

FEED THE EXPRESSION

30 October 2018



CONCEPT

Expressions are the main factor to know if you achieve the goal, by creating several kinds of activities and services we are going to register each expression of our guests that they will react within the event

The journey will start by sending them an unconscious invitation with one message «FEED YOUR EXPRESSIONS» which will make them wonder what's going on

At the end of the event we will project a made video of all expressions of our guests with a Marriott background music



OBJECTIVE


Awareness that Marriott hotel is opened in this area

Establish and maintain brand emotional link with the guest by filming each expression that they will react

Lead the market and make the brand more preferable by consumers by letting those experiences the hotel facilities and services

THE JOURNEY

1. Once the guest arrived they will interacted with our new technology show on the building
2. Limousin VIP cars will drive the VIP invitees from their place to the hotel
3. Once arrived they will enter through the luxury gate
4. Interacting with our status performer at the main gate
5. At the reception area our hosts will welcome them along with a musical band will entertain till the event start
6. Passing with an high tech gate and tunnel
7. Show start, Stage and DJ at the swimming pool
8. Closing the event and handle the gifts to them



Musical
EL ZAPATERO
COMPADRE

INVITATION

Once we selected the celebrities and guest we will send them an creative invitation and then we will contact to confirm the picking up time to let them feel that they are a VIP guest

PER ONE 150



INVITATION 2ND OPTION

Since the consumers are VIPs (princes and business men) we came up with a way to send them the invitation in an innovative screen,so we'll take a video of the CEO of of the hotel .while inviting those people, to make the invitation formal as much as we can

:Invitation

LED invitation card, A5 size with 7 inch LED

PER ONE 175



TRANSPORTATION

- 4 limousine cars will pick up the social media celebrities
- Once they get in we will serve them with our printed pictuer cafe cup

PER ONE 4500



ON THE BUILDING

Utilizing the new technology we will transfer the hotel into a giant video screen



ON THE BUILDING

At the entrance to grab attention and wash the building
with its brand color

PER DAY 18900



HILUM BALLOON SHOW

Large hilum balloon with aerial acrobat performance gives an excellent marketing opportunity to promote your brand

PER ONE 18000



LUXURY CAR

Two luxurious cars on the main car entrance so the guest will pass through it

PER ONE 2500



ARRAIVING

Once the gust arrived and pass the outside area two status promoters will stand still at the main gate and move once they walk near to them

PER ONE 3500



PHOTO BOOTH

Attendees once get into the place they will be asked to take a picture of them and print it in a theme with sticking it on a frame wall

PER ONE 3200



GOBO & INDOOR LIGHTING

Light which show the logo of the brand at any surface

Can be used indoor and outdoor

PER ONE 22000



LIVING STATUS

Fountain style human status

PER ONE 9500



WELCOMING PERFORMANCE

Light musical band or JAZ who will be playing all the day in
order for attendees enjoy the atmosphere

PER ONE 14700

ONCE THEY GET IN THE HALL

The audience will pass by Marroitt tunnel, this tour will show an experience world wide organisations and will show what they reached within this years in ultimate and modern way

A 15 acrylic stands will be placed on the entrance of the hall on the right hand and photo frame will be hanged on them

1

on left hand there will be glass cabinet which inside you can see the uniq and heritage items of the organiser

2

on the top of each patch of the acrylic stands there will be an speaker which will be talking about those frames

3

At the middle there will be a table which can place on it the trophies and the certificates

4

PER ONE 33000

A museum gallery with a dark, reflective floor. On the left, a row of dark pedestals with glass display cases. On the right, a staircase with white steps and a white railing. The background is a large blue curtain. A green light source is visible on the left wall, casting a glow on the floor.

THE HISTORY
TOUR

The image shows a perspective view of a tunnel. The walls and ceiling are covered in large panels of blue LED screens. The screens display various digital patterns, including circuit traces and hexagonal grids. The floor is a solid blue carpet. In the distance, the tunnel opens up into a larger room with blue curtains. On the left side, there is a dark, rectangular structure that appears to be part of the exhibit.

AFTER THE HISTORY TOUR

The guests will be passing through an interactive tunnel which will direct them towards the hall

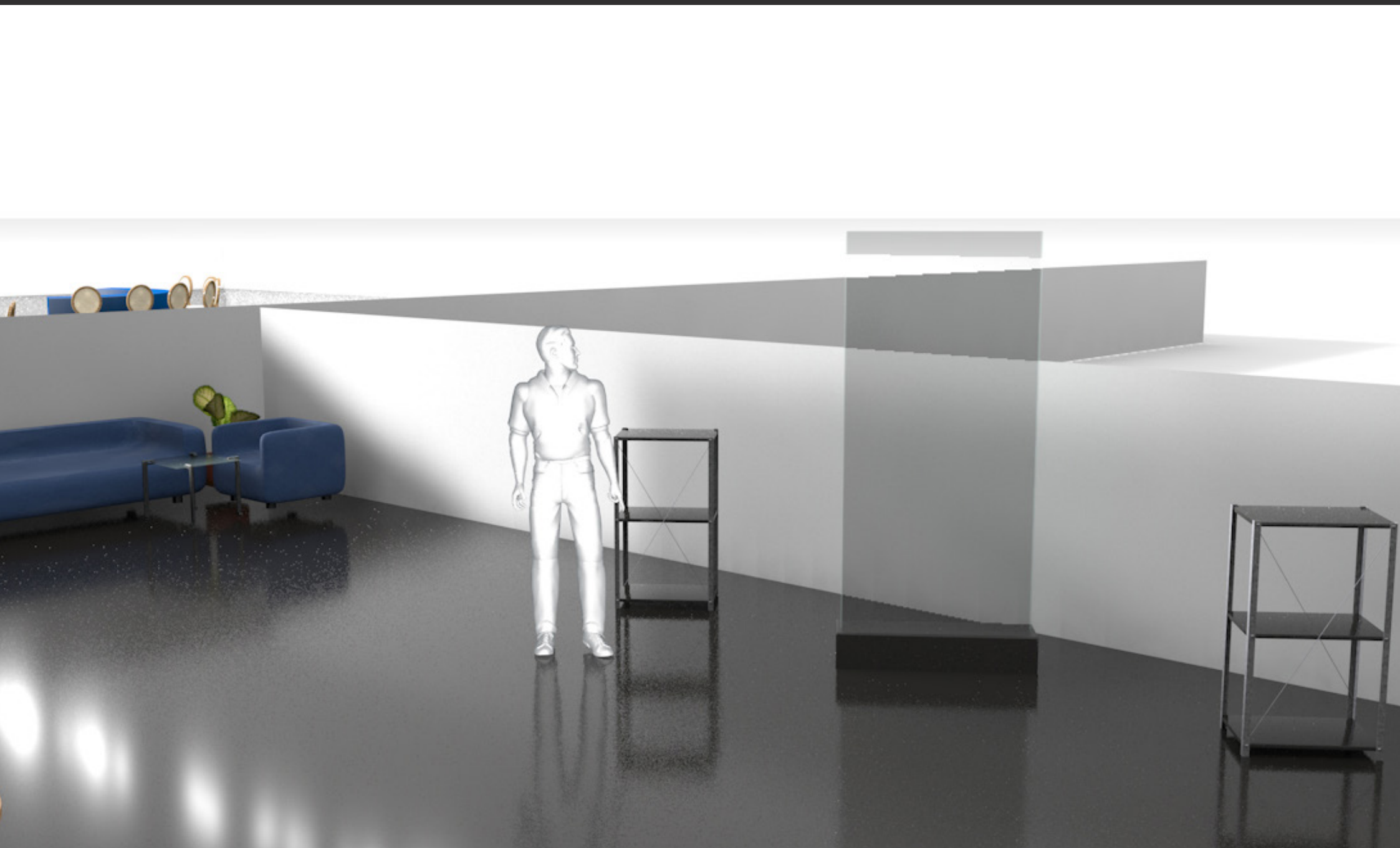
To let them feel that the heritage has finished and we are about to go to the latest technology ever LED screens

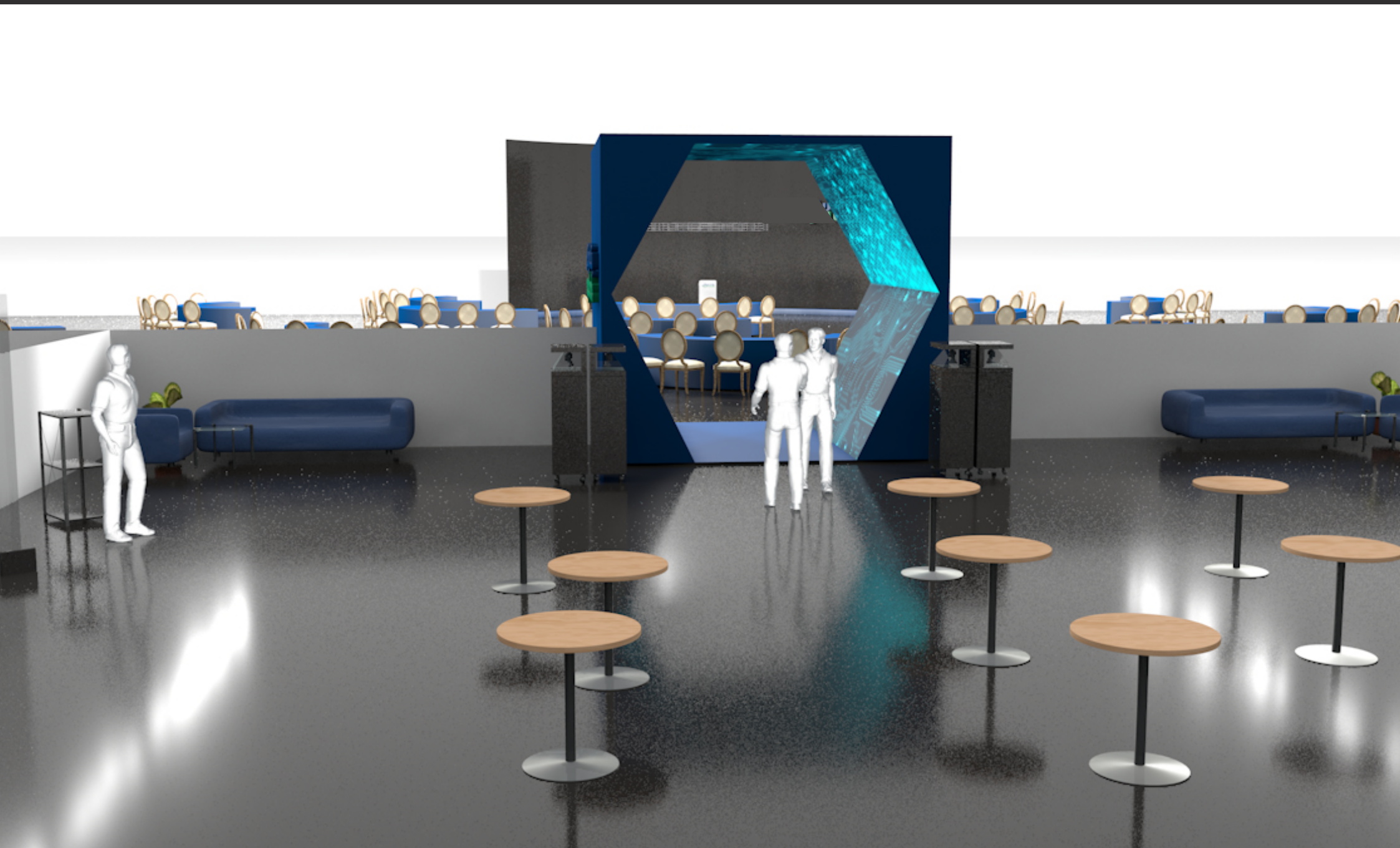
RECEPTION

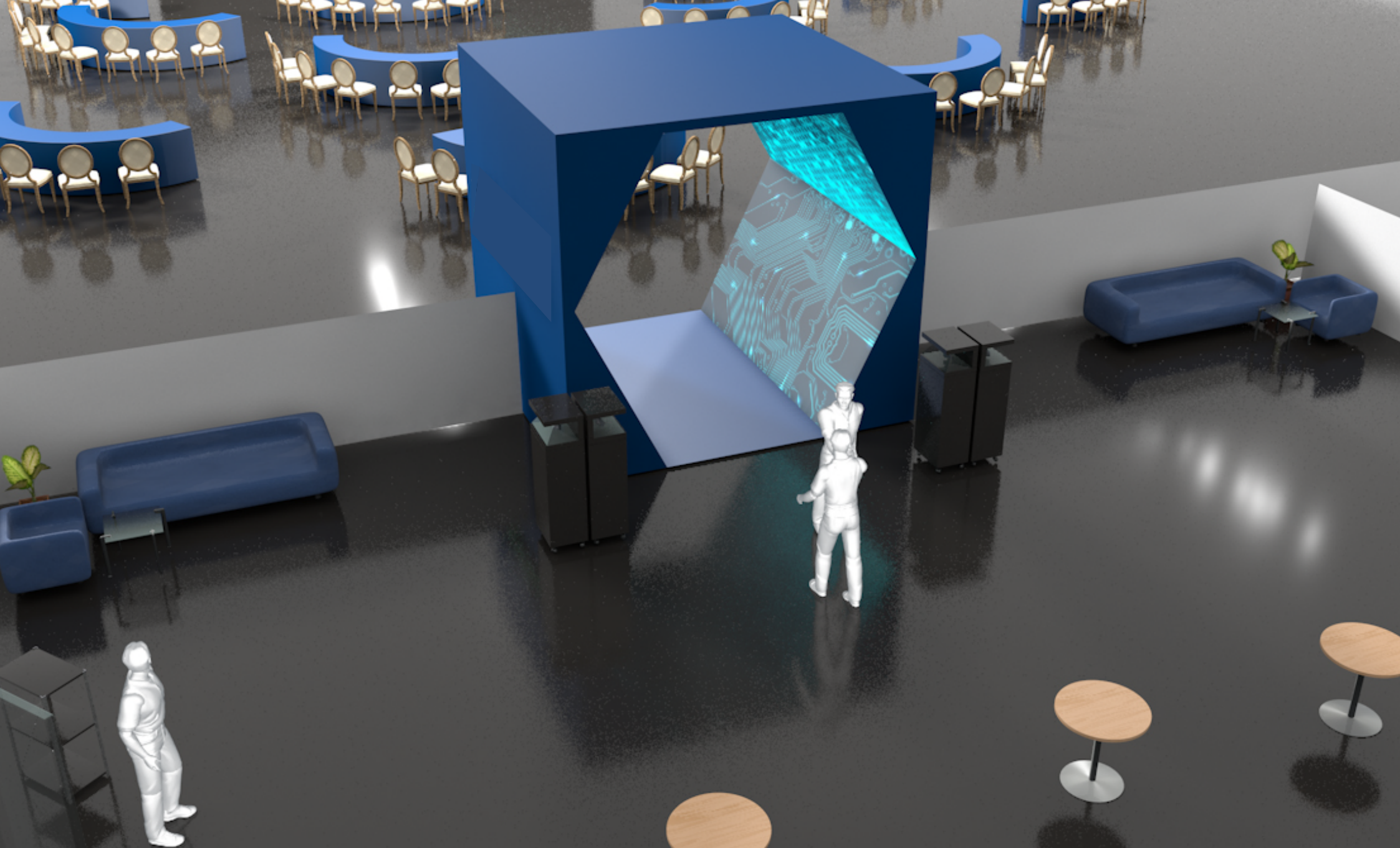
People will enter to see the inner projection balls above them while they are doing the registration which have ultimate visuals Number of ball are 6 Videos will be edited and produced by us

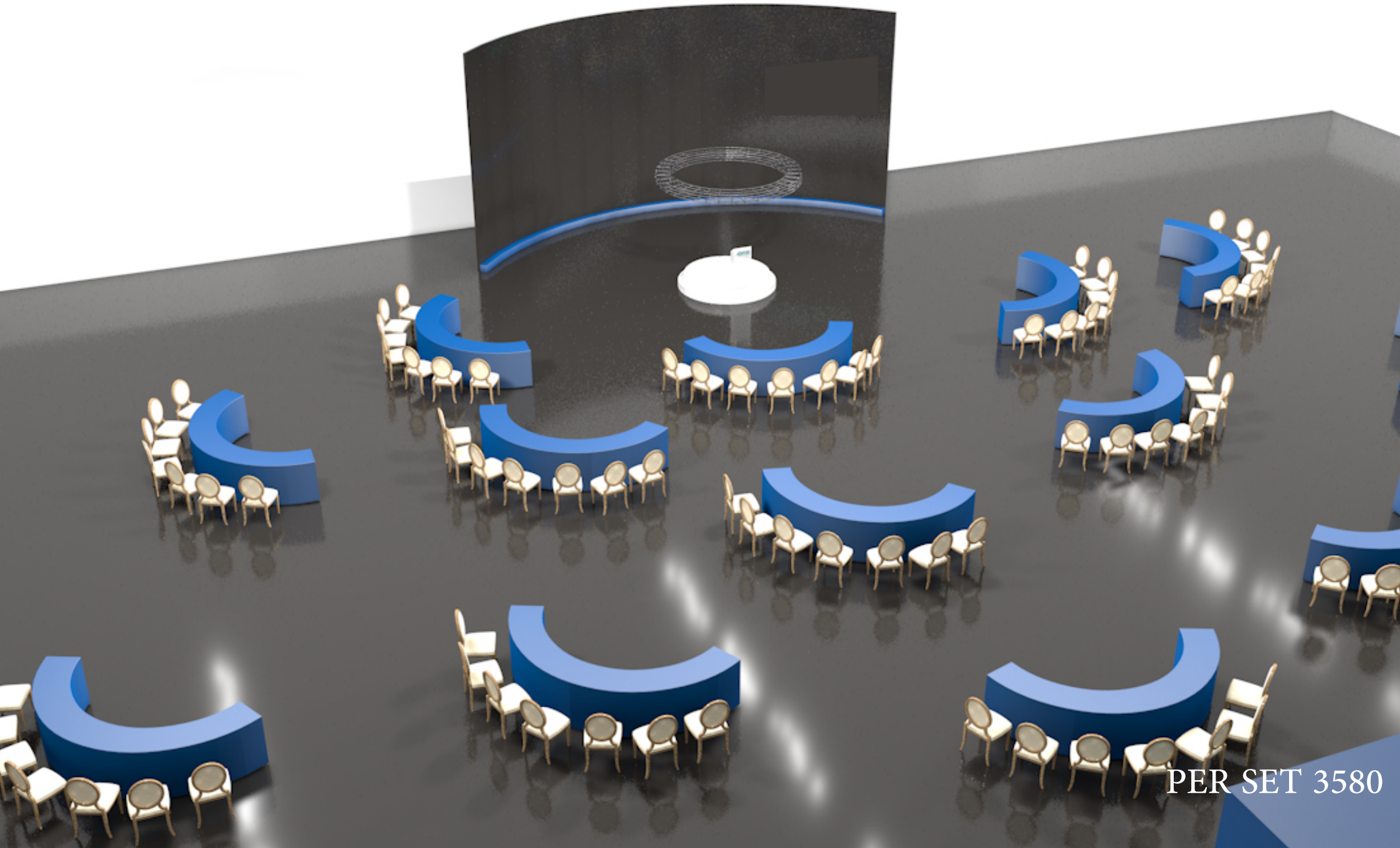


PER ONE 4500









PER SET 3580



PER SCREEN METER 850

THE CEREMONY



UNEXPECTED GUESTS

Once they get out to the swimming pool an interactive floor will deliver to them
Marriott messages

PER ONE 12500



Our Status dancers will stand on a box playing with lighting we will launch the reward

On the roof of the building our fire show dancer will perform and try to make reward shap



SHOW INSIDE
AND OUTSIDE

PER ONE 8500

CLOSING



Dinner at the first floor hall or the roof restaurant



BAND SHOW

Once the guest arrived to the catering area our performers will do an entertainment show while they are taking their dinner

PER ONE 7500

THE APP



created a mobile app, exclusively for this event

Through this app guests were able to discover different rooms where live performances were being held, along with seeing live photo updates from the event, real time.

PER ONE 8900



SUITE SHOWS

Once the guest arrived to our rooms a surprise show will start for a couple of min just to let them video shooting it

PER ONE 7800



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