VENUE & LOGISTICS

A full 360 operational solution ensuring event success

- Conference Venue Setup
- Opening Ceremony Arrangements
- Gala Dinner & Award Ceremony Arrangements
- Catering Arrangements
- Crowd Management
- Valet Parking and Concierge Services
- Traffic Management (Traffic Impact Studies)
- Car Park Management (Smart Solutions)
- Venue Handling
- Professional Event Staffing
- Internal Transportation with Luxury Golf Carts





ORGANIZING ENTERTAINING EVENTS AND FESTIVALS

We create highly entertaining, cultural, sports, educational, and social events, and meticulously curate them.

- Outdoor and Indoor Events
- Event Planning
- Incorporating Cutting-Edge Technologies to Enhance Event Experiences.
- Light and Sound Shows
- 3D and 2D Display Technologies and Projection Mapping
- Hologram Technology
- Drown Shows
- Firework Shows
- Stage and Platform Design



Organizing EXHIBITIONS AND BOOTHS

Discover a new era of event excellence with our exhibition and booth preparation services.

- Concept Development
- Design and Construction
- Project Management
- Graphic Design and Branding
- Audio visual and Technology Integration
- Logistics and Operations
- Marketing and Promotion
- Booth Staffing and Training
- Visitor Engagement Activities
- Audio visual Production
- Event Planning and Coordination
- On-site Support
- Post-Event Analysis and Reporting
- Sustainability and Green Initiatives
- International Exhibitions
- Sponsorship and Partnership Opportunities
- Budgeting and Financial Management
- Legal and Compliance Support
- Post-Exhibition Services





OUR VIRTUAL EVENTS EXPERIENCE

We ride the waves of the latest Events Trends, Participants, from the comfort of their couch or behind their desk, delegates will be able to:

- Attending the conference through a unique 3D experience
- Attend live sessions virtually
- Interact with presenters through online features such as live polling, surveys, live Q & A and discussion forums
- Easily join parallel sessions
- Access virtual exhibitions where they can meet new business leads and video-chat with exhibitors, view their presentations and download their brochures
- Virtually meet delegates, speakers, and sponsors through our Meeting Hub & virtual networking rooms
- Exporting personal attendee notes
- Live support
- Can be used for virtual or hybrid events
- ATL and BTL campaigns
- Gamification options to increase engagement & retention during the event



ORGANIZING AWARD CEREMONIES

Award ceremonies demand precise planning, from honoree selection to event program, harmonizing recognition and entertainment for a remarkable celebration.

- Objective and Theme
- Venue Selection
- Guest List and Invitations
- Nominee Selection and Criteria
- Event Program
- Event Host
- Awards and Trophies Design
- Audiovisual and Stage Setup
- Entertainment and Performances
- Organizing Speeches and Presentations
- Seating and Decor
- Award Presentation Protocol



OUR SUCCESS PARTNERS



وزارة العدل
Ministry of Justice



وزارة البيئة والمياه والزراعة
Ministry of Environment Water & Agriculture



وزارة السياحة
Ministry of Tourism



وزارة الصحة
Ministry of Health



وزارة التجارة والصناعة
Ministry of Commerce and Industry



Ministry of
Electricity and Water
State of Kuwait



الوزارة العامة للصناعة والتجارة
Ministry of Industry and Trade



اللجنة التنفيذية لمجلس وزراء الصحة
الدول مجلس التعاون
THE EXECUTIVE BOARD OF
HEALTH MINISTERS COUNCIL FOR
GCC STATES



League of Arab States
Council of Arab Ministers
of Electricity Affairs



المؤسسة العامة لتحلية المياه المالحة
Saline Water Conversion Corporation (SWCC)



الهيئة العامة للمعارض والمؤتمرات
SAUDI CONVENTIONS & EXHIBITIONS GENERAL AUTHORITY



ICAO - OACI - ICAO
الجمعية السعودية للمعارض والمؤتمرات
SAUDI EXHIBITION AND CONFERENCES ASSOCIATION



GACA
الهيئة العامة للطيران المدني
General Authority of Civil Aviation



لجنة الإفلاس
Bankruptcy Commission



SBA
الهيئة العامة للإذاعة والتلفزيون
SAUDI BROADCASTING AUTHORITY



SECA
الجمعية السعودية للمعارض والمؤتمرات
SAUDI EXHIBITION AND CONFERENCES ASSOCIATION

OUR SUCCESS PARTNERS



OUR TOP
EVENTS





HCD HOSPITALITY FORUM

22 - 23 MAY 2023
Siwar Hall, Crowne Plaza Riyadh RDC
Hotel & Convention, KSA



THE 1ST TOURISIM JOB FAIR

22 - 23 MAY 2023
Sultana Hall, Crowne Plaza Riyadh RDC
Hotel & Convention, KSA



**THE 9TH ANNUAL SAUDI SOCIETY
FOR RHEUMATOLOGY CONFERENCE**

15 - 18 FEBRUARY 2023
Fairmont Riyadh Hotel, KSA



SAUDI LAW CONFERENCE

06 - 10 JUNE 2022
King Faisal Conference Hall,
InterContinental Hotel, KSA



**FUTURE OF DESALINATION
INTERNATIONAL CONFERENCE**

11 - 13 SEPTEMBER 2022
Hilton Riyadh Hotel & Residences, KSA



**OPERATIONS EXCELLENCE
CONFERENCE**

27 - 29 MARCH 2022
Hilton Riyadh Hotel & Residences, KSA



SAUDI WATER FORUM

6 - 8 MARCH 2022
Hilton Riyadh Hotel & Residences, KSA



**THE FIRST CONFERENCE ON
RESOLVING INSOLVENCIES**

29 - 30 April 2019
Fairmont Riyadh Hotel, KSA



SAUDI FAMILY FORUM

24 - 25 OCTOBER 2021
Fairmont Riyadh Hotel, KSA



منتدى العاملين مع الشباب
YOUTH ORGANIZATIONS FORUM

YOUTH ORGANIZATIONS FORUM

30 - 31 October 2021
Riyadh, KSA



اجتماع المجلس التنفيذي الثاني والخمسين
واجتماع الجمعية العامة الثالث والعشرين
للهيئة العربية للطيران المدني
جدة 2016

THE FIFTY-SECOND EXECUTIVE COUNCIL MEETING AND THE TWENTY-THIRD GENERAL ASSEMBLY MEETING

16 - 19 May 2016
Hilton Jeddah Hotel & Residences, KSA



GULF ECONOMIC FORUM

25 - 26 OCTOBER 2015
Sheraton Grand Doha Resort & Convention Hotel, Qatar



منتدى ماسيك السنوي للاستثمار 2018
MASIC Annual Investment Forum 2018

MASIC ANNUAL INVESTMENT FORUM 2018

28 MAY 2018
Prince Sultan Hall -Al Faisaliyah
Riyadh, KSA



GLOBAL MINISTERIAL AVIATION SUMMIT

29 - 31 AUGUST 2016
The Ritz-Carlton, Riyadh, KSA



ICAO AIR SERVICES NEGOTIATION EVENT

08 - 12 December 2012
Hilton Jeddah Hotel & Residences, KSA



BURDEN OF CANCER IN THE GULF REGION FORUM

21 - 23 OCTOBER 2014
King Faisal Conference Hall
InterContinental Hotel, KSA

EVENET CREATED AND OWNED BY TSG-EXICON



Equine Management Conference



International Exhibition For Sports Technologies & Equipment



4 EDITIONS

Biomedical and Clinical Engineering Conference



24 EDITIONS

International Operations Maintenance Conference in the Arab Countries



Healthcare and Services Administration



Arab Sports Investment Forum



Maintenance Management Virtual Forum



14 EDITIONS

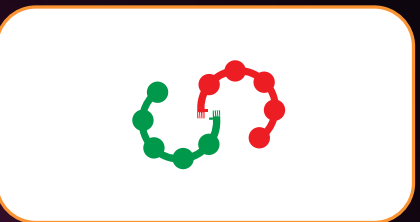
The International Conference on Water Desalination in the Arab Countries



Real Estate Development forum



Lebanon Conference on Construction and Investment



The Iraqi-Arab Partnership Forum for Reconstruction



Fitness and Plastic Surgery Conference

EVENET CREATED AND OWNED BY TSG-EXICON



AFM Expo Exhibition



Giant Construction and Technology Forum



Arab Inventors and Talents Forum



The Legal and Legislative Structure Of Electronic Transactions in the Arab Countries Forum



Elections Management Conference in the Middle East



International Relief Operations Management Conference



The International Conference on Water in the Arab Countries



E-Waste Management and Laws Conference



Sustainable Housing Development Conference

**COMING SOON
STAY TUNED!**



**WHERE SPORT
MEETS THE FUTURE**

The Middle East's first and largest specialized exhibition & conference dedicated to sports technology and innovation

 **June 2027**

 **Jeddah Super Dome**
World's Largest Geodesic Dome

Jeddah Super Dome Venue Highlights

210 m diameter

World's largest
geodesic dome

34,600 m²

of column-free
covered space

**State-of-the-art
infrastructure:**

high-capacity power, ultra-fast internet,
7/24 security, excellent ventilation



Scale

600 exhibition booths
30–40 countries

Focus Areas

AI & Analytics · Wearables · Smart Stadiums · Fan Engagement · VR/AR Training · Sustainable Venues · Broadcasting & Media Tech · eSports & Digital Innovation · Smart Equipment & Gear · and more

Perfect Timing

Capitalizing on Saudi Arabia's explosive sports market growth.

We are proud to organize **SPORTECH 2027**

the definitive platform connecting global sports-tech innovators, investors, federations, clubs, and venue developers..

Join the future of sport. Be part of the biggest sports-technology gathering in the region.



BOARD OF DIRECTORS



TSG | EXICON.

The Specialist Group • شركة مجموعة المختص



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