

## ONE STOP SHOP **EVENT** SOLUTIONS

## WE DO MUCH MORE

WE PROVIDE NOT ONLY SERVICES AND INNOVATIVE TECHNOLOGIES, WE CREATE UNFORGETTABLE MEMORIES

## FOUNDERS WORDS

### Dear Colleagues & Partners,

Ever since the creation of our company, we have never stopped evolving. We have developed not only our skills and portfolio, but also our capability to deliver extraordinary events that leave unforgettable memories. Events that make a difference.

Our goals are to create and implement remarkable and inspiring events, where the concept provokes all senses and each tiny detail has a profound meaning.

Nevena & Kaloyan Todorov



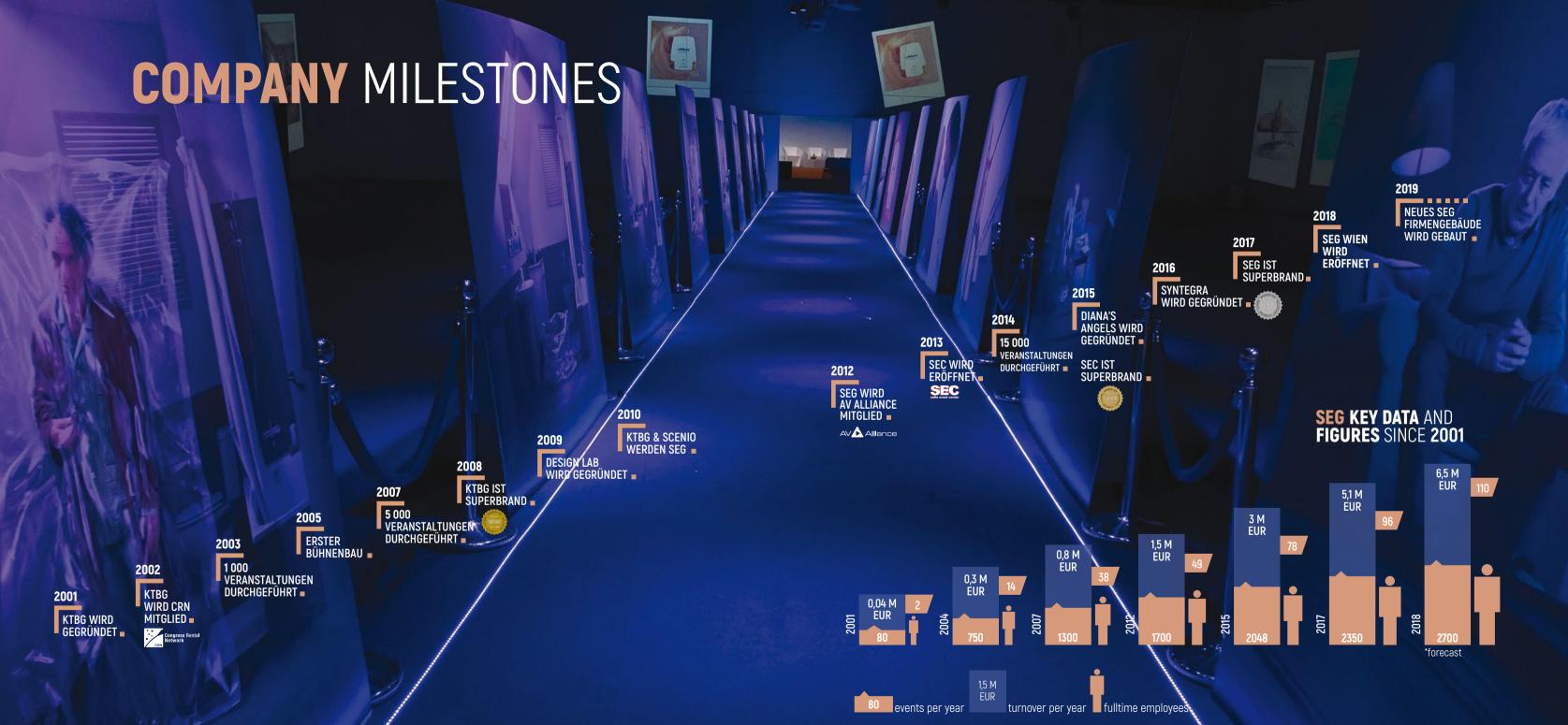
# **SEG BUSINESS**

WE HAVE ESTABLISHED A GROUP OF 8 COMPANIES SPECIALIZED IN DELIVERING TOOLS AND EXPERTISE FOR REACHING THE BEST

## **SEG** CORPORATE IDENTITY **EVOLUTION**







**SEG** is exclusive member for Bulgaria of:



AV Alliance is a global network of leading special event equipment rental companies. Almost all members of the AV Alliance are local market leaders and provide the service

"one-stop shop" for the support of special events. The membership in AV Alliance is # limited and strictly controlled. It includes only companies that meet the highest standards of the organization.

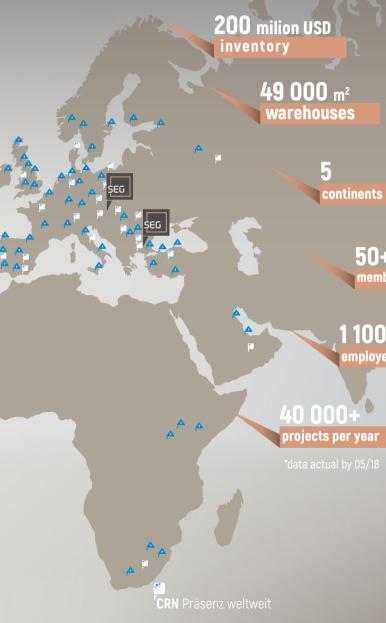
#### SEG is member of:

6 Deutsch-Bulgarische Industrie-und Handelskammer Германо-Българска индустриално-търговска камара

The German-Bulgarian Chamber of Commerce and Industry (GBITC) - AHK Bulgarien is the first and the main partner of representatives of the German business in Bulgaria. The goal of the Chamber is to create a platform for contacts, partnerships and exchange between German and Bulgarian companies, to open new opportunities for successful business and to provide a wide range of services to meet the expectations of its German, Bulgarian and international members and customers.



## TRULY GLOBAL



**SEG** is exclusive member for Bulgaria of:

Congress Rental Network

www.congressrentalnetwork.com

Congress Rental Network (CRN) is a worldwide network of top-quality companies offering the latest Bosch congress equipment for rent. CRN caters to any event where A/V equipment and support personnel are required. The best Bosch congress systems and peripheral equipment are used for maximum efficiency, optimum control and perfect sound reproduction.

**SEG** is member of:

#### BULGARIAN CONVENTION **BUREAU**

The Bulgarian Convention Bureau has been established on April 12, 2016. It is a national project that aims to develop and promote Bulgaria as a sustainable destination for conducting significant international events. The Bureau is a neutral partner and first contact for anyone, who is planning a MICE event in Bulgaria.

50+ members

1100

## SEG IN NUMBERS



**30+** Transport Fleet **30 000+** Events done since 2001

DIGITA

**10 000+** Seating Furniture



















WE HAVE THE EQUIPMENT AND EXPERTISE TO TRANSFORM WE ARE PROFESSIONALS THAT WILL SERVE YOU FROM

WE ARE TRANSPARENT IN BUDGETS AND FAST IN RESPONSE

## **BE** CONVINCED

## **YOUR ONE STOP SHOP** EVENT SOLUTION COMPANY

SEG IS ONE OF THE FEW COMPANIES IN EUROPE, THAT COVERS ALMOST ALL ASPECTS OF THE EVENT INDUSTRY AND LOGISTICS.



KOMM & IT

TECHNISCHER SUPDORY

EVENT-VISUALISIERUNG 20 8-50

VERANSTALTUNGSKONLEPTE

INTERAKTIVE LÖSUNGEN

AV SET AUDIT

TRANSPORT

AUFBAU & DERIG

PLANUNG & PROJEKT MANAGENEHL

INVIDUELLE

MAPPING

KUNDENLÖSUNGEN

ANIMATION

STROM

VIDEO

# AUDIO VISUAL

WE USE THE LATEST TECHNOLOGIES TO CREATE UNFORGETTABLE EXPERIENCES THROUGH SPECTACULAR VISUALS, PROJECTION MAPPING, HIGHEST QUALITY SOUND EQUIPMENT, PERFECT LIGHTING SYSTEMS AND RESPONSIVE CONTENT.



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# PRODUCTION

OUR TEAM IS PROFESSIONAL IN USING PRE&POST PRODUCTION, GRAPHICS PREPRESS TOOLS, ETC.







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TASTE THE FEELING

## **SCENIC** SOLUTION

6130

WE SUPPLY CUSTOMIZED CORPORATE SET DESIGN THAT MEETS ANY SPECIFIC EVENT REQUIREMENTS - DIFFERENT VARIETIES OF BACKDROPS, ILLUMINATED PLATFORMS, PHOTOCALLS, WEDDING DECORS, ETC.



# EXPOBOOTHS (ACCOUNT) (ACCO

YOUR NEXT EXHIBITION STAND WIL FOR YOUR PERSONAL NEEDS.



YOUR NEXT EXHIBITION STAND WILL BE SPECIALLY DESIGNED AND CONSTRUCTED

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**VERSARY** 

WE CREATE THE FINAL TOUCH OF ANY EVENT. THE MASTERPIECE THAT GIVES THE MOST IMMACULATE LOOK AND BRINGS MEMORABLE FEELINGS WHEN BEAUTY MATTERS.

**EVENT** DÉCOR

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# SYSTEM INTEGRATION

WE OFFER MARKET-ORIENTED PRODUCT LINES OF STATE OF THE ART TECHNOLOGIES. WE GUARANTEE THAT THE SYSTEMS WE BUILD WILL WORK PROPERLY OVER THE YEARS, LARGELY DUE TO THE QUALITY OF THE BRANDS WE WORK WITH.

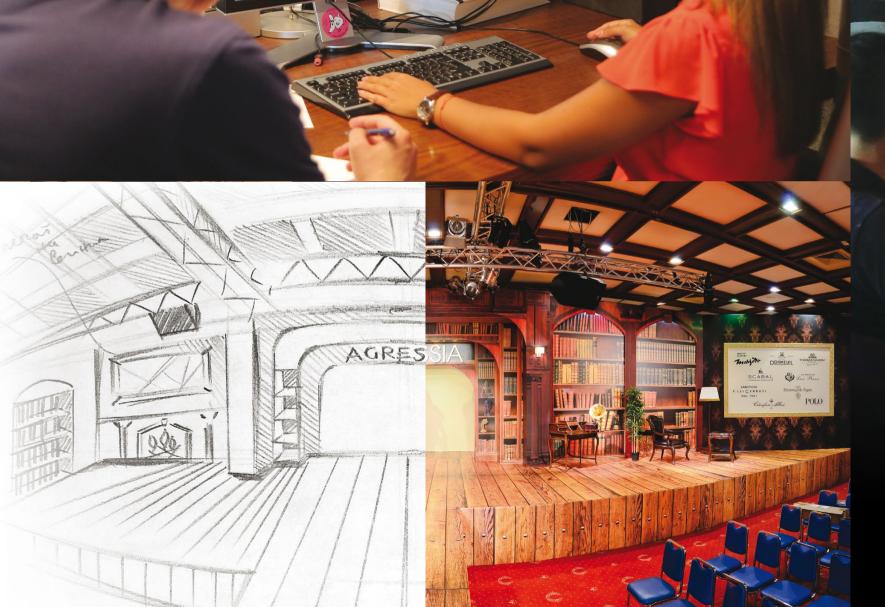




DECORATIONS AND 5 STAR SERVICE.

50 anniversary

## WE OWN ONE OF THE LARGEST AND THE MOST UNIQUE MULTIFUNCTIONAL VENUES IN BULGARIA - SOFIA EVENT CENTER. SEC IS FULLY EQUIPPED WITH THE LATEST TRENDS IN AV TECHNOLOGIES AND OFFERS PERFECT STAGE DESIGNS, WORLD CLASS



## **DESIGN** LAB

WE CREATE CONCEPTS AND 3D VISUALISATIONS OF OUR PROJECTS THAT HELP OUR CLIENTS IMAGINE THEIR EVENT. OUR TEAM IS PROFICIENT IN USING 3D RENDERINGS, CAD DRAWINGS, ETC.

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## **LOGISTIC OPERATIONS** & INVENTORY

FROM OPERATIONAL PLANNING TO DELIVERY, OUR LOGISTICS TEAM IS INVOLVED IN ALL ASPECTS OF THE EVENT PREPARATION PROCESS. WE HAVE A LARGE RANGE OF INVENTORY, REACHING MORE THAN 300,000 ITEMS AND OVER 1,500 DIFFERENT KINDS OF EQUIPMENT, FURNITURE, DECORATION ELEMENTS AND SET STAGING, ALL STORED IN A MORE THAN 6,000 M<sup>2</sup> WAREHOUSE.

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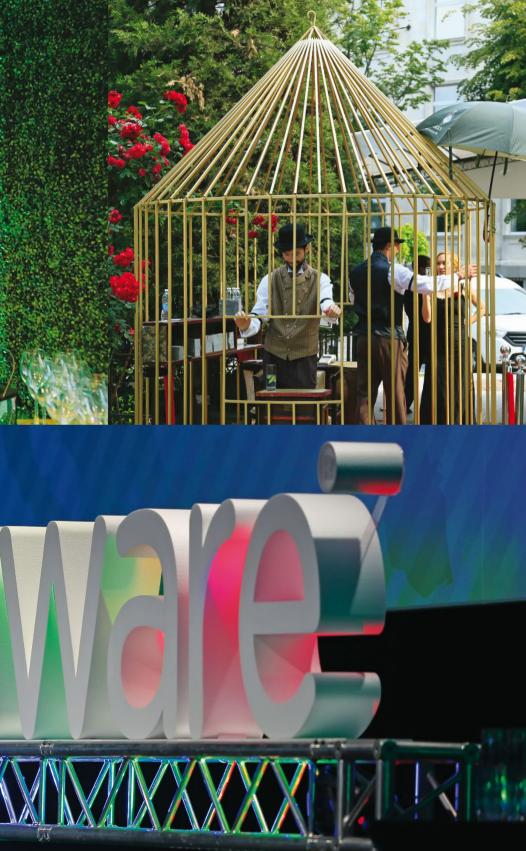
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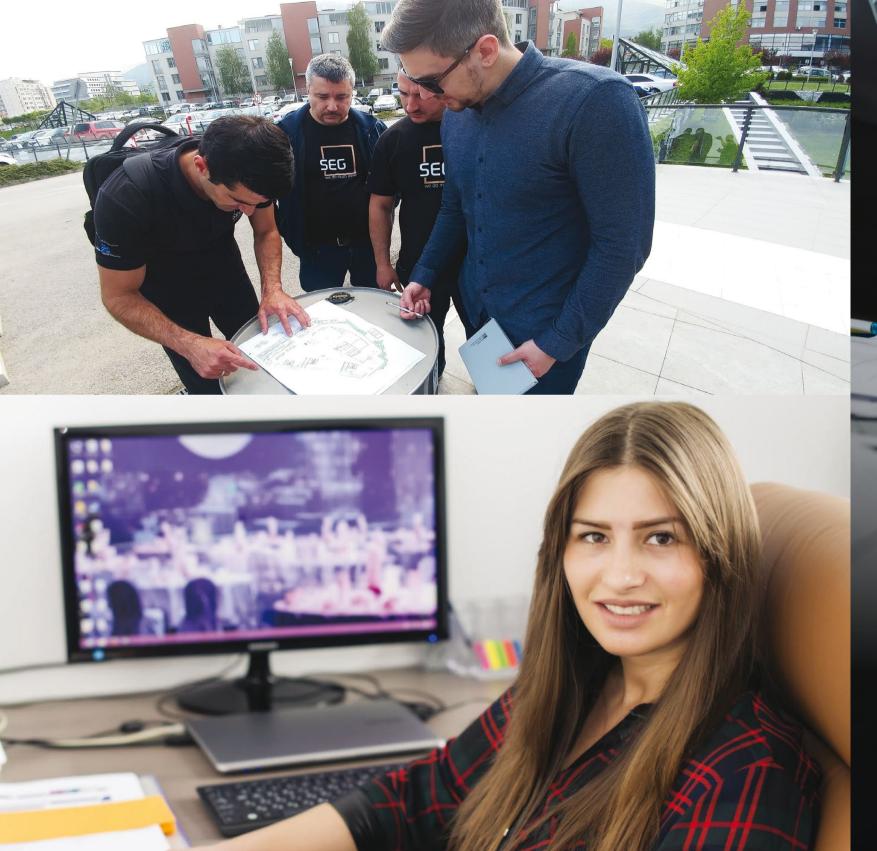
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# **INSTALLATIONS & BRANDING**

WE WILL ADVISE, CUSTOMIZE AND IMPLEMENT PERSONALIZED SOLUTIONS THAT PRODUCE SOLID RESULTS ACCORDING TO YOUR REQUIREMENTS.

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# **PROJECT** MANAGEMENT

WHETHER YOU ARE A GLOBAL COMPANY OR A LOCAL BUSINESS WITH BIG GOALS, WE MAKE SURE THAT YOU RECEIVE PERSONAL SERVICE BY OUR DEDICATED PROJECT MANAGERS. WE WILL RESPOND ON INCOMING RFPS WITHIN HOURS. WE WILL REPLY TO ANY MULTILINGUAL INQUIRY WITH TRANSPARENT AND DETAILED QUOTES, INCLUDING A TECHNICAL FLOOR PLAN AND A 3D PROJECT VISUALIZATION. WE ARE FLUENT IN ENGLISH, GERMAN AND BULGARIAN.



### COMMITMENT

## Project details

## DBC Annual Sales Conference

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s Qty	Sound
1.1 1	Sound Digital mixing console Yamaha LS9-32 32 Ch in 16 Ch out AVADM100 Power amplifier 4 ch Dynacord DSA 8405 Power amplifier 4 ch Dynacord DSA 8405
.1.2 2	A x 500 W AVAPM252
113 8	Control States and Control States
114 4	Wireless microphone hand type Seture Wireless microphone tie/headset type Sennheiser Ew100-300 wireless microphone tie/headset type Sennheiser Ew100-300
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## THE QUOTES TRANSPARENT & DETAILED

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OUR QUOTES ARE FULLY TRANSPARENT AND VERY DETAILED, CONSISTING OF PRODUCT INFORMATION INCLUDING BRAND, MODEL, SINGLE RATE, SPECIFICATIONS, DAILY AND WEEKLY RATES, CLEAR PROJECT CONDITIONS AND CONFIRMATION DEADLINES. THERE ARE NO HIDDEN COSTS OR UNCLEAR TERMS. WE SEND OUT QUOTES IN ENGLISH, GERMAN AND BULGARIAN LANGUAGES.

## THE TEAM

WE ARE PROFESSIONAL, RELIABLE, CREATIVE, FLEXIBLE AND DEDICATED. THE SEG TEAM CONSISTS OF: PROJECT MANAGERS, AV ENGINEERS, LOGISTICS MANAGERS, PHOTOGRAPHERS, CAMERAMEN, DESIGNERS, DECORATORS, WELDERS, SET STAGE ENGINEERS, WAITRESSES, INTERNS AND MUCH MORE.

WE do much more



## SEG LOGISTIC & WORK HUB OUR NEW HOME

WE HAVE CREATED OUR NEW CORPORATE HOME, SET OUT ON MORE THAN 8,000 SQUARE METERS, ACCOMMODATING ALL OF OUR LOGISTICS OPERATIONS – OPEN OFFICE, CONFERENCE HALLS, DESIGN LAB, SHOWROOM, ZEN TERRACE, RELAX ZONES, PLAYGROUNDS, GREEN GARDEN, PRODUCTION AND REPAIR SHOPS, MEDIA AND PRINT SHOPS, ALL UNDER ONE ROOF.





## THINKING OF FUTURE GENERATIONS

WE HAVE A CLEAR VISION ABOUT A FUTURE, WHERE OUR BUSINESS HAS A SMALLER IMPACT ON THE ENVIRONMENT. WE DO OUR BEST TO REDUCE THE NEGATIVE IMPACT ON THE ENVIRONMENT AND TO INCREASE THE POSITIVE BENEFITS BY INVESTING IN ECO-FRIENDLY BMS SYSTEMS IN ALL OF OUR LOCATIONS. OUR BUSINESS PROCESSES HAVE BEEN MODIFIED TO BRING SIGNIFICANT SAVINGS-THROUGH DIGITIZATION OF CORRESPONDENCE, EFFICIENCY IN TRANSPORT, PLANNING AND INVESTING IN GREENER TECHNOLOGIES. WE ARE USING RECYCLABLE AND MULTI-USAGE MATERIALS FOR THE STAGING, DECORS AND EXHIBITION CONSTRUCTIONS. WE ARE USING ENERGY SAVING LED LIGHTS AND LASER TECHNOLOGIES.

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ПЪРВИТЕ

В БИЗНЕСА

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ОТВЪТРЕ

## ПЪРВИТЕ В БИЗНЕСА ПОГЛЕД ОТВЪТРЕ

2015

THE REAL



### **THINK GREEN**



# SEG SERVICES CATALOGUE

https://seg.live/web/files/catalog.pdf?v=2018

Unilumin

WE HAVE DEVELOPED A FULL SERVICE CATALOGUE WITH DETAILED DESCRIPTIONS OF ALL KINDS OF EQUIPMENT AND SERVICES WE OFFER. THE CATALOGUE IS AVAILABLE ONLINE AT SEG.LIVE OR VIA THE QR CODE. IT IS UPDATED REGULARLY, SO GET THE LATEST VERSION.

# SEG we do much more

SEG

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Our Specio Tishirt I diJon

## SEG MERCHANDISE

GET ONE OR EVEN MORE PIECES OF OUR LEGENDARY T-SHIRT COLLECTION, CREATED WITH PASSION EQUAL TO OUR IDENTITY.

> \*\*\*\*\* AUTHENTIC PROBLEM SOLVING MASTER

5EG



EVENT CREATORS SINCE 2001

SEG



5EG

RUN SEG

## WE DO MUCH MORE **FOR OUR CLIENTS**





A Hotel Marinela SOFIA



NATIONAL PALACE OF CULTURE



**UniCredit Bulbank** 

















abbvie



Prem<u>ier</u> Iours

КРМС







## A SELECTION OF SOME OF THEM





**Hewlett Packard** Enterprise

:economedia



AVON

AMERICA FOR
BULGARIA
FOUNDATION











**U** NOVARTIS



## SEG CORPORATE DESIGN

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THE BEST

IS YET

TO COME

Coca-Cola HBC Leadership Conference - Sofia 2014





SEG SRECIAL PROJECTS

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CBEUHL

## revolution + innovation = ?



# SEG IN THE DETAIL

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SEG HEADQUARTER SOFIA, BULGARIA PARADISE CENTER, FLOOR 3





## SEG VIENNA OFFICE DC TOWER, FLOOR 30



#### **SEG BULGARIA**

121

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#### **SEG AUSTRIA**

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