



COMPANY

PORTFOLIO

2026

Exhibition & Event Management
Design · Build · Execute

50+

Projects

10+

Countries

squareexstudios.com

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ABOUT US

WHO WE ARE



Building Worlds. Delivering Impact.

SquareEx Studios is a full-service exhibition and event management company specialising in end-to-end design, fabrication, and execution of trade show stalls, brand activations, corporate events, and experiential marketing.

From concept sketches to the final nail, our integrated team delivers precision-built environments that turn heads and drive business — on time, within budget, beyond expectations.

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50+

Projects Delivered

10+

Countries Served

MISSION, VISION & VALUES



THE PILLARS WE BUILD ON

OUR MISSION

Deliver world-class exhibition spaces that amplify client brand identity — on time, within budget, beyond expectations.

OUR VISION

Become the most trusted exhibition partner across Asia and the Middle East, recognised for design excellence and flawless execution.

CORE VALUES



PRECISION

Zero tolerance for error — every measurement, every joint.



INNOVATION

Pushing materials and spatial design beyond the ordinary.



INTEGRITY

Transparent timelines, honest costings, reliable delivery.



IMPACT

Environments engineered to create lasting brand impressions.

OUR SERVICES



SIX INTEGRATED DISCIPLINES — ONE SEAMLESS PARTNER

01



Wood Structure Stalls

Custom-fabricated timber stalls for any floor plan

02



Shell Scheme Stalls

Premium branded environments from standard shells

03



Events & Stages

End-to-end production for 50 to 5,000 delegates

04



3D Graphic Design

Photorealistic renders & animated walkthroughs

05



Website Development

Mobile-first, performance-optimised web builds

06



Digital Marketing

Exhibition-aligned campaigns across all channels

WOOD STRUCTURE STALLS

SERVICE 01 · CUSTOM FABRICATED TIMBER ENVIRONMENTS



Custom timber stalls that marry structural integrity with tactile warmth. Pre-fabricated, CNC-routed, finished, and flat-packed for efficient site installation.

Material Options: MDF, Plywood, Solid Oak Veneer, Reclaimed Wood

Finish Range: Laminate, Melamine, PU Paint, Natural Oil, Fabric Wrap

Lead Time: 10–21 working days for bespoke builds

Assembly: Demountable knock-down system — reusable across shows

Max Height: Up to 5m with internal steel skeleton reinforcement

Certifications: Fire-retardant treated; venue safety compliant

DELIVERY PROCESS

1

Brief &
Floor Plan

2

3D Concept
Design

3

Client
Sign-off

4

Workshop
Fabrication

5

QC &
Finishing

6

Delivery
& Install

✓ Fully installed, dressed & lit stall — including dismantling post-show

SHELL SCHEME STALLS

SERVICE 02 · PREMIUM BRANDED ENVIRONMENTS



We transform standard contractor-supplied shell schemes into premium branded environments, maximising visual impact through custom graphics, lighting, furniture, and flooring upgrades within venue regulations.

Graphic Systems:

SEG Fabric Frames, Foam-board Prints, Vinyl Wraps, LED Backlit

Lighting:

LED Track, Spotlights, Perimeter Neon — Energy-efficient

Furniture:

Owned rental stock: Counters, Plinths, Seating, Shelving

Flooring:

Carpet Tiles, Interlocking Wood-effect, Raised Platform Options

Signage:

Header Boards, Hanging Signs, Digital Screens, Literature Holders

Compliance:

Works within all major exhibition centre contractor specs

DELIVERY PROCESS

1

Shell
Review

2

Graphic
Design

3

Print
Production

4

Fit-Out
& Dress

5

AV
Integration

6

Show
Support

✓ Brand-consistent shell scheme stall ready from Day 1 of the show

EVENTS & STAGES



SERVICE 03 · FULL PRODUCTION FROM 50 TO 5,000 DELEGATES

End-to-end production covering spatial design, structural staging, AV, lighting design, décor, and on-site event management — for any scale.

Stage Types:

Thrust, End-on, Traverse, In-the-Round, Outdoor Temporary

AV Package:

LED Walls, Projection Mapping, PA Systems, Broadcast Feeds

Lighting:

Automated Moving Heads, LED Wash, GOBO, Truss Rigging

Structural:

Ground-support & Roof Systems; Load Calculations Provided

Event Types:

Award Nights, AGMs, Product Launches, Activations, Roadshows

Crew:

In-house Riggers, AV Technicians, Event Managers, Hostesses

DELIVERY PROCESS

1

Event Brief

2

Concept & Moodboard

3

Technical Drawings

4

Supplier Coordination

5

Build & Rehearsal

6

Live & Strike

✓ Turnkey event production — from venue walk-through to post-event debrief

DIGITAL & DESIGN SERVICES



SERVICES 04 · 05 · 06 — 3D DESIGN · WEB DEVELOPMENT · DIGITAL MARKETING

04



3D Graphic Design

- Photo-realistic 3D renders & 360° VR tours
- Animated walkthroughs in 4K output
- Software: 3ds Max, SketchUp, V-Ray, Adobe Suite
- Turnaround: Renders 3–5 days; Animations 7–10 days
- Up to 3 revision rounds per standard package

05



Website Development

- React/Next.js, WordPress, Webflow — scoped per project
- 90+ Lighthouse scores — Core Web Vitals optimised
- CMS integration: Headless, WordPress, Webflow Editor
- CRM, payment gateways, event registration platforms
- 30-day post-launch support + CMS training

06



Digital Marketing

- Meta Ads, Google Ads (Search + Display), LinkedIn
- Content creation, live event coverage, short-form video
- Email drip sequences & WhatsApp broadcast campaigns
- GA4 dashboards, ad performance & ROI reporting
- Exhibition-calendar aligned — pre, live & post-show

GLOBAL PRESENCE

SERVING CLIENTS ACROSS 15+ COUNTRIES



SOUTH ASIA

- India
- Sri Lanka
- Bangladesh
- Nepal

MIDDLE EAST

- UAE
- Saudi Arabia
- Qatar
- Kuwait
- Bahrain
- Oman

SOUTHEAST ASIA

- Singapore
- Malaysia
- Thailand
- Indonesia

OTHER MARKETS

- United Kingdom
- Germany
- China
- South Korea
- Brazil

Venue Types: International Trade Fairs · Hotel Convention Halls · Open-air Festival Grounds · Corporate Atriums · Retail Malls · Government & Defence Expo Pavilions

NOTABLE SHOWS

GITEX · INDEX Dubai · Big 5 · Acetech · India International Trade Fair · Convergence India

PROJECT GALLERY



SELECTED WORKS FROM OUR PORTFOLIO

3D DESIGN

BioExtract
3D Concept Design

SHELL SCHEME

MJ Surgical
ArabHealth — Dubai

WOOD STRUCTURE

MI (Creative Design)
International Expo

SHELL SCHEME

EPIC Medics
GITEX Dubai

WOOD STRUCTURE

Bonetech
Medical Trade Fair

CUSTOM STALL

Novaprom
Food Ingredients Expo

View full gallery at squareexstudios.com/gallery

WHY CHOOSE US

THE SQUAREX DIFFERENCE



Single-Source Partner



Design, fabricate, install, market — one team, one contract, zero coordination overhead.

In-House Fabrication



Our own 15,000 sq ft workshop eliminates sub-contractor delays and quality variance.

Dedicated PMs



24/7 site WhatsApp updates and milestone dashboards per project.

Proprietary Stock



Owned panels, furniture, and lighting reduce rental costs and lead times.

Flexible Budgets



Solutions from lean shell-scheme upgrades to multi-storey custom pavilions.

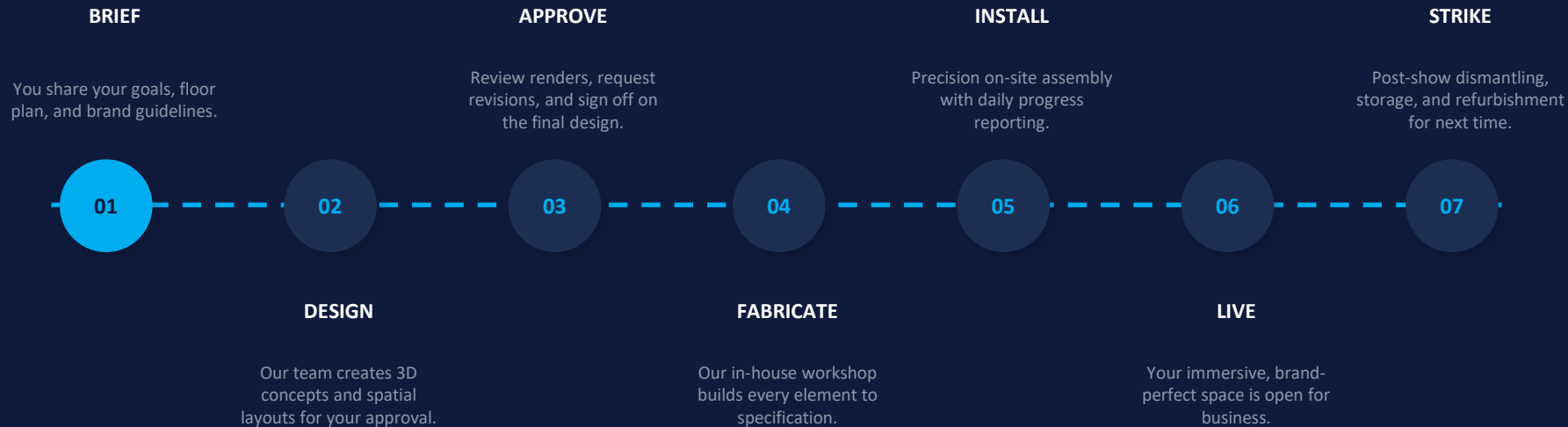
Post-Show Support



Dismantling, warehousing, refurbishment, and storage for re-use.

OUR DELIVERY PROCESS

HOW WE BRING YOUR VISION TO LIFE



From first brief to post-show storage — we are your single, trusted partner every step of the way.



LET'S BUILD SOMETHING EXTRAORDINARY TOGETHER

Tell us your brief — we respond within 24 hours with initial ideas and a budget estimate.

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