



EVENT REPUBLIC

COMPANY PROFILE

CORPORATE & PRIVATE EVENT MANAGEMENT
SERVICES

WASEEM EL TANAH
MANAGING PARTNER

SEBASTIEN MOROS
MANAGING PARTNER



EVENT REPUBLIC OVERVIEW

Since its inception in 2009, Event Republic's forte lies in delivering **cutting-edge**, professional, event management services.

Event Republic is a full service event management company which successfully delivers **creative concepts**, with **high level engagement**, production, and entertainment.

Event Republic has a wealth of experience organizing **corporate & consumer events** on behalf of its clients as well as flagship events of its own which are the highlight of the Cairene social calendar.

We organize events as varied as high profile parties with 1000+ attendees, to press conferences, charity fundraisers, and trade show exhibits.

Above all, we pride ourselves on commitment to professionalism, and delivering events with **high production values**, and creativity.



EVENT REPUBLIC SERVICES



CORPORATE & PRIVATE EVENTS

Product launches
Award ceremonies
Grand openings & gala dinners



CREATIVE & DESIGN SERVICES

Visual development
3d design
Videography & photography



VENUE OPERATION & MANAGEMENT

Conceptualization
Consulting
Marketing & operations



SOUND, LIGHTS & VISUAL EFFECTS

Cutting edge sound & lighting equipment
Veejay
3d projection & 3d mapping



INTERNATIONAL & LOCAL TALENT BOOKINGS

Dj's, vocalists, bands
Performers
Shows & permits



PRINT & PRODUCTION

Stage & free standing units
Pavillions
Signage & marketing collateral

EVENT REPUBLIC CLIENTS



SISTER COMPANIES



ADVERTISING & PR

Media Republic is a full-service creative agency specializing in advertising, PR, events, and digital solutions. Founded in 2009, the company has grown to incorporate an impressive roster of local and international clients providing “through-the-line” concepts, communications, and activation.



PRODUCTION HOUSE

Flux is Egypt’s premier Plexiglass supplier and has been subcontracted production of plexi, wood, and other materials on some of the biggest hospitality, entertainment, and governmental projects in Egypt.



ONLINE MEDIA

Cairo360.com is Egypt’s leading guide to living in Cairo. A website with hundreds of thousands of monthly users, it’s the number one online magazine for restaurants, shopping, arts & culture, and much more.



DIGITAL SERVICES

Bright Creations is a software solutions provider specializing in customized and high quality solutions serving clients in Europe, North America and MENA. Offerings include custom applications development, web design and development, business consulting and outsourcing.



ONLINE MEDIA

CairoGossip.com is a AAA resource for all the high society news happening in Egypt’s capital. The site gets the inside story on Cairo’s top parties, restaurant openings, and event well ahead of any public announcement making it the exclusive voice of Cairo.



EVENT REPUBLIC TRACK RECORD

SINCE IT'S INCEPTION IN JANUARY 2009, EVENT REPUBLIC HAS CONSISTENTLY DELIVERED HIGH QUALITY EVENTS FOR CLIENTS AND CONSUMERS ALIKE. SOME OF OUR HIGHLIGHTS INCLUDE:

FLAGSHIP EVENTS

- Mar '09 The 1st Annual School Disco: Student Aid
- Mar '10 The 2nd Annual School Disco: Student Aid
- Sept '10 Party in my shorts
- May '11 Hey la hop
- Feb - Sept '12 O Bar consultancy, Fairmont Nile City
- Mar '12 The 3rd Annual School Disco: Student Aid
- May '12 Fitty Piaster
- Oct - Dec '12 FFWD (Fast Forward): series of events
- May '13 #Play
- June '13 Summer By The River
- Jul - Aug '13 Wahawi Ramadan Lounge

CORPORATE EVENTS

- Jun '11- Jun '12 "In the Cities" series (Summer/ Fall / Spring / Summer) Fairmont Nile City
- Sept '11 Sahl Hasheesh Technicolor Summer, Egyptian Resorts Company
- Nov '11 Stella Presents gold awards, Al Ahram Beverages Company
- Nov '11 British American Tobacco End of Year Sales Awards, Dusit Thani
- Feb '12 O Bar Opening, Fairmont Nile City
- Feb - Sept '12 O Bar Consultancy, Fairmont Nile City
- Oct - Nov '12 Valmont Moments, Al Ahram Beverages Company, series of events
- Nov '12 Omar Khayyam Culture Festival, Al Ahram Beverages Company
- Feb - Mar '13 Heineken 140 Years Young, series of events
- Apr '13 Omar Khayyam Culture Tour





**EVENT
REPUBLIC**

**PORTFOLIO
OF EVENTS**

PORTFOLIO OF EVENTS

BRITISH AMERICAN TOBACCO

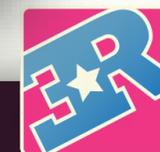


BRITISH AMERICAN
TOBACCO

DUSIT THANI

Brief: transform a venue for an end of year award ceremony for over 1000 staff with a concept that appeals to everyone from the CEO to the factory workers.

Concept: event republic executed a best of Egypt theme for the award ceremony complete with traditional Egyptian "Moolid" games, entertainment by Dina, adaweya, hossam hosni & Hamdi batchan. The entertainment culminated in a personal zaffa for the salesman of the year who won a car that was the central focus of the event setup.



PORTFOLIO OF EVENTS

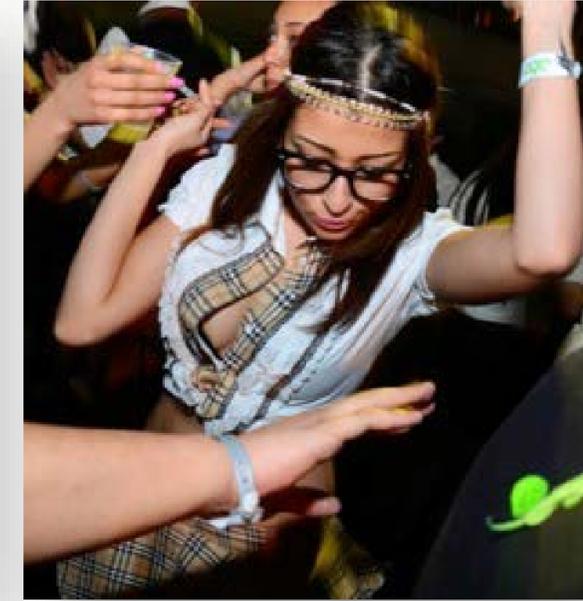
SCHOOL DISCO



FIRST MALL

Brief: as part of event republic's effort to give back to the community, school disco is an annual charity event held in various locations throughout cairo. 100% of ticket sales & sponsorship went to the charity "asdiqa al taleb", a local charity promoting and purveying education for children unable to attend classes due to economic reasons.

Concept: as the third installment of school disco, last years event included up and coming dj tifo, dj amr hosny and snap! as special guest stars. Snap! Were unannounced and were a surprise to thank guests for attending. As a 90's revival event, guests were invited to come dressed in school uniforms and the music and décor theme were centered around the 90's.



PORTFOLIO OF EVENTS

SCHOOL DISCO



PORTFOLIO OF EVENTS

STELLA PRESENTS "24 KARATS"



STELLA

KHULKHAL

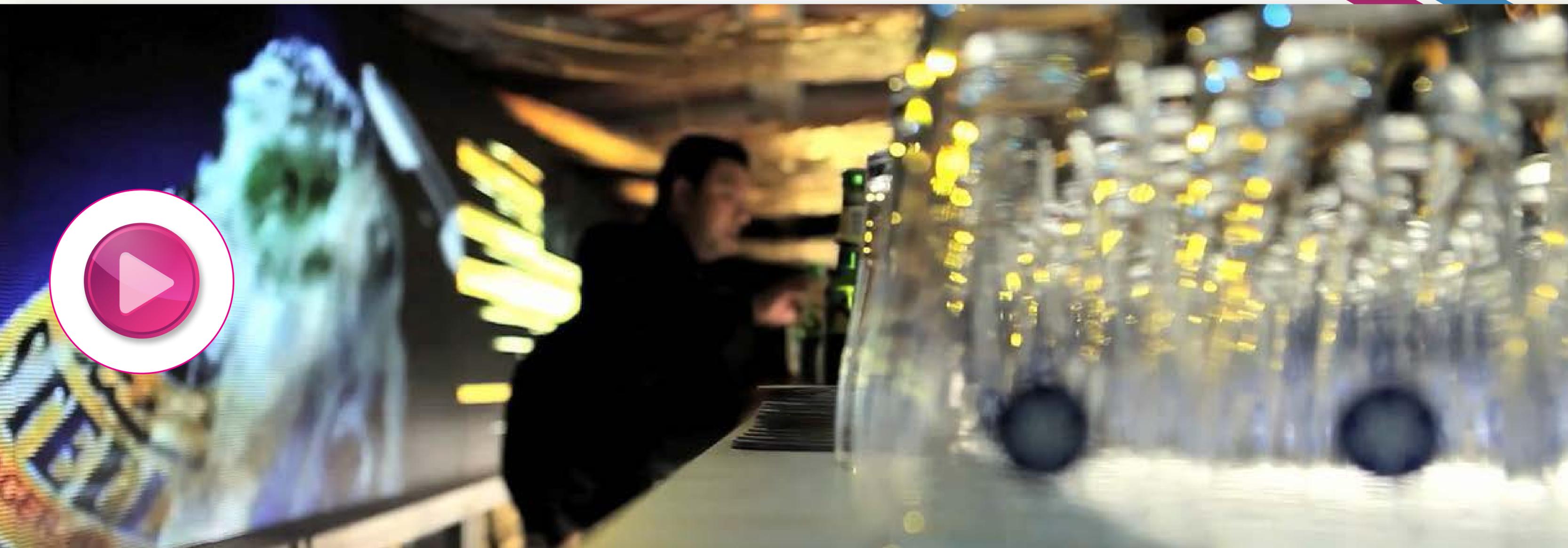
Brief: after winning a gold award for excellence, stella (al ahram beverages) decided to celebrate. The concept was to raise awareness of the quality of the product and the fact that they had won a gold award. The event catered to a+ listers and took place at the Nile Maxim Boat in Zamalek.

Concept: centering everything around stella and the gold award, the color scheme was blue and gold. The venue was decorated in fabrics, led displays were used as a massive bar unit as well as a DJ booth. The screens displayed a custom made "stella" video. The invitation concept was a miniature version of the stella gold award. The peak of the night included a "stella moment" which included a light show as well as fireworks. Giveaways included stella branded cufflinks for the men and stella branded rings for the women.



PORTFOLIO OF EVENTS

STELLA PRESENTS "24 KARATS"



PORTFOLIO OF EVENTS

O BAR OPENING

Fairmont
NILE CITY
CAIRO

FAIRMONT NILE CITY – O BAR

Brief: after an unsuccessful launch, o bar was shut down for three years and put aside by the fairmont nile city.

Having decided to relaunch, the idea was to shed off the negative preconception of the opening night and reposition o bar as a permanent fixture on the Egyptian nightlife scene.

Concept: the relaunch of the o bar took place on social media before the actual opening. with a very limited number of invitations and only the top movers and shakers invited, facebook and twitter were ablaze with buzz. A teaser video was leaked 2 weeks before the event as the physical invitations started going out. the bar was repositioned as a high energy venue with 2 concept nights to start.



PORTFOLIO OF EVENTS

0 BAR OPENING



PORTFOLIO OF EVENTS

OMAR KHAYYAM CULTURE FESTIVAL



DARB 1718

Brief: All ahram beverages approached event republic to come up with a concept for Omar Khayyam as an authentic egyptian wine.

Concept: we created a concept to position Omar Khayyam as the wine of choice for a sophisticated artistic crowd. The event incorporated all facets of egyptian culture and heritage. The annual Omar Khayyam culture festival was born. with a wide variety of musicians, visual artists, poets and traditional food all set in a quintessentially Egyptian venue (darb 1718).

The day event spanned from 1 pm to 10 pm, with a variety of musicians and acts following each other.



PORTFOLIO OF EVENTS

OMAR KHAYYAM CULTURE FESTIVAL



PORTFOLIO OF EVENTS

HEINEKEN 140 YEARS YOUNG

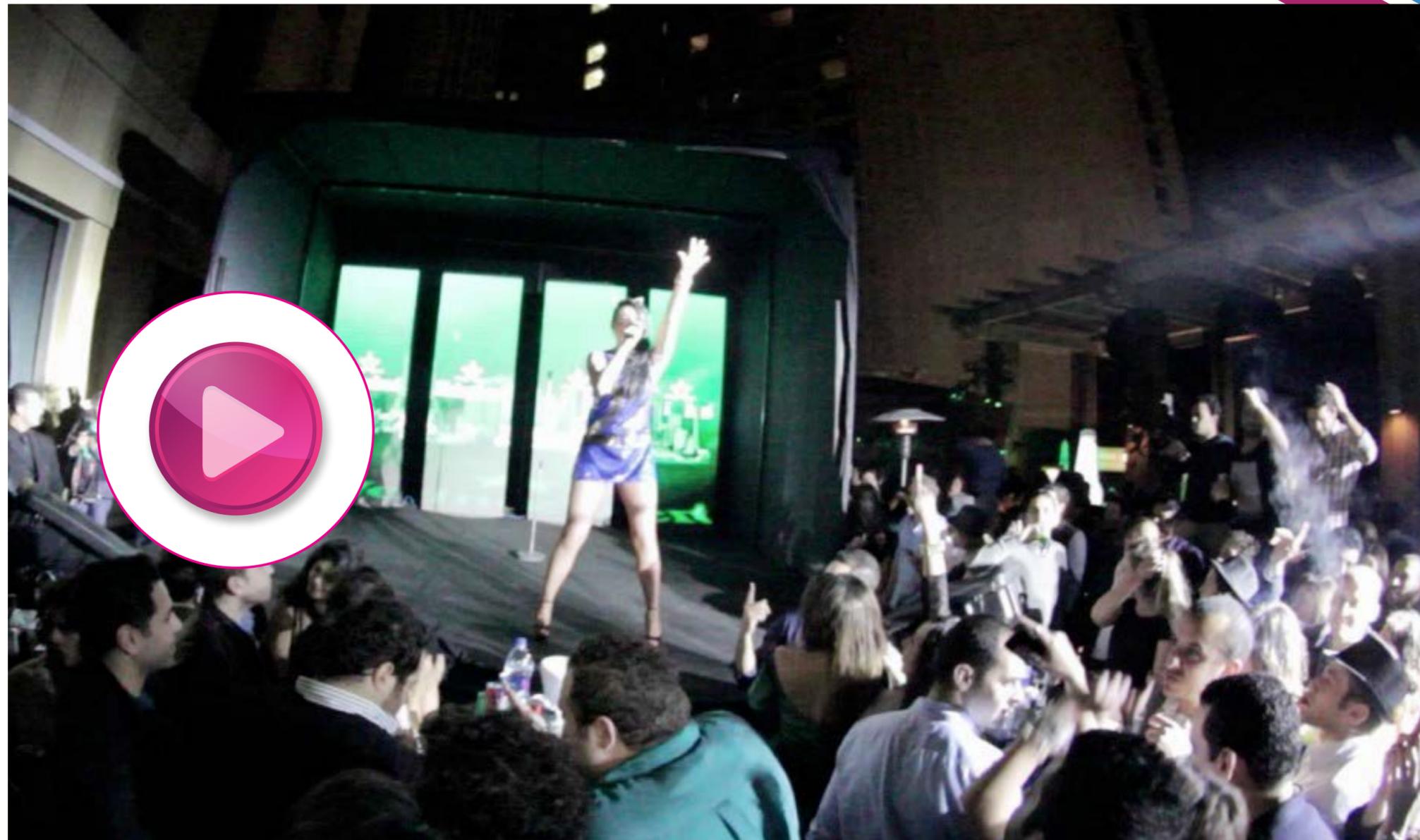


Heineken[®]

TAMARAI AND VARIOUS VENUES

Brief: celebrating their 140 year anniversary, heineken approached event republic to create a series of events highlighting the different key eras in their existence. notable eras included paris 1889 where they won a gold award, amsterdam 1931 where heineken was born, heineken world bringing people together for 140 years and heineken future in the prospect of another 140 years of success.

Concept: three events were tailor made for heineken, each concentrating on a particular era. the "Paris" (which took place on the roof bar) event included entertainment such as can can dancers, the amsterdam event (which took place on the blue Nile boat) included entertainment such as burlesque dancers and the grand finale event (which took place in tamarai) included a variety of shows such as a uv show and a saxophone player as well as multiple djs. The series finale's high point was a performance from international superstar tara mcdonald set on a custom built stage amidst a crowd of Cairo's top a-listers. Each event included giveaways linked to one particular era, with ushers dressed up accordingly.



PORTFOLIO OF EVENTS

TECHNICOLOR SUMMER

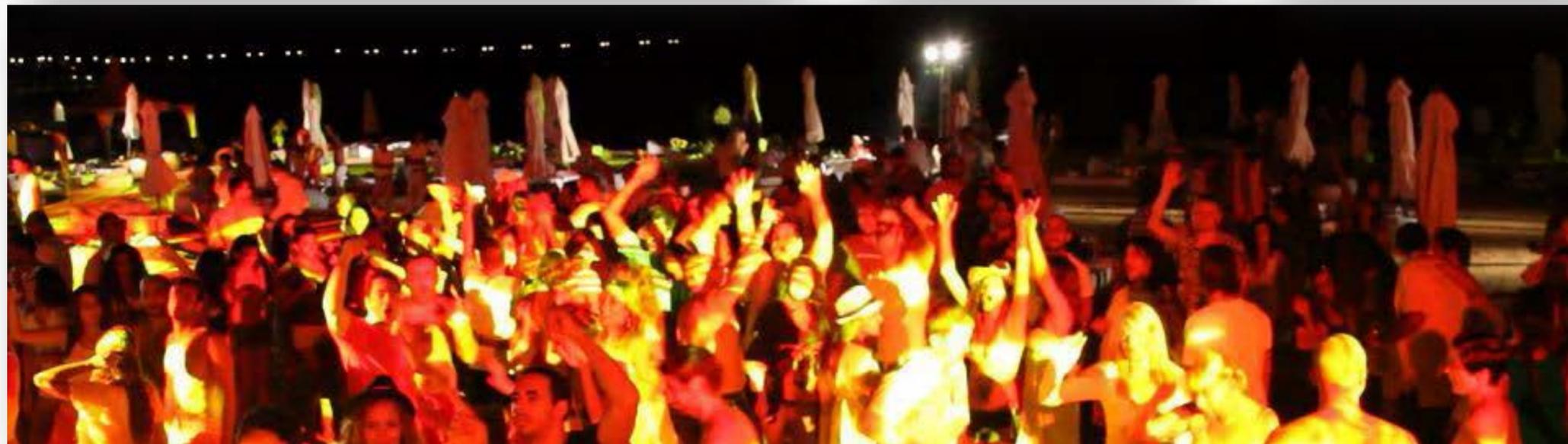


SAHL HASHEESH
RED SEA, EGYPT

SAHL HASHEESH

Brief: in an effort to increase foot fall in Sahl hasheesh, ERC approached event republic for an eid beach concept. The idea was to push caireans holidaying in gouna and hurghada to head to sahl hasheesh.

Concept: the "technicolor summer" concept was created in an effort to differentiate the sahl hasheesh event from other beach events. Indeed, splashes of color were incorporated in all the master visuals and on the beach setup. As an afternoon beach event, the music selection was tailor made to suit the mood of the event: during the afternoon the music was more funky and low beats with a gradual increase as the day progressed into night time. With two of egypt's top dj's (amr hosny and tifo), saxophone player & fire spinners, attendees were kept on their toes.



PORTFOLIO OF EVENTS

TECHNICOLOR SUMMER



PORTFOLIO OF EVENTS

EVENT REPUBLIC SHOWREEL



EVENT REPUBLIC





**EVENT
REPUBLIC**

**LOCAL
& INTERNATIONAL
TALENT**

SPECIAL APPEARANCES

RECENT INTERNATIONAL TALENTS



SNAP!



TARA
MCDONALD



SPECIAL APPEARANCES

CUSTOM SHOWS & PERFORMERS



DAVID
JAMES



CANCAN
DANCERS



UV
SHOWS



BURLESQUE
DANCERS



SPECIAL APPEARANCES

RECENT LOCAL TALENTS



MASSAR
EGBAR



ASHARA
GHARBY



EL DOR
EL AWWAL



SALALEM





**EVENT
REPUBLIC**

**3D DESIGNS
& SETUP**

EVENT REPUBLIC VARIOUS EVENTS



EVENT REPUBLIC VARIOUS EVENTS



EVENT REPUBLIC VARIOUS EVENTS





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