



EVENTS & ADVERTISING

Corporate
Profile



AQ isn't **a traditional** events agency

We are storytellers who craft experiences with purpose. We are visionary creators, meticulous planners, skilled producers, innovative thinkers, and relentless problem-solvers. We don't just organize events. We create moments that inspire, connect, and endure disruptor, dreamers, & doers.
We are **AQ.**



Why **events** work

90%

Millennials + Gen Z

say they would rather share a picture of an event than new clothing or accessory items.

(Harris & Eventbrite)

8 sec

Average attention

span of a millennial's consuming advertising.

(Microsoft)

69%

Millennials

experience FOMO - the epidemic "fear of missing out" on amazing experiences.

(Harris & Eventbrite)

65%

Marketers

reported seeing a direct sales lift as the result of event & experiential marketing

(Benchmark & Tend Report)

84%

Leadership

believe in-person events are a critical component of their companies success.

(Benchmark & Tend Report)

90%

Brands

believe that events are the most effective marketing channel compared to any other marketing channel.

(Harvard Business Review)

65%

CMOs

plan to develop 21-50% of their budget to event marketing.

(Freeman Experience Study)

78%

Millennials

prefer to spend more money on experiences versus material things.

(Harris & Eventbrite)

AQ is an **independent,**
full-service **event design,**
advertising, and production
agency based in Dubai, UAE,
serving clients across the
region and around the world.

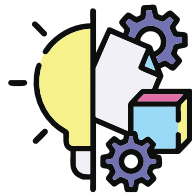
With over **20 years** of combined experience in **design, communications,** and **brand experiences,** AQ brings together **creative thinking, strategic insight,** and **flawless execution** to deliver exceptional results.

Our Approach & Process



Strategy

Key Objectives
Plan Implementation



Ideation

Conceptualisation
Event Location



Design

Event Design Concept
Creative Elements



Development

Planning + Preparation
Budgeting
Implementation



Activation

Event Activation
Synopsis

We **create** and **execute** strategic events that do more than build brands or launch products. We **craft immersive experiences** that **engage** audiences, **inspire** meaningful connections, and leave a **lasting impression.**

Our clients



BaByliss
PARIS

BIODERMA
LABORATOIRE DERMATOLOGIQUE

Davidoff

Emirates

ERICSSON



mbc



QUALCOMM

Tefal



taaleem
inspiring young minds

ميغا مول
mega mall

Forbes

DUBAI
MARINA
MALL

**MONT
BLANC**



ICARE
BLUE CLINIC

DUBAI
DESIGN
DISTRICT



ROLLS-ROYCE

MOBILIS
Orthotics | Prosthetics | Seating Systems

Coca-Cola



الاتحاد
ETIHAD
AIRWAYS

ANETIK

**MERCURY
RACING**

TotalEnergies

PORTFOLIO

EVENTS

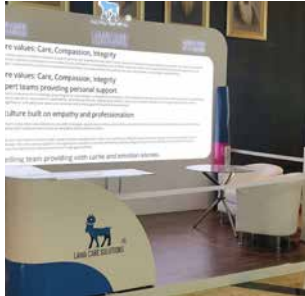


EXHIBITIONS





KIOSKS & BESPOKE



WALLPAPERS



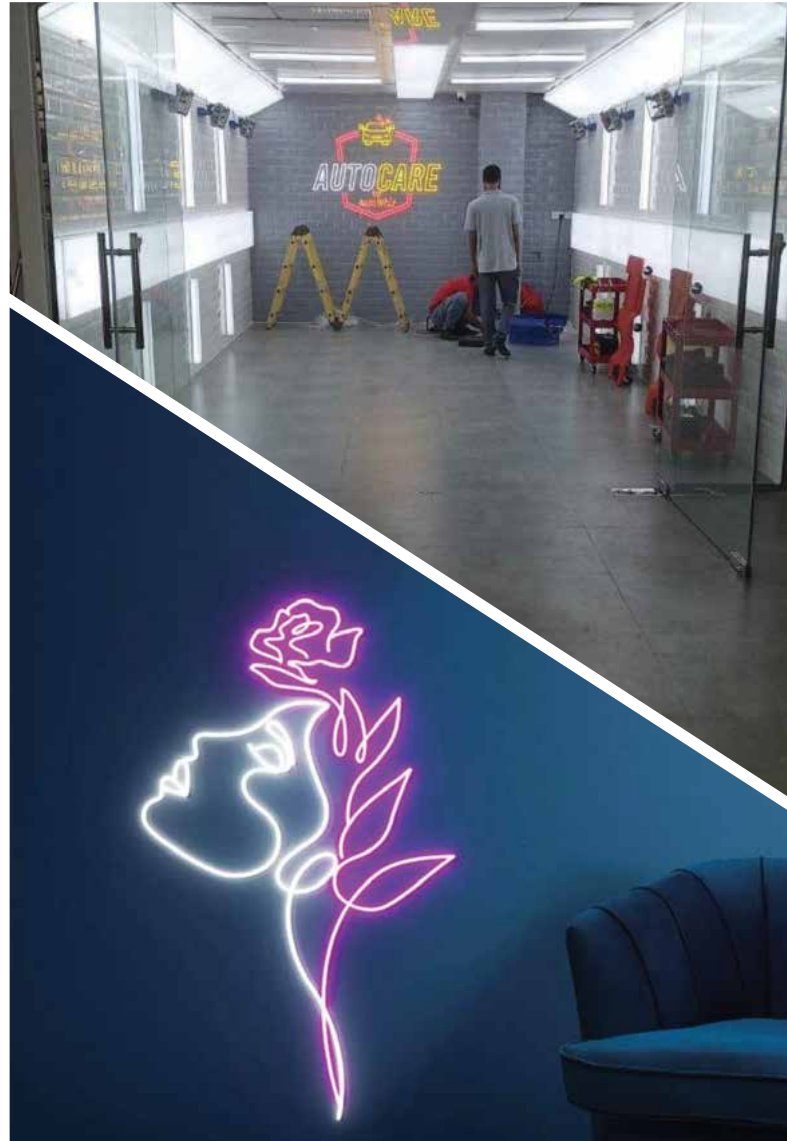
HOARDINGS



ROAD SIGNS



NEON SIGNS



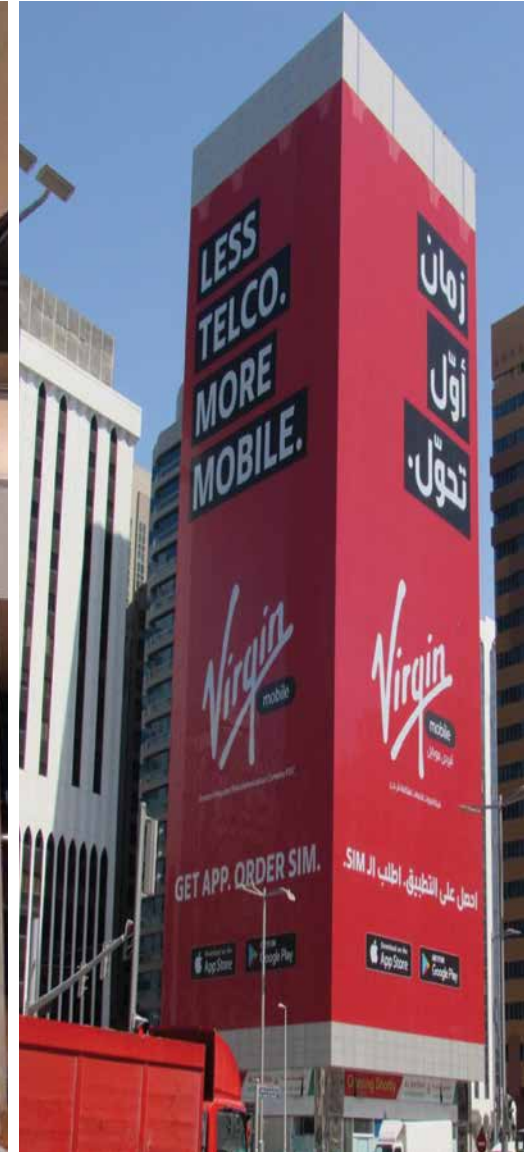
POP-UPS



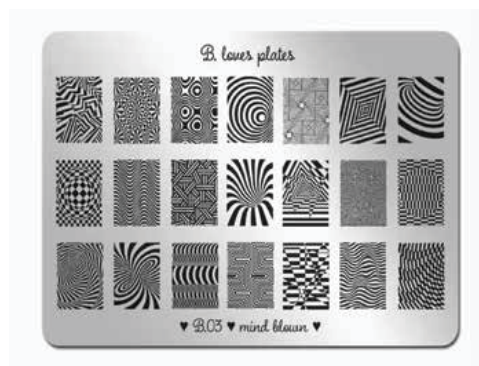
FOAM/FOREX



BUILDING WRAPS



METAL SIGNS



VEHICLE BRANDING



GLASS FROSTING



GIFTS



UNIFORMS



Work wear Uniforms

Health Care Uniforms

Hospitality Uniforms

Corporate Uniforms

School Uniforms

Outerwear Jackets

FLAGS



Country Flag



Curve-top
Convex



Curve-top
Concave



Curve-top
Flat



Tear Drop



Table Top Flag



Car Flag



Drop Down
Banner



Lamp Posts
Banner



Conference
Flag



L-Flag



T550-Flag



Wall-Mounted
Flag



Hand-held
Flag



Table-Top
L-Shaped Flag



Table-Top
V-Shaped Flag



Wall-Mounted
Flag



Wall-Mounted
Banner

UMBRELLAS, BAGS & CURTAINS



LIGHTBOX, TENTS & CANOPIES



ACRYLICS/AWARDS



Your **Brand.**

Our **Strategy.**

Real **Impact.**



EVENTS & ADVERTISING

Call/WhatsApp: +971 55 957 8912

P.O. Box: 300396, Dubai, UAE

Email: alqubafze@gmail.com

Web: <https://www.alqubauae.com>

 alqubafze

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