



POINT

—FIVE EVENTS—

CRAFTING MOMENTS, CREATING MEMORIES

COMPANY PROFILE



ABOUT POINT FIVE EVENTS

Point Five Events is a Dubai-based creative agency that brings imagination to life through exceptional event planning, execution, and production services. We specialize in conceptualizing and delivering unique live events, exhibitions, activations, and corporate gatherings that leave a lasting impact.

We believe in the power of storytelling through experiences. With a dedicated team and in-house production capabilities, we transform ideas into unforgettable realities—no matter the scale or industry.

OUR VISION

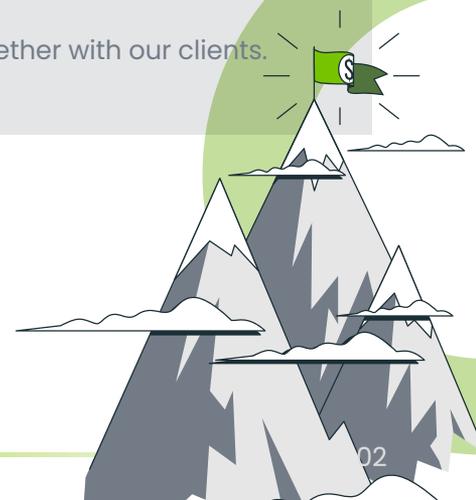
To be the most trusted and innovative event solutions provider in the Middle East, creating immersive experiences that redefine engagement.

OUR MISSION

To craft exceptional event journeys through creativity, precision, and passion—delivering excellence in every element from concept to execution.

CORE VALUES

- ▶ Creativity - We think beyond boundaries.
- ▶ Integrity - We commit and deliver.
- ▶ Flexibility - We adapt to your goals.
- ▶ Excellence - We perfect every detail.
- ▶ Collaboration - We grow together with our clients.



EVENT SOLUTIONS

LIVE EVENTS

Engaging and dynamic experiences that bring brands and stories to life with real-time interaction and entertainment.



CORPORATE EVENTS

Tailored business gatherings — from product launches to annual galas — executed with professionalism and flair.



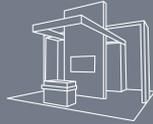
FESTIVALS

Full-scale public events celebrating culture, music, food, or seasonal themes, designed for maximum engagement.



EXHIBITIONS & BRAND ACTIVATIONS

Strategic booth designs and interactive activations that enhance brand presence and drive audience connection.



PRODUCT LAUNCHES

Captivating event experiences that create buzz and visibility around your new products.



PRIVATE CELEBRATIONS

Stylish and memorable setups for weddings, birthdays, and milestone parties with a personal touch.



CONFERENCES & SUMMITS

Professional and tech-enabled setups for knowledge-sharing platforms that impress and inform.



GOVERNMENT EVENTS

Protocol-ready planning and execution for official functions, ceremonies, and public-sector exhibitions.



BRAND STRATEGY & EVENT PROGRAMMING

From creative themes to full-scale planning, we align every event element with your brand's goals.



IN-HOUSE PRODUCTION

3D VISUALIZATION & CAD DESIGNS

Realistic renderings and technical layouts that help visualize the event before it's built.



CARPENTRY & SET FABRICATION

Bespoke wooden structures and scenic elements, crafted in-house to suit your event's theme.



ACRYLIC & METAL WORKS

Precision fabrication of durable and eye-catching display elements using acrylic and metal.



PAINT SHOP

Customized painting and finishing services that bring your set pieces and backdrops to life.



PRINTING & SIGNAGE

High-resolution branding solutions, banners, backdrops, and directional signage with premium finish.



PROPS & FURNITURE RENTALS

A curated collection of stylish and functional event furnishings, available for any scale.



TECHNICAL SUPPORT

AUDIO / VIDEO / LIGHTING SETUP

Advanced AV solutions for immersive sound, lighting effects, and stunning visual displays.



LED WALL & STAGE SOLUTIONS

Modular LED screens and customized stage builds to amplify presentations and performances.



SPECIAL EFFECTS

From CO2 blasts to confetti showers, we add theatrical impact to every celebration.



EVENT ENGINEERING & LAYOUT PLANNING

Structurally sound and strategically designed event layouts for smooth guest flow and aesthetics.



LOGISTICS & ON-SITE MANAGEMENT

Professional coordination to ensure every aspect of your event runs seamlessly on the day.



CREATIVE & ADVERTISING

CAMPAIGN CONCEPTUALIZATION

From ideation to storyboard, we bring your vision to life with creative strategies that are both impactful and results-driven. Our concepts are rooted in market insights and tailored to make your brand stand out in a competitive landscape.

VISUAL BRANDING & IDENTITY DESIGN

We develop complete brand identities that include logo design, typography, color palettes, and brand guidelines — ensuring consistency and recognition across all customer touchpoints.

PRINT & DIGITAL AD DESIGN

We produce professionally crafted advertisements for billboards, magazines, digital displays, and in-store screens. Each ad is designed to be visually arresting while maintaining clarity and call-to-action focus.

POSM & RETAIL BRANDING

Our team designs point-of-sale materials and branded retail setups that not only draw attention but also support consumer decision-making. From display units to shelf talkers, every element enhances product visibility and in-store engagement.

PRODUCT LAUNCH BRANDING

We help you make bold first impressions with packaging, launch visuals, event branding, and collaterals that introduce your product in a way that's memorable and market-ready.

EVENT & SEASONAL PROMOTIONS

Whether it's a national holiday or a one-off themed event, we create visually immersive promotional materials — from event tickets and invitations to themed stage graphics and environmental branding.

MAJLIS THE RAGE – AL MARYAH ISLAND, ABU DHABI

Dates: 13–16 March 2025

Location: South Plaza, Al Maryah Island, Abu Dhabi

Client: Salute Events

Role: Production Partner

Point Five Events proudly partnered with Salute Events to bring to life Majlis The Rage, a contemporary Ramadan pop-up that reimagined traditional majlis gatherings for a modern audience. Held at the iconic South Plaza on Al Maryah Island, the event offered a vibrant blend of culture, cuisine, and community.



GLOBAL WOMEN'S FORUM DUBAI 2024 – MADINAT JUMEIRAH, DUBAI

Dates: 26–27 November 2024

Client: SM Pro Events

Collaborated with: Electra and Simple Solutions

Role: Branding Partner

Point Five Events proudly partnered with SM Pro Events to deliver the third edition of the Global Women's Forum Dubai (GWFD), held at Madinat Jumeirah under the esteemed patronage of His Highness Sheikh Mohammed bin Rashid Al Maktoum. Themed "The Power of Influence," the forum convened over 6,000 participants, including 250 speakers and 25 ministers from 65 countries, to discuss women's empowerment across three key pillars: Future Economies and Societies, Collective Engagements and Actions, and Impactful Technologies and Innovations.



DUBAI CULTURAL HIGHLIGHTS – DECEMBER 2024

Projects:

1. Ahlam Live in Concert – Emirates Towers, 14 December 2024
 2. New Year's Eve Rebuild – Downtown Dubai (Burj Khalifa Front), 31 December 2024
- Client/Collaboration: SM Pro Events
Role: Creative Production & Overnight Rebuild Team

Point Five Events was at the heart of two of Dubai's most prestigious cultural moments in December 2024—an elegant live concert featuring Emirati superstar Ahlam Al Shamsi, followed by a high-intensity overnight transformation for the iconic Burj Khalifa New Year's Eve celebration.



AJMAN TRANSPORT TECHNOLOGY CONFERENCE & EXHIBITION 2024

Dates: 13–14 November 2024

Location: Emirates Hospitality Center, Ajman, UAE

Client: Sahab Marketing

Role: Creative & Production Partner

Point Five Events proudly partnered with Sahab Marketing to deliver the inaugural Ajman Transport Technology Conference & Exhibition, a landmark event hosted by the Transport Authority of Ajman. The conference focused on fostering collaboration and sharing best practices through engaging sessions on digital transformation, intelligent transport systems, and sustainable mobility.



B&B DENTAL MEETING – DUBAI 2024

Date: 01 November 2024

Venue: Intercontinental Hotel, Festival City, Dubai

Client: Spectacular Events

Role: Creative Design & Production Partner

Point Five Events collaborated with Spectacular Events to deliver the B&B Dental Meeting 2024, a distinguished gathering of dental professionals, researchers, and industry stakeholders from across the region. Held at the prestigious Intercontinental Hotel, the event combined advanced dental science with premium hospitality.



DUBAI LTS 2025 CONFERENCE – ATLANTIS, THE PALM

Date: 31 January 2025

Venue: Atlantis, The Palm, Dubai

Client: Alliance Events

Role: Creative Design & Production Partner

Point Five Events partnered with Alliance Events to deliver the Dubai LTS 2025 Conference, a premier gathering of technology leaders and innovators. Held at the iconic Atlantis, The Palm, the conference showcased cutting-edge advancements and facilitated high-level discussions on the future of technology.



FIRST ABU DHABI BANK – TIMELESS ACHIEVEMENTS 2024

Date: 05 October 2024

Venue: First Abu Dhabi Bank Head Office, Abu Dhabi

Client: Flair Events

Role: Design & Fabrication Partner

In collaboration with Flair Events, Point Five Events proudly contributed to “Timeless Achievements 2024”, an exclusive in-house celebration hosted by First Abu Dhabi Bank to honor the enduring contributions of its senior leadership and long-serving staff.



DUBAI WOMEN'S ASSOCIATION - 50TH ANNIVERSARY CELEBRATION

DAMAC RIVERSIDE PROJECT ACTIVATION

Date: 26 November 2024

Venue: Dubai Women's Association Headquarters

Date: 1-7 February 2025

Role: Creative Design & Production

Client: SM Pro Events

Point Five Events, in collaboration with Sahab Marketing, proudly supported the Dubai Women's Association in commemorating its 50th anniversary—a significant milestone celebrating decades of empowering women and strengthening family bonds in the UAE.

Point Five Events, in collaboration with SM Pro Events, supported Damac Properties in

launching an outdoor vision

creative and

and



SRI LANKA SINHALA AVURUDU BRANDING 2024

Date: April 2024
 Venue: MMI Stores, Dubai
 Client: Maritime & Mercantile International (MMI)
 Role: Concept Design, Fabrication & In-store Branding Partner

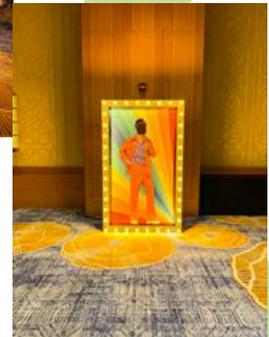
To celebrate the vibrant cultural festival of Sinhala Avurudu (Sri Lankan New Year), Point Five Events created a unique heritage-themed retail branding activation across select MMI Stores in Dubai. The concept paid homage to traditional Sri Lankan village life, bringing festive nostalgia to an international setting.



RETRO PARTY

Date: 8 July 2024
 Location: Ritz Carlton, Dubai
 Collaboration: Alliance Events

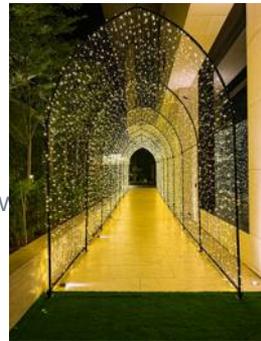
A vibrant corporate celebration themed around the golden era of disco and funk. Featuring custom-built photo booths, shimmering sequin walls, balloon installations in gold and silver, and bold "RETRO PARTY" branding, this event brought nostalgic energy and immersive visual flair to life.



RAMADAN MAJLIS

Date: 31 March 2025
 Location: Jumeirah, Dubai
 Collaboration: HNA Events

A culturally immersive Ramadan Majlis setup designed to reflect the spiritual and communal essence of the Holy Month. The event featured elegant majlis seating, ambient lighting, and traditional decor elements, creating a serene and welcoming atmosphere for Iftar gatherings.



LITHUANIA PAVILION – GITEX GLOBAL 2024

Dates: 14–18 October 2024

Location: Dubai World Trade Centre

Collaborated with: Spectacular Events

Point Five Creations collaborated with Spectacular Events to design and deliver the national pavilion for Lithuania at GITEX GLOBAL 2024 – one of the world’s largest tech exhibitions. The pavilion represented Lithuania’s growing presence in the global tech economy and provided a professional platform for showcasing innovation.



ZERO GOVERNMENT BUREAUCRACY – GOVERNMENT OF AJMAN

Client: Government of Ajman
 Location: Ajman
 Date: 28 May 2025
 Collaboration: Sahab Marketing

Point Five Creations supported Sahab Marketing and the Government of Ajman in launching the “Zero Government Bureaucracy” initiative on 28 May 2025. The activation aimed to promote Ajman’s commitment to simplifying public services and improving efficiency. Working on-site, our team handled branded installations, informational signage, and event set-up to communicate the program’s goals—streamlining procedures, reducing processing times, and enhancing citizen satisfaction.



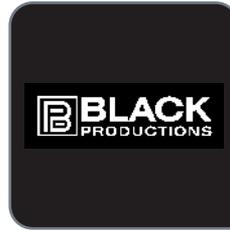
ABU DHABI EFFORTLESS CUSTOMER EXPERIENCE

Location: Abu Dhabi
Date: 2 June 2025
Collaborated with: Ripe Events

Effortless Networking was a business networking event designed to create a relaxed and stylish atmosphere for professionals to connect. Held in Abu Dhabi and executed in collaboration with Ripe Events, Point Five Creations provided lounge seating, soft lighting, and branded elements throughout the venue. The setup promoted free-flow interaction, supported by subtle design and elegant décor.



OUR CLIENTS



WHY CHOOSE US

At Point Five Events, we believe every event is an opportunity to tell a powerful story. Here's why brands, corporations, and organizations choose to partner with us:

END-TO-END EVENT SOLUTIONS

We offer everything under one roof—from creative conceptualization to fabrication, technical setup, and on-site execution. Our all-inclusive approach saves you time, reduces costs, and ensures seamless coordination.

ADVANCED TECHNICAL CAPABILITIES

We bring cutting-edge audio, lighting, video, and special effects into every production. Whether it's a corporate summit or a high-energy festival, our tech team ensures the atmosphere is immersive and unforgettable.

SPEED, FLEXIBILITY & RELIABILITY

Need a fast turnaround? Last-minute changes? We've built our reputation on adaptability and efficiency—delivering excellence even under tight timelines and dynamic requirements.

CREATIVE INNOVATION AT THE CORE

Our team of experienced designers, strategists, and creatives thrives on thinking outside the box. We tailor every project with original themes, immersive designs, and audience-focused engagement strategies that set you apart.

TAILOR-MADE SOLUTIONS

No two events are the same. We take the time to understand your goals, audience, and brand identity—then build a fully customized experience aligned with your objectives.

CLIENT-CENTRIC COLLABORATION

We treat every client as a creative partner. Transparency, communication, and mutual respect form the foundation of our long-term relationships.

IN-HOUSE PRODUCTION WORKSHOP

With our own carpentry, acrylic, metal, and printing units, we maintain total control over quality, timelines, and customization. From bespoke sets to large-scale installations, we deliver precise craftsmanship every time.

PROVEN TRACK RECORD

Our portfolio spans international brands, government entities, and iconic public events. From Volkswagen to Wafi City, we've delivered high-impact projects with measurable success.

PROFESSIONAL, PASSIONATE TEAM

Our team is our strength—comprising industry veterans, young creatives, skilled technicians, and production experts who care deeply about quality and experience.



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