



RISE
UP.
Rising Together

BTL Services

PROFILE

Design & Build Solutions





we hope you enjoy our services as much as

**WE ENJOY
OFFERING
THEM TO
YOU** 



Since its establishment in 2014 as a part of the Integrated Engineering Services Group (IES), **RiseUp's** main focus has been on providing Geo-Marketing solutions and BTL Services such as exhibition stands, project mock-ups, store fit-out, event decoration and other similar services.

Through its Geo-Marketing solutions, **RiseUp** can provide its clients with a unique set of marketing services, such as branding, digital marketing, creative design, and media production, that can help them reach their target audience more effectively.

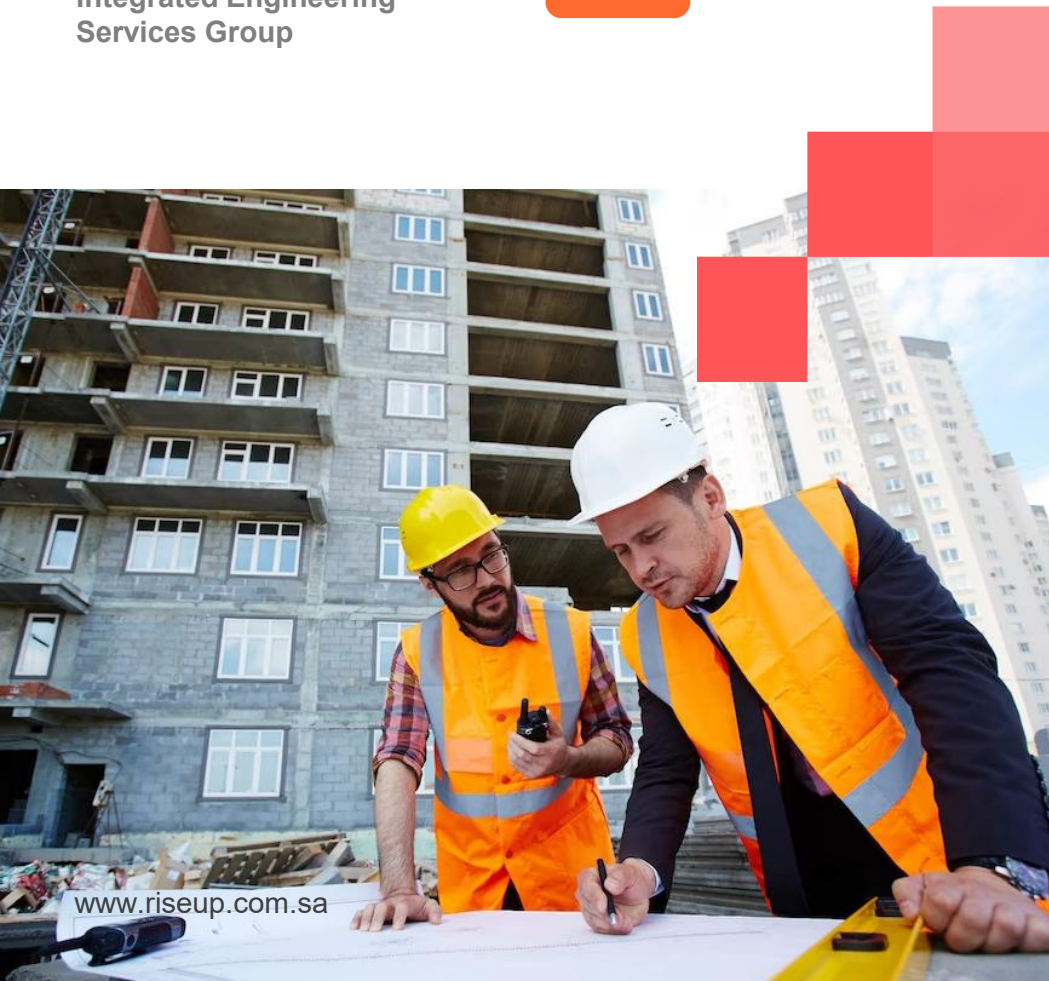
Recently, **RiseUp** launched its Studio — a creative division specializing in 3D visualization, Interactive maquette, VR, animation, and immersive experiences.

Today, **RiseUp** expanded its operations to Dubai, UAE, in order to serve more clients in the middle east region. With its presence in KSA, Egypt and UAE, the agency is well positioned to serve its clients to customized solutions that meet their business objective.



About IES

Integrated Engineering
Services Group



www.riseup.com.sa



Integrated Engineering Services Group is your go-to source for end-to-end engineering solutions. With our five specialized companies, we offer project planning, construction, interior and exterior design, permit facilitation, and fast fit-out services. Our mission is to provide fully integrated engineering solutions, delivering excellence at every step.



www.iesgrp.com



About IES

Group encompasses



Building Reference United Company (BRU), a leading general contracting firm with over two decades of experience. They specialize in construction, architecture, and electromechanical services.



RiseUp Agency is a full-service creative production and digital marketing firm. We empower brands to stand out through immersive BTL activations, innovative digital campaigns, and advanced visualization technologies.



Khashbiyat is an advanced wooden work factory that delivers high-quality decorative woodwork quickly using state-of-the-art techniques.



Axis Agency, a BIM-focused design firm with 12+ years of experience, has served 2,000+ satisfied clients in Saudi Arabia and Egypt. They specialize in innovative interior and exterior design.



Axis Advanced a respected engineering consultancy, offers comprehensive project consultation, specializing in project management, supervision, and permit facilitation.



Growth

Timeline of our achievement

01

2000

IES Group Establishment

Integrated Engineering Services Group was founded in the year 2000 Saudi-based enterprise specializing in contracting services encompassing construction, architectural and electromechanical undertakings.

02

2014

RiseUP Establishment

Start providing RiseUp estimated clients with smart geo-marketing solutions and BTL Services that help them reach both their audience and goals.

03

2018

Growth of RiseUp

The growth of RideUp has taken place only after 3 years of hard work and dedication. Consequently, We expanded our advertising capabilities to include digital marketing solutions such as digital marketing moderation, SEO, Web-development...etc.

04

2023

Expanded Presence

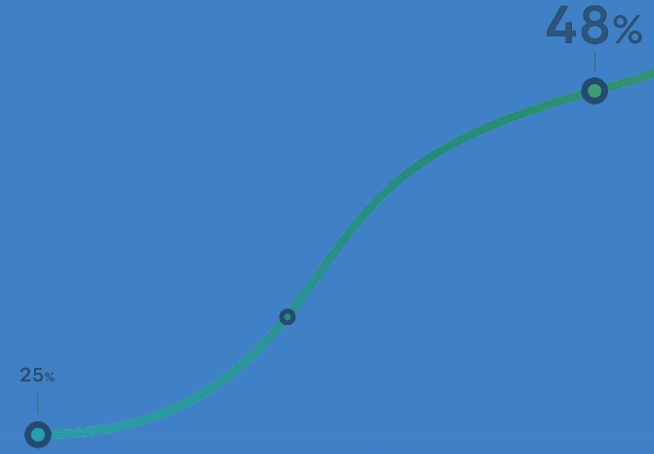
RideUp expanded into the GCC Market by opening a branch in Jeddah, KSA

05

2024

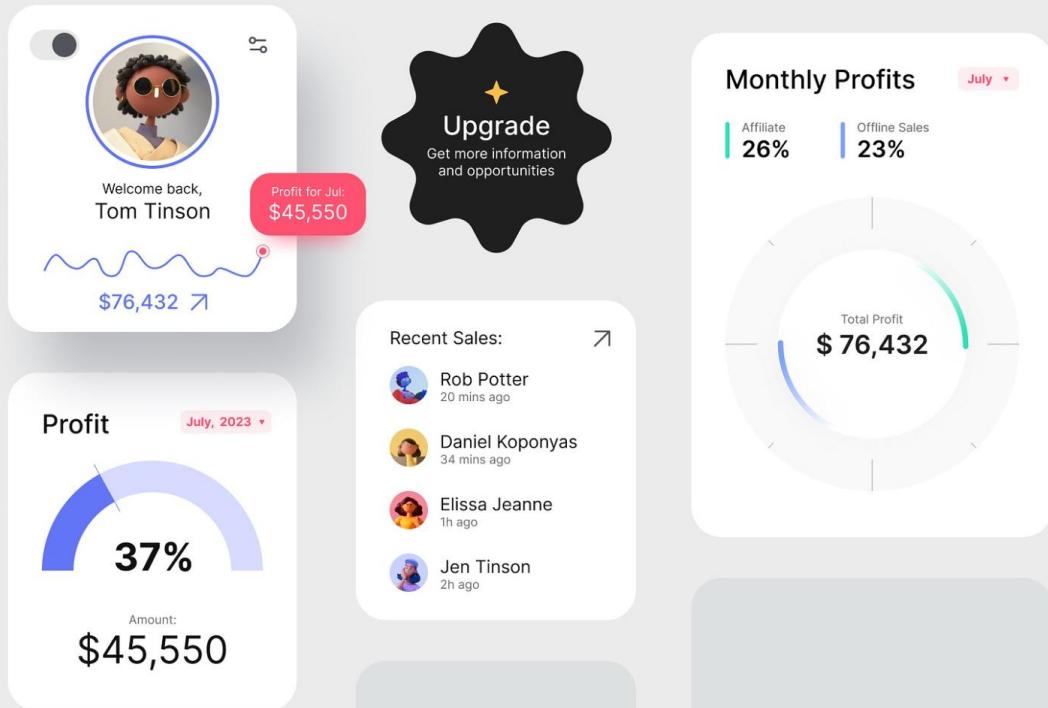
Expanded Solutions

RiseUp launched RiseUp Studio — a creative division specializing in 3D visualization, Interactive maquette, VR, animation, and immersive experiences.





Why RiseUP



Why should you choose RiseUp?



Cross-functional team of 3D artists, developers, animators, and designers.



Seamless integration with your marketing and architectural teams



Scalable solutions for projects of all sizes and industries



Delivered with the RiseUp quality promise: on time, on brief, and on brand



RiseUp in Numbers



+12 YEARS EXPERIENCE



+1,000 DELIVERED PROJECTS



+400 NATIONAL & INTERNATIONAL CLIENTS



3 LOCAL OFFICES IN KSA, EGYPT AND UAE





Some of our Clients





our **Services**



1

DESIGN STUDIO

3

DIGITAL SOLUTIONS

2

BTL SERVICES



BTL Services



Interior Fast
Fit-Out



Event Production



Exhibition
Booths



Project Mock-ups



EXHIBITION Booths

Some of our Projects



Booth Design & Fast Fit-out

International Air Show 2024

Alamein Airport, North Coast, Egypt





الوكلاء
AL WUKALLA

Booth Design & Fast Fit-out

Hajj Expo 2025

Superdome, Jeddah, KSA

 **YouTube**
See our project

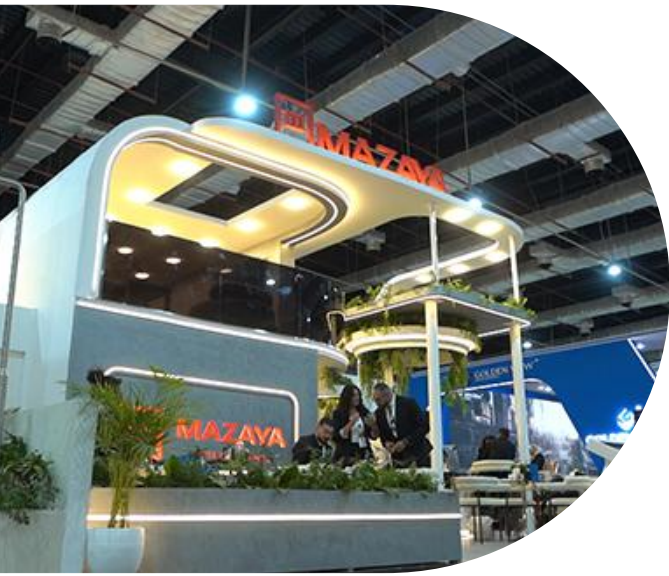


Booth Design & Fast Fit-out

Next Move Exhibition 2022

EECA, Cairo, Egypt





MAZAYA
DEVELOPMENTS

Booth Design & Fast Fit-out

CityScope Exhibition 2025

EECA, Cairo, Egypt

 **YouTube**
See our project

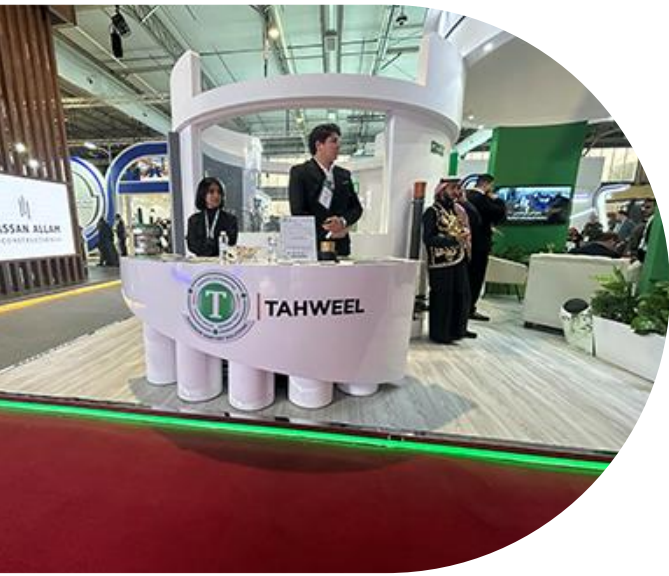


Booth Design & Fast Fit-out

Egyps Exhibition 2025

EECA, Cairo, Egypt





Booth Design & Fast Fit-out

Big5 Exhibition KSA 2025

Riyadh Front, Riyadh, KSA



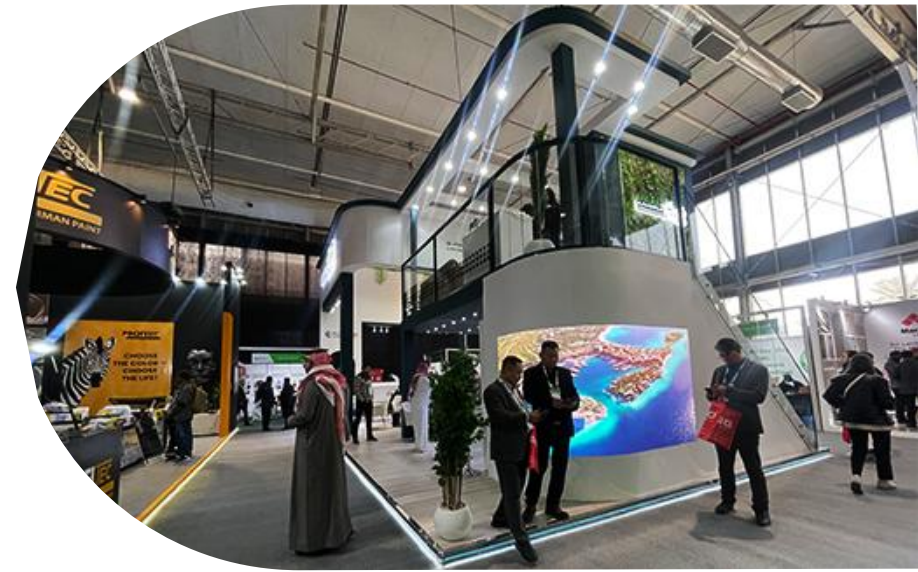


Booth Design & Fast Fit-out

Seamless KSA Exhibition 2023

Riyadh Front, Riyadh, KSA





فمكو
FMCO

Booth Design & Fast Fit-out

Big5 Exhibition KSA 2025


Riyadh Front, Riyadh, KSA





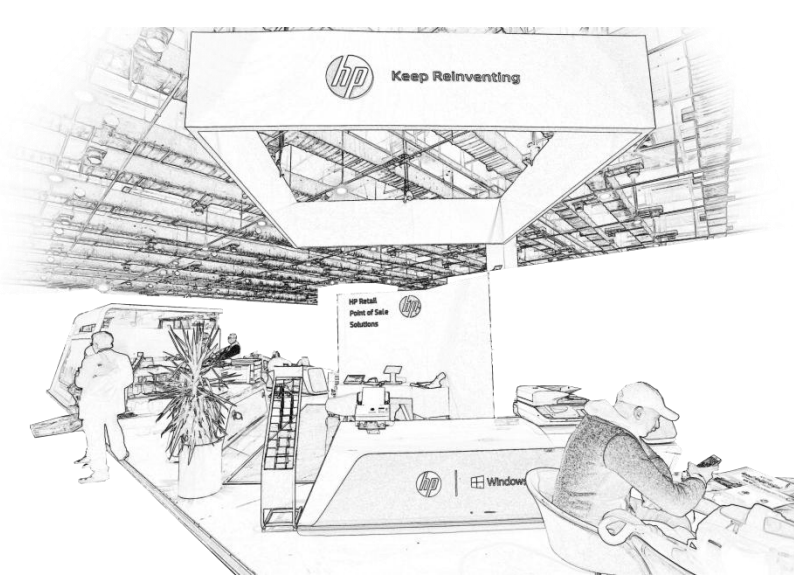
 **الفاريس لصناعة الورق**
ALFARIS PAPER MILL

 Booth Design & Fast Fit-out

 Paper ME KSA 2024

 Jeddah, KSA





Booth Fast Fit-out

Cairo ICT 2019

EIECE, Cairo, Egypt





Booth Design & Fast Fit-out

Leap Expo 2025

Riyadh, KSA





جود وود
GOOD WOOD

Booth Design & Fast Fit-out

Saudi Wood Show 2024

Riyadh, KSA





Booth Design & Fast Fit-out

Egyps Exhibition 2024

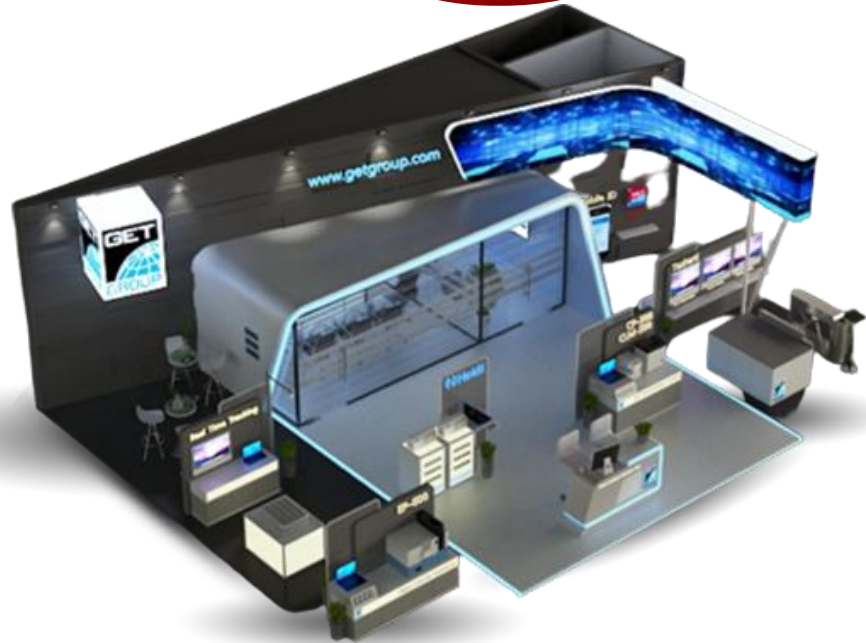
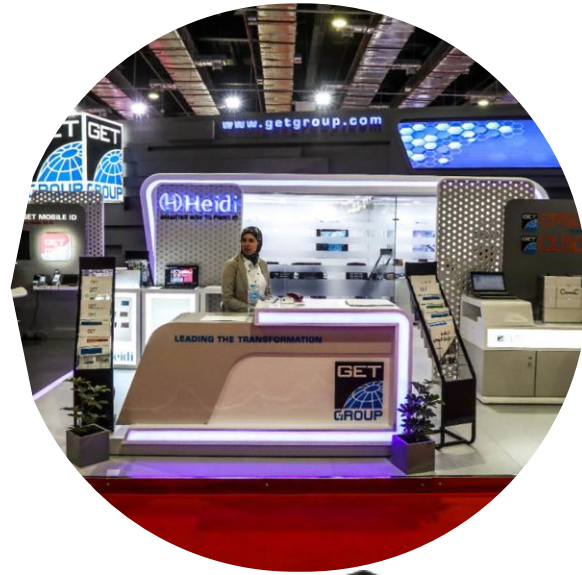
EECA, Cairo, Egypt





Booth Design & Fast Fit-out Pharma Conex Exhibition 2024 EECA, Cairo, Egypt





Booth Fast Fit-out

Cairo ICT 2019

EECA, Cairo, Egypt





Booth Design & Fast Fit-out

Sahara Expo 2024

EECA, Cairo, Egypt





Booth Design & Fast Fit-out

Sahara Exhibition 2024

EECA, Cairo, Egypt





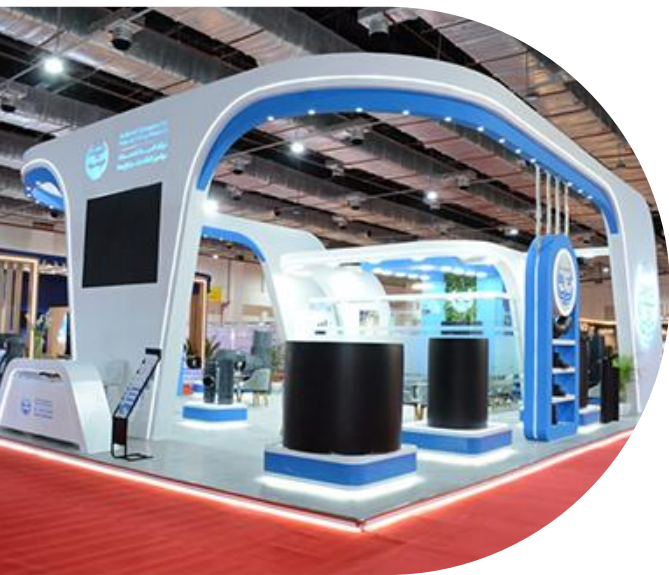
 CadCamCim

 Booth Design & Fast Fit-out

 MacTech Exhibition 2019

 EECA, Cairo, Egypt

 **YouTube**
See our project

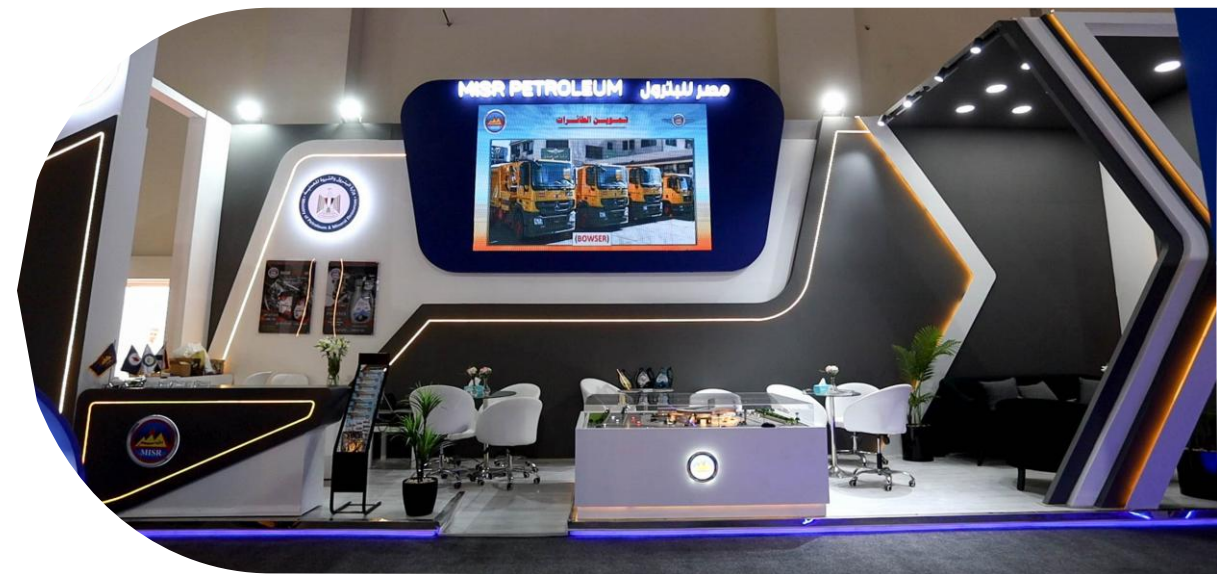


Booth Design & Fast Fit-out

Watrex Expo 2024

EECA, Cairo, Egypt





Booth Design & Fast Fit-out

Egyps Exhibition 2023

EECA, Cairo, Egypt



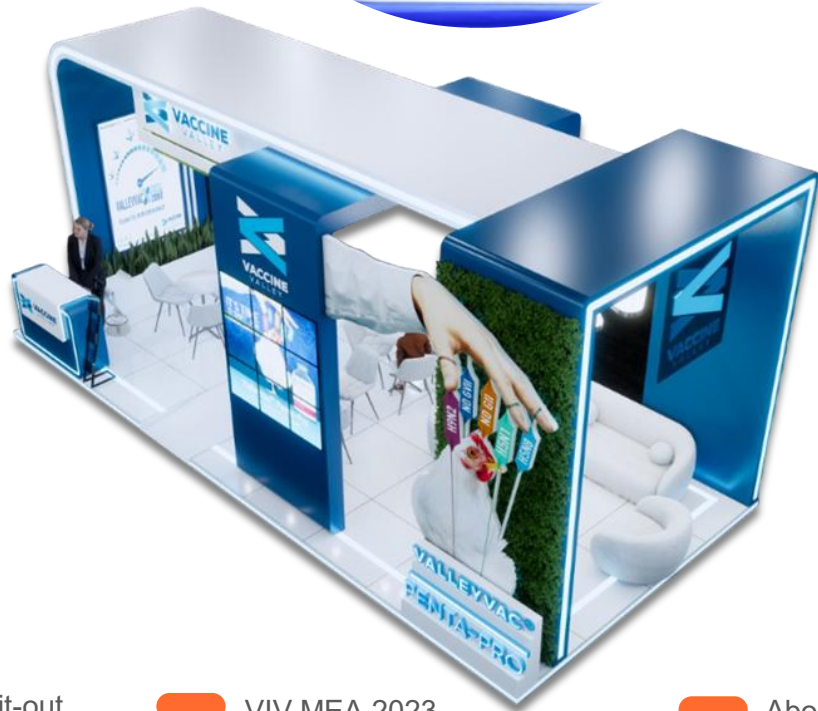


Booth Design & Fast Fit-out

Agri Expo 2024

Maadawy, Alexandria, Egypt



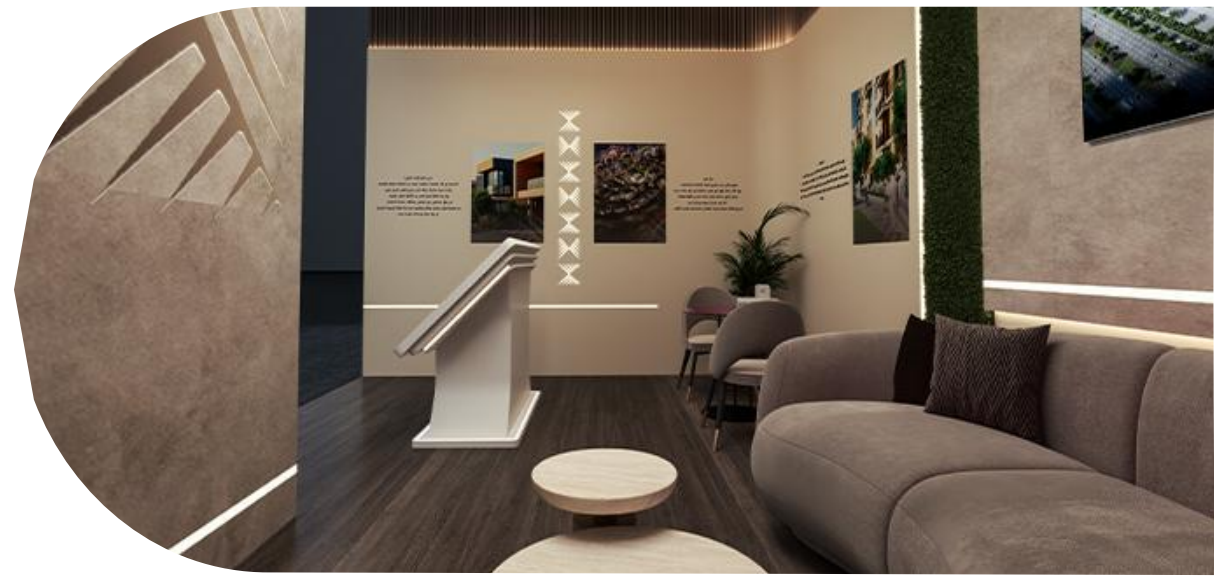


Booth Design & Fast Fit-out

VIV MEA 2023

Abou Dhabi, UAE





Booth Design & Fast Fit-out

Real Estate Future 2025

Riyadh, KSA





Booth Design & Fast Fit-out

Plastex Exhibition 2024

EECA, Cairo, Egypt





Booth Design & Fast Fit-out

Al-Ahram Aqari Exhibition 2021

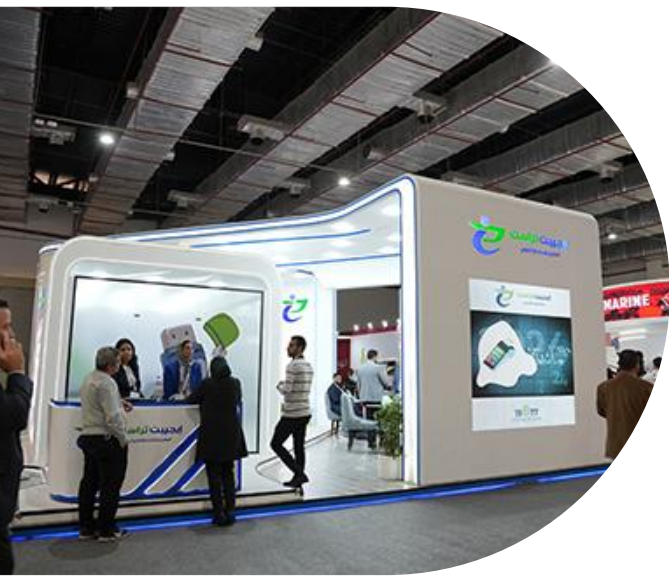
EECA, Cairo, Egypt



See our project

www.riseup.com.sa

www.riseup.com.eg



Booth Design & Fast Fit-out

Cairo ICT 2024

EECA, Cairo, Egypt





Booth Design & Fast Fit-out

Next Move Exhibition 2019

EECA, Cairo, Egypt






JOVIALITY

 Kiosk Design & Fast Fit-out

 CFC Mall, Cairo, Egypt





Booth Design & Fast Fit-out

Seamless UAE Exhibition 2023

DWTC, Dubai, UAE





Booth Design & Fast Fit-out

Digi Sign Expo 2021

EECA, Cairo, Egypt





**BUREAU
VERITAS**

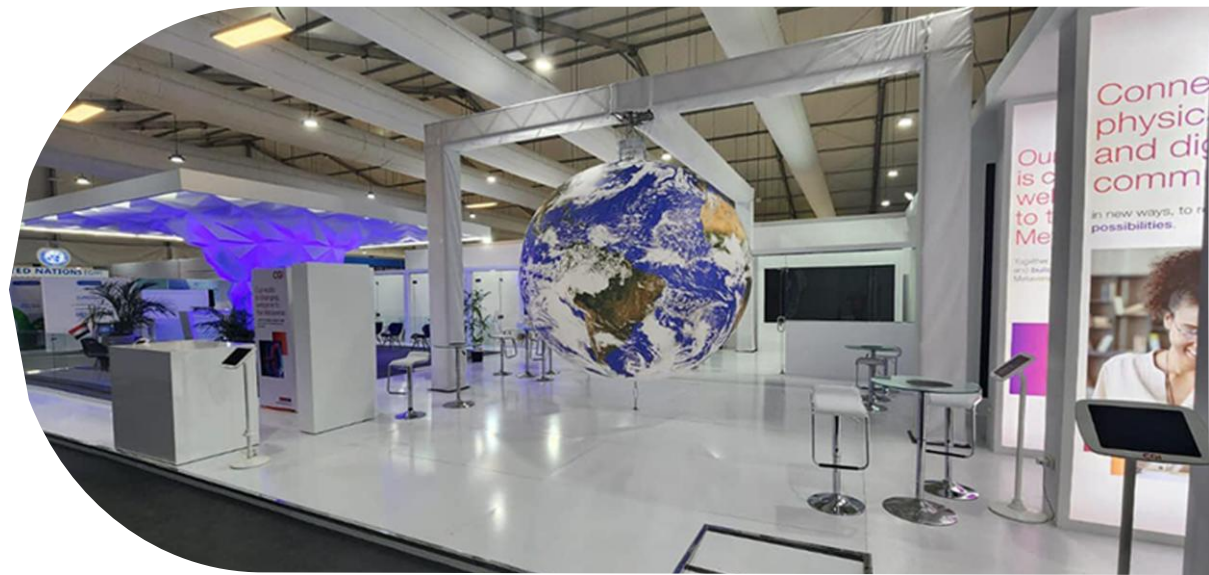
Shaping a World Of Trust

Booth Design & Fast Fit-out

Egyps Exhibition 2023

EECA, Cairo, Egypt

 **YouTube**
See our project



CGI

● Pavilion Fast Fit-out

● Cop27 2022

● Sharm El-Sheikh, Cairo, Egypt





Booth Fast Fit-out

Coating Show ME Expo 2023

EECA, Cairo, Egypt



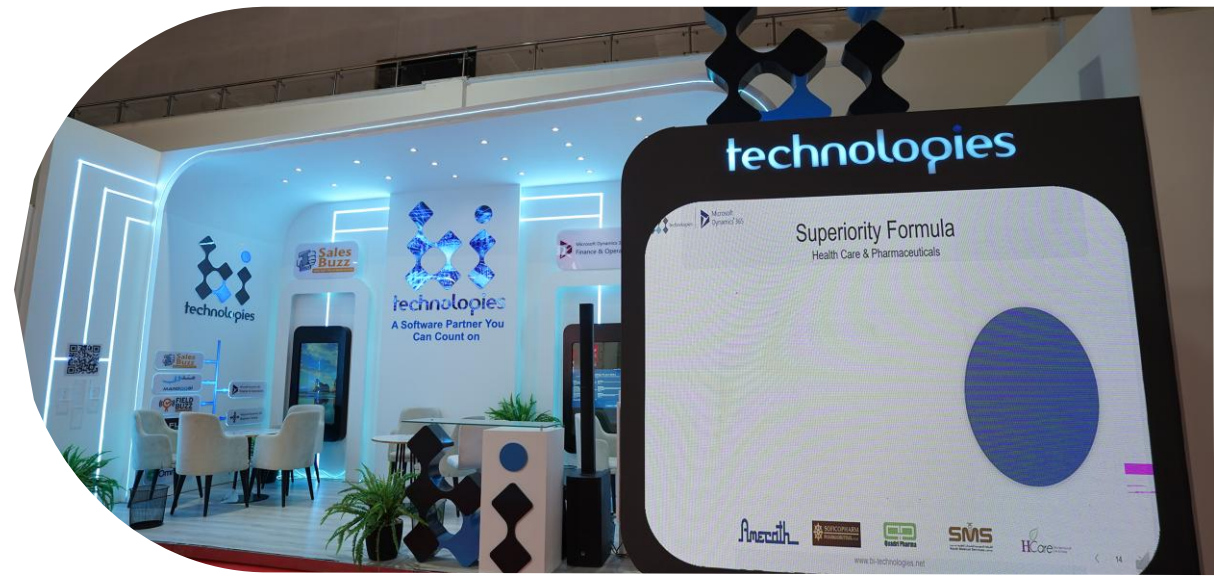


Booth Design & Fast Fit-out

Paper ME Expo 2024

EECA, Cairo, Egypt





Booth Design & Fast Fit-out

Food Africa Expo 2022

EECA, Cairo, Egypt



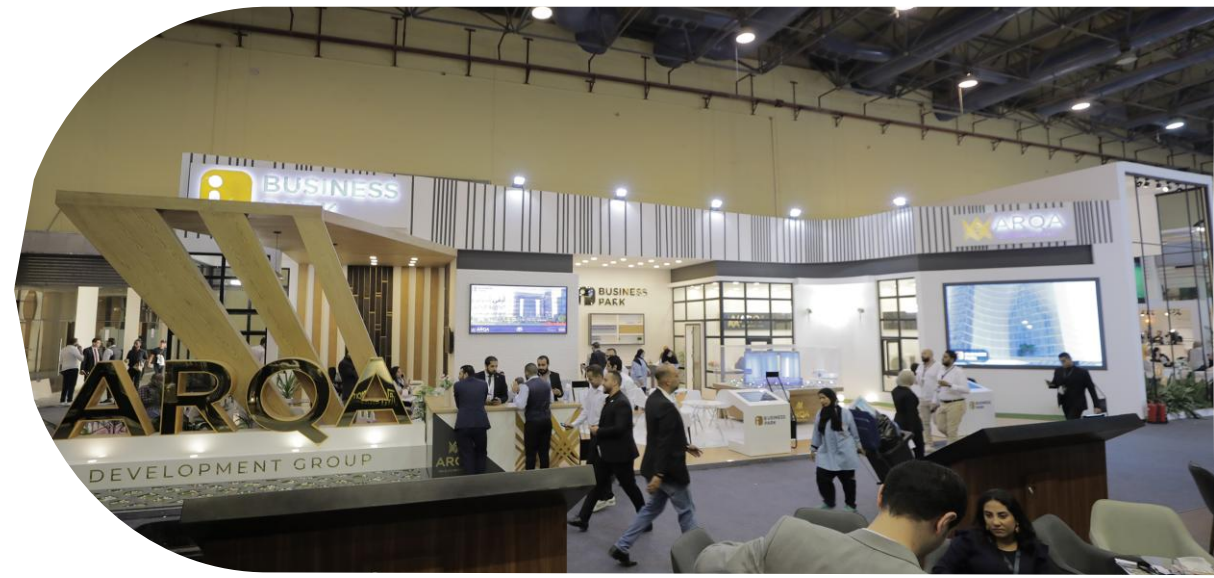


Booth Design & Fast Fit-out

Egypt Energy, Firex 2024

EECA, Cairo, Egypt





Booth Design & Fast Fit-out

Al-Ahram Aqari Exhibition 2020

EECA, Cairo, Egypt





Booth Design & Fast Fit-out

Egypt Energy Exhibition 2022

EECA, Cairo, Egypt

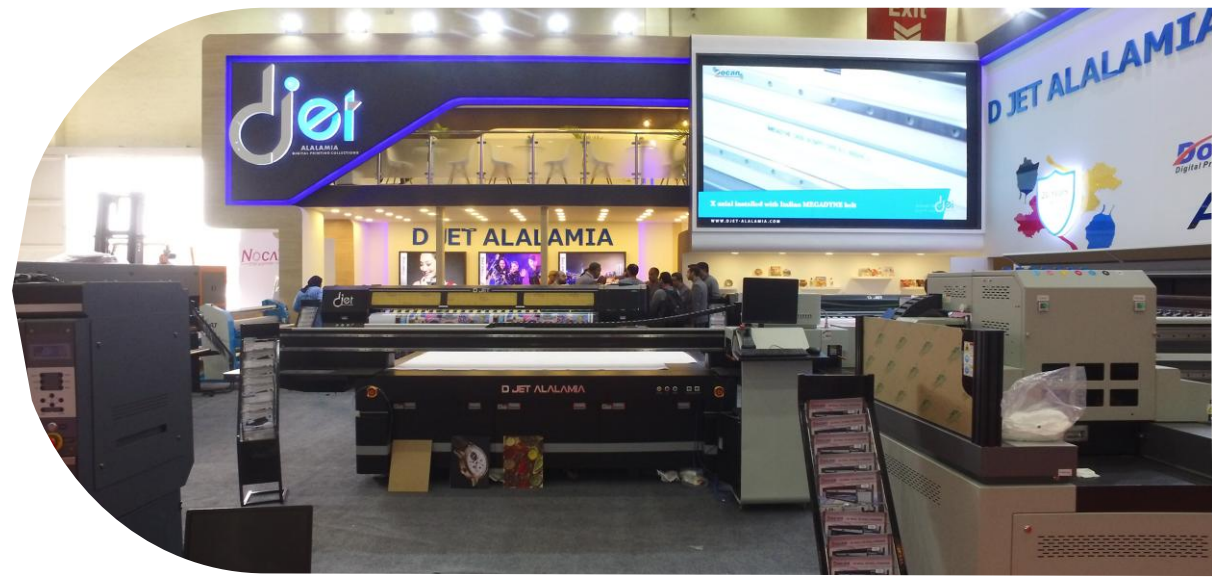




Kiosk Design & Fast Fit-out

CFC Mall, Cairo, Egypt



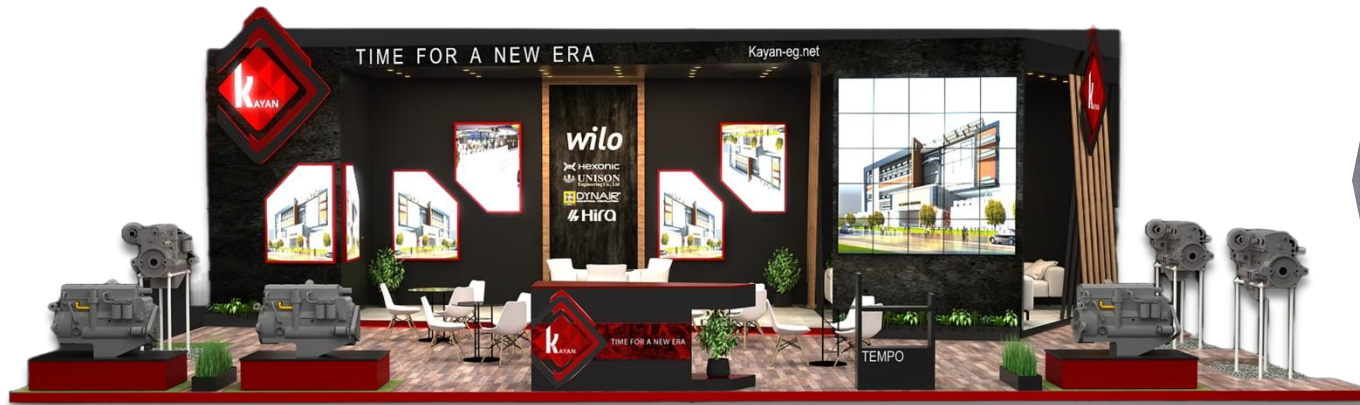


Booth Design & Fast Fit-out

Digi Sign Expo 2020

EECA, Cairo, Egypt





Booth Design & Fast Fit-out

HVAC Exhibition 2022

EECA, Cairo, Egypt





Booth Design & Fast Fit-out

Next Move Exhibition 2021

EECA, Cairo, Egypt



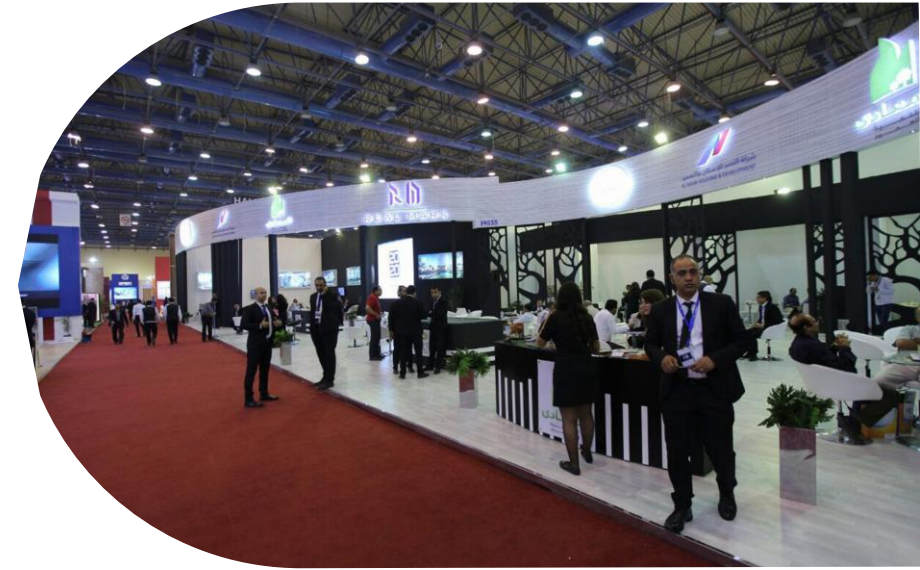


Booth Design & Fast Fit-out

Egyps Exhibition 2023

EECA, Cairo, Egypt





Booth Design & Fast Fit-out

Al-Ahram Aqari Exhibition 2017

EECA, Cairo, Egypt





Booth Design & Fast Fit-out

Paper ME Exhibition 2024

EECA, Cairo, Egypt





Booth Design & Fast Fit-out

BIG5 Exhibition 2024

EECA, Cairo, Egypt





THE DRESS.
2012
Everyday Fashion

Booth Design & Fast Fit-out

Cairo Fashion Show 2023

CICEC, Cairo, Egypt





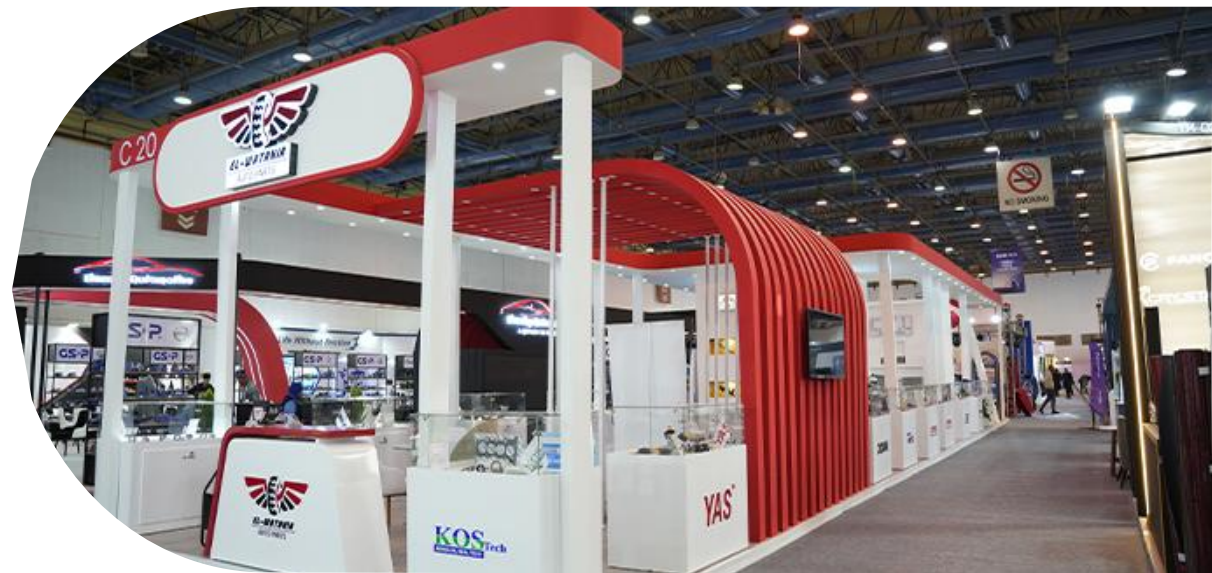
TINOX

Booth Design & Fast Fit-out

Coating Show Expo 2023

EECA, Cairo, Egypt



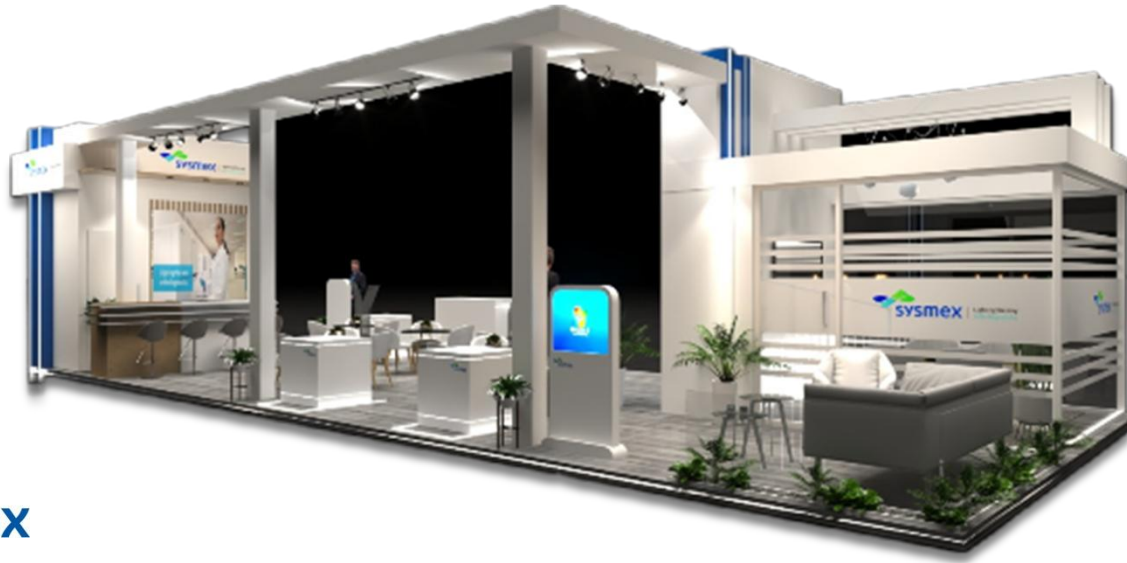


Booth Design & Fast Fit-out

Autotech 2024

CICEC, Cairo, Egypt





Booth Design & Fast Fit-out

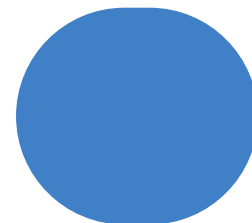
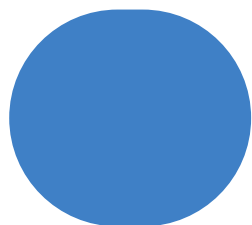
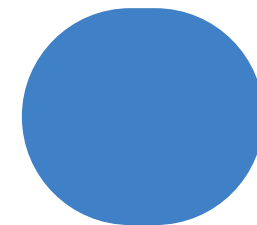
Al-Ahram Aqari Exhibition 2017

EECA, Cairo, Egypt





More Than
1,000 Projects
And Still Growing Up...





Contact Us



Your questions and feedback matter to us. Use the contact below, and our team will promptly assist you.

We appreciate your support and look forward to **your message!**



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