



REVIVE
Madinat jumeirah - arena

JUMEIRAH
MADINAT JUMEIRAH

X

M2L
CONCEPTS

TABLE

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01. COMPANY PROFILE

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An aerial view of a bustling outdoor market. The market is filled with numerous colorful stalls and kiosks, many of which are constructed from repurposed shipping containers in shades of red, yellow, and blue. People are seen walking through the market, sitting at tables, and interacting with the vendors. The background shows modern city buildings under a clear sky.

COMPANY PROFILE

Events & Entertainment Solutions

M2L

C O N C E P T S

WHO WE ARE?

As an interactive leisure and entertainment company, it is our vision to enhance the world we live, work, and play in.

We help clients all around the world innovate their businesses by creating inspiring experiences and developing iconic spaces.

M2L MISSION
WE CREATE
WE OVERCOME
WE PUSH
WE CHALLENGE
WE SUPPORT
WE CONNECT

TO CONNECT AND INSPIRE THROUGH MEANINGFUL, MEMORABLE EXPERIENCES.
TRANSFORMATIVE MOMENTS THROUGH PHYSICAL AND DIGITAL INTERACTIONS.
OBSTACLES TO ACHIEVE GREATER LEVELS OF ENGAGEMENT FOR OUR CLIENTS.
ENTERPRISES TO THE NEXT LEVEL TELLING THEIR STORIES THROUGH IMMERSIVE EXPERIENCES.
THE MIND TO BREAK DOWN BARRIERS.
THE UNCONVENTIONAL BY MAKING GREAT IDEAS THE NEW NORM.
PEOPLE, CULTURE, AND TECHNOLOGY.



WHAT WE DO?

Entertainment



M2L Concepts by Ayana Holding aims at pushing the boundaries of creativity, imagination, entertainment and technology.

We craft immersive experiences that seamlessly traverse the digital and physical worlds.

OUTDOOR ENTERTAINMENT

- CLIMBING WALLS
- ZIP LINES
- WATER EXHIBITS
- OBSTACLE COURSES
- SPORTING EVENTS
- BMX/SKATE PARKS
- ADVENTURE PARKS
- BESPOKE PLAYGROUNDS

INDOOR ENTERTAINMENT

- MIXED REALITY (XR)
- VIRTUAL REALITY (VR)
- AUGMENTED REALITY (AR)
- LOCATION-BASED ENTERTAINMENT
- INTERACTIVE PARKS
- INDOOR ROLLERCOASTERS
- PLAYGROUNDS/SOFT PLAY
- INDOOR THEME PARKS
- FAMILY ENTERTAINMENT CENTRE
- 'EDUTAINMENT' CONCEPTS

WHAT WE DO?

Event Management

Connecting creativity, innovation and culture, Bringing events to the next level with unparalleled impressions and seamless planning. M2L, which stands for My Second Life, aims to empower each guest to disconnect from the mundane day to day, and explore unique event experiences.

OUR SERVICES

ENTERTAINMENT & LIVE
SHOWS

CORPORATE EVENT PLANNING

FAMILY EVENTS

SOCIAL EVENTS

MALL AND RETAIL

ACTIVATIONS

EXHIBITION DESIGN

LIGHTING AND SPECIAL
EFFECTS

AUDIO VISUAL SET UP

PHOTOGRAPHY AND

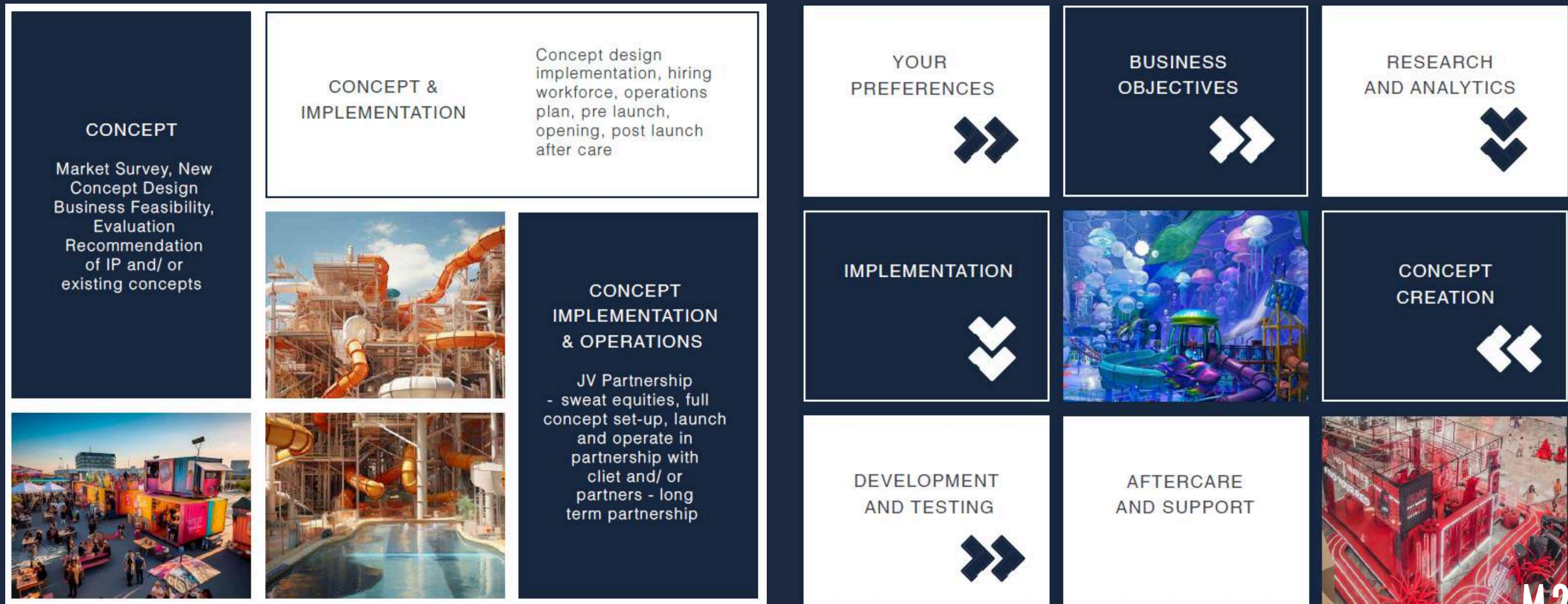
VIDEOGRAPHY

MARKETING, BRANDING,

STRATEGY



HOW WE DO IT?



OUR PAST EVENTS

Glimpses



WINTER DISTRICT

RAMADAN DISTRICT

THE HEART OF EUROPE WINTER ACTIVATION

ST. REGIS GARDENS WINTER ACTIVATION

M2L MARKET

BYN BATTLE

MINISTRY OF EDUCATION ACTIVATION

ABU DHABI INTERNATIONAL BOOK FAIR



M2L
CONCEPTS

Ramadan District

Jumeirah Emirates
Towers

F&B | Shopping
Art | Leisure |
Temporary
Activations | Live
Performances



M2L
CONCEPTS

Winter District

Jumeirah Emirates
Towers

F&B | Shopping
Art | Leisure |
Temporary
Activations | Live
Performances



M2L
CONCEPTS

**1 Billion Followers
Summit**

Food and Beverage
outlets

Co-organizer



M2L
CONCEPTS

Abu Dhabi National
Book Fair
ADNEC

Education | Shopping |
Digital Activations Events

An aerial photograph of a traditional Middle Eastern city, likely Dubai, featuring a winding canal, palm trees, and historic-style buildings. The Burj Al Arab is visible in the background. The image is overlaid with a dark blue gradient and white text.

PROJECT

Overview

M2L

C O N C E P T S

REVIVE

Your Ultimate Journey to Selfcare

A dynamic and immersive event that celebrates fitness, self-care, wellness, creativity & innovation. With multiple zones designed to engage attendees and provide valuable experiences across various domains, this event presents an unparalleled opportunity for brands to showcase their products and services to a diverse audience of health, well-being, and lifestyle enthusiasts.

Date: 12 - 28 July 2024

Location: Arena, Madinat Jumeirah.

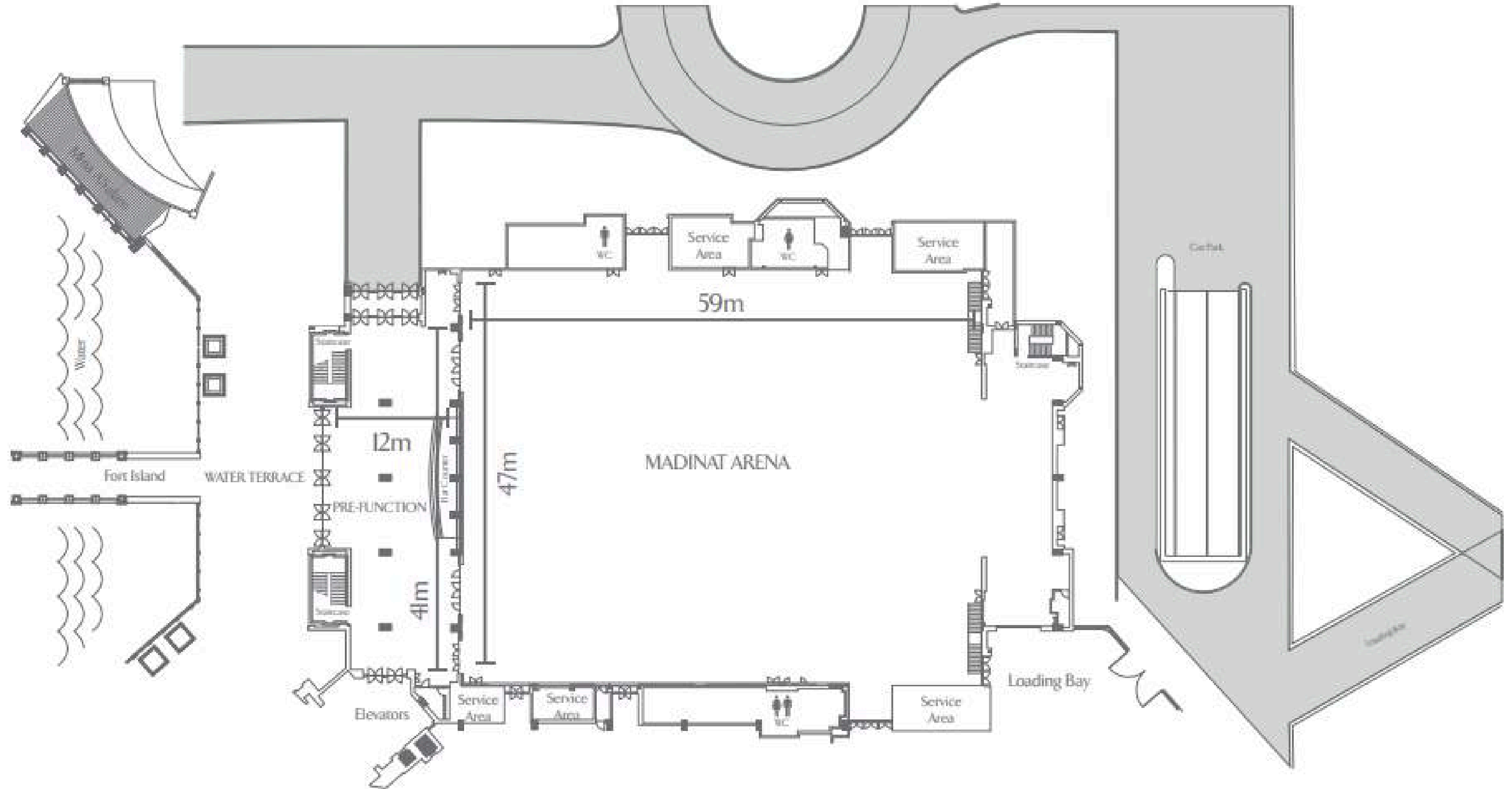


M2L
CONCEPTS

EVENT *Location*



MADINAT JUMEIRAH



 **ARENA / MADINAT JUMEIRAH**

LAYOUT DESIGN

COLOR ZONING:

- STAGE
- ENTRANCES
- WASHROOMS
- FIRE EXITS
- SPONSORS ACT. AREA
- RETAIL ACTIVATIONS
- FOOD & BEVERAGE
- KIDS WORKSHOPS

RETAIL ACTIVATIONS AREA

- Large booth 8x6m
- Small booth 4x3m

FOOD & BEVERAGE AREA

- Food truck 7x4m
- Food kiosk 3x3m



BOOTH FEE STRUCTURE

RETAIL ACTIVATIONS AREA



FOOD & BEVERAGE AREA



NOTES :

- ***Kiosks / activations design and production to be provided by vendor (Organizer can support, additional costs may be involved).***
- ***On a need basis, spaces can be customized based on mutual agreement between vendor & organizer.***
- ***Designs to be approved by M2L Concepts & Madinat Jumeirah.***

LOOK & FEEL



Stage for fitness / wellness / activation sessions



Sponsors Zone A



Sponsors Zone B



Both sponsors zones overlook the main stage and main activation area offering a premium location on the floor plan.



Fitness & Wellness activations.

**Refer to NOTES on Booth Fee Slide*



Apparel, Skin care & Self care brands activations.

****Refer to NOTES on Booth Fee Slide***



Food & Beverage kiosks & truck offering nutritious meals.

**Refer to NOTES on Booth Fee Slide*



REVIVE

Key Components

Your Ultimate Journey to Selfcare.

01. FITNESS

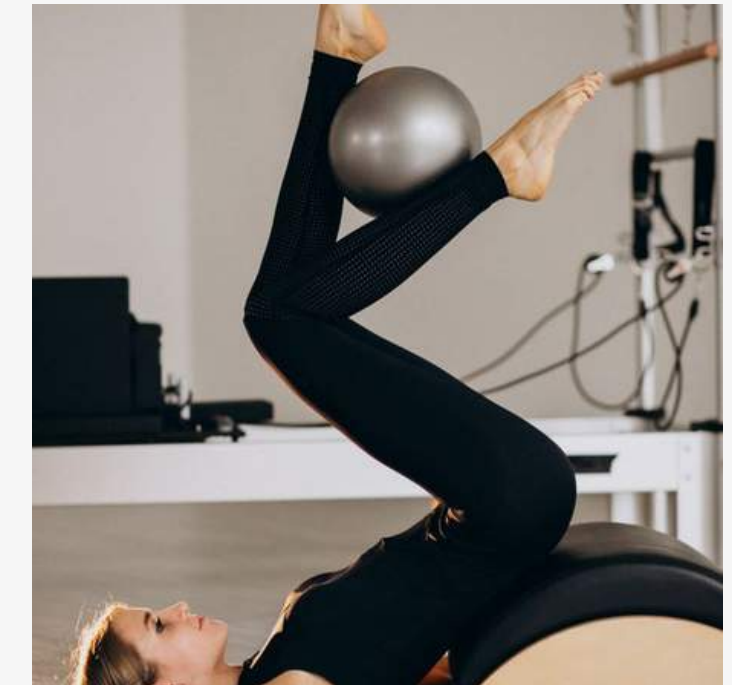
Zone

A space dedicated to fitness workshops, classes, and demonstrations, offering opportunities for fitness brands to showcase their products and engage with attendees seeking to enhance their physical well-being:

- Fitness Workshops / Sessions – Yoga, HIIT, Pilates, Zumba & more...
- Activations to engage attendees in fitness demos.
- Innovations & best models of fitness accessories, athleisure wear & training equipment.
- Showcase leading fitness brands in the region.



YOGA



PILATES



HIIT



DANCE

02. WELLNESS

Space

Featuring seminars, talks, and demonstrations on nutrition, stress management, mental health, and holistic healing practices, providing wellness brands with a platform to share their expertise and promote their offerings.

- Wellness Seminars and Talks - Nutrition, Stress management, Mental health & more...
- Holistic healing practices - Sound healing, Meditation, Cacao, Aromatherapy & more...
- Trending & effective wellness products & accessories.
- Showcase brands excelling in the industry in wellness through practices or products or innovations.



HOLISTIC PRACTISES



AROMATHERAPY



SOUND HEALING



NUTRITION

03. SKINCARE

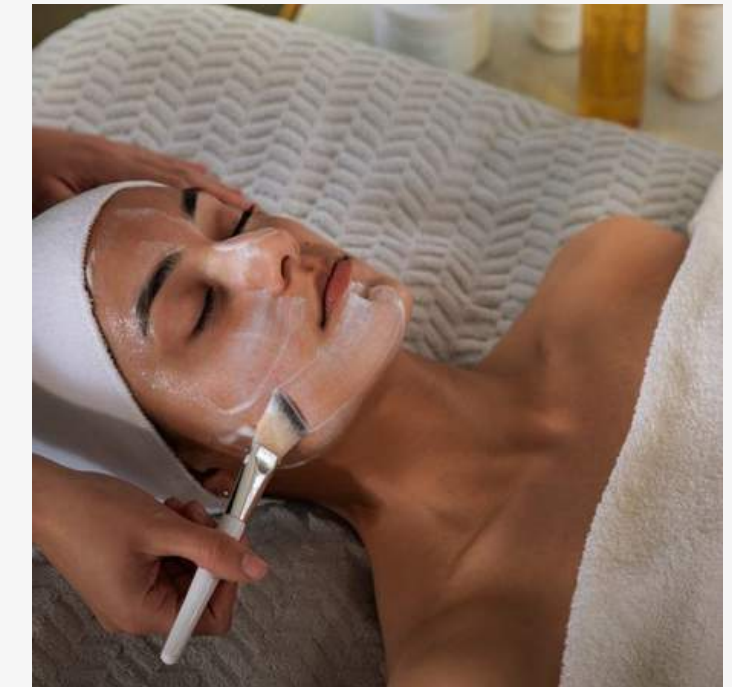
Lounge

Offering consultations, facial treatments, and product testing, allowing brands to connect with attendees and provide personalized skincare solutions.

- Skincare consultations and demonstrations by experts.
- Facial treatments, product testing and device demonstrations.
- Bringing in the new age in beauty & makeup through sustainable skin care solutions.
- Showcase leading brands that are bringing impactful solutions for skincare for all groups of people.



CONSULTATIONS



FACIALS



BRANDS ACTIVATIONS



LATEST DEVICES

04.VENDOR Exhibition

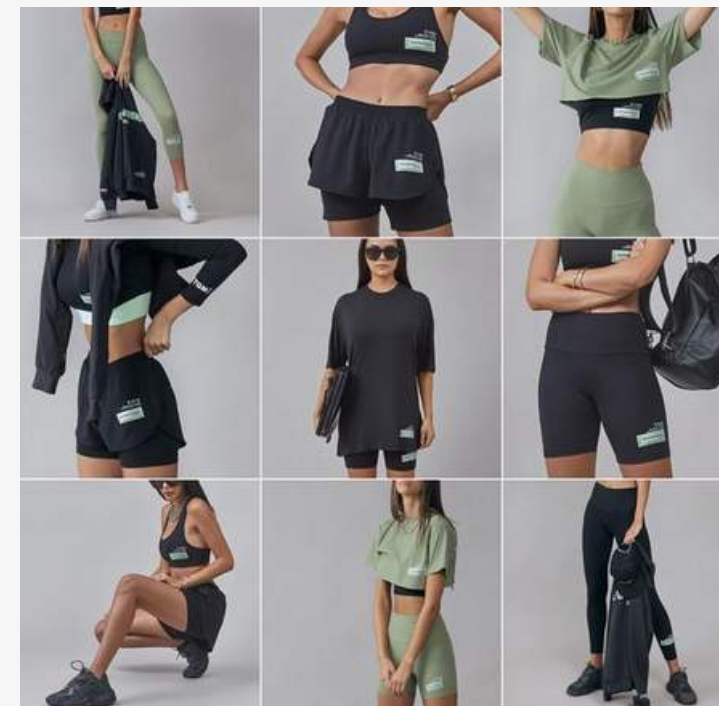
- An exhibitor space featuring booths from fitness, wellness, and skincare brands, offering product sampling, demonstrations, and promotional offers to engage attendees.
- Attendees can explore a wide range of offerings, from activewear apparel to fitness equipment to skincare products to wellness accessories.
- Providing brands with opportunities for experiential marketing and brand activation.



RETAIL // SKINCARE



RETAIL // LIFESTYLE



RETAIL // ACTIVEWEAR



RETAIL // WELLNESS

05. FOOD & Beverage

Providing attendees with nourishing options such as healthy choices for everyday dishes, nutritious meal plans, smoothies, protein snacks, plant-based foods - presenting food and beverage brands with opportunities to promote healthier eating choices while maintaining great taste & experience.



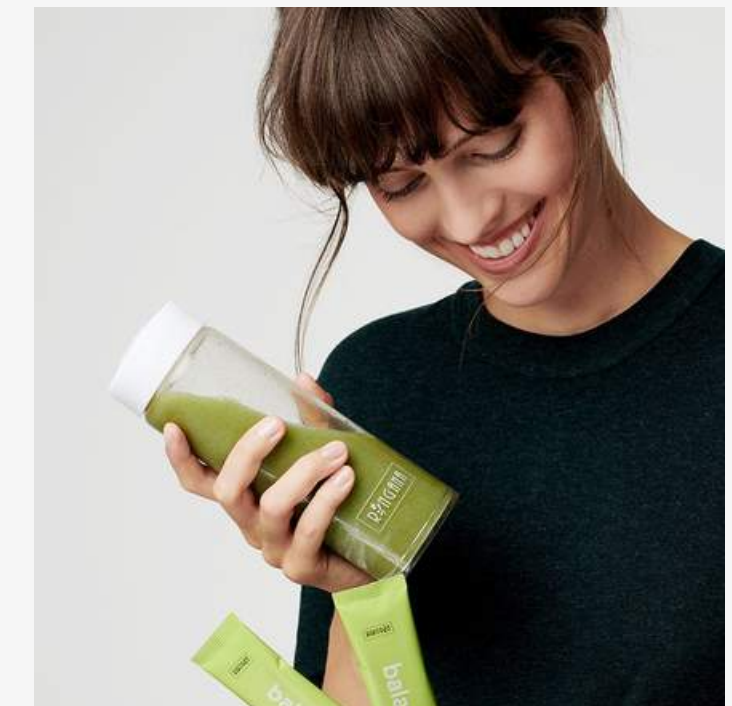
JUICE BAR



HEALTHY SNACKS



SALAD BAR



HEALTH SUPPLEMENTS

06. CREATIVITY & Expression

Offering art workshops, creative expression classes, DIY craft activities, and the unique Yoga Rave experience, inviting brands to engage with attendees through creative and immersive experiences.

- Workshops like art therapy, pottery, creative or DIY craft to encourage self-expression and relaxation
- Yoga Rave is a party like none other in the world, a new concept in fun where the body and mind responds only to the stimulation of music, yoga, dance and meditation.
- Family & children friendly activity zone.



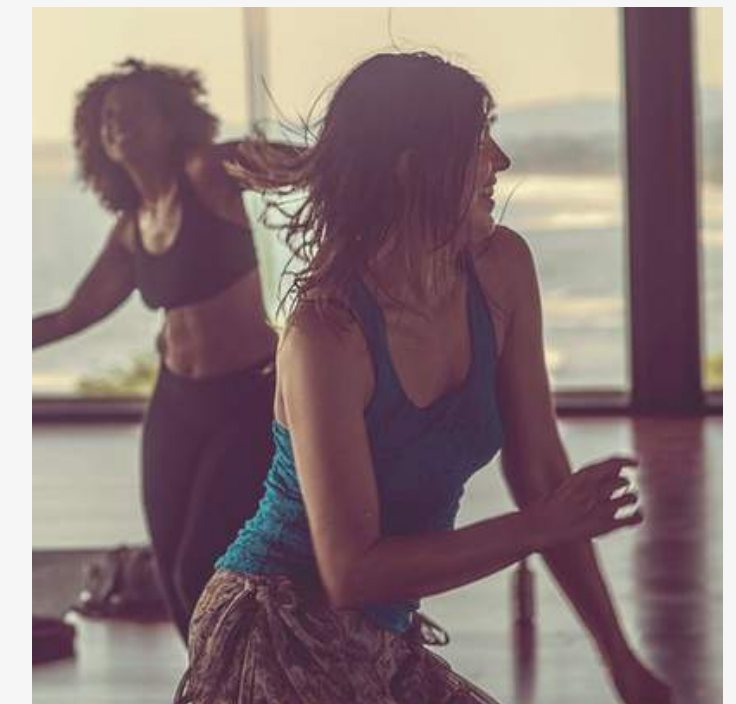
ART THERAPY



FAMILY ACTIVITIES



YOGA RAVE



ECSTATIC DANCE

07.KIDS

Activation

Yoga for kids offers playful poses and simple breathing exercises to promote physical health and mental well-being. Through fun activities, children learn to connect with their bodies, enhance creativity, and cultivate mindfulness from an early age.

A kids' gym like area which provides a fun and safe environment for children to engage in physical activity, develop motor skills, and foster a love for exercise.

A kids' arts and crafts program offers creative outlets for children to express themselves, develop fine motor skills, and unleash their imagination through hands-on activities.



KIDS YOGA



KIDS GYM



KIDS ARTS & CRAFTS





FITNESS PRACTITIONERS



SELFCARE LOVERS



WELLNESS ENTHUSIASTS



LIFESTYLE CONSUMERS

AUDIENCE Matrix

Our goal is to create a buzzworthy event that resonates with our target audience and generates excitement both online and offline.

We expect to attract a diverse audience of health, wellness, and lifestyle enthusiasts, including individuals, families, professionals, and community members.

Outreach avenues will include digital marketing, email marketing, event website & listings, partnerships & collaborations, venue property leverage & more.

Based on our comprehensive efforts and the unique appeal of REVIVE Summerfest, we anticipate a good turnout and widespread reach for the event.

PAST EVENTS

Social Media Links



WINTER DISTRICT



RAMADAN DISTRICT



M2L MARKET



1 BILLION SUMMIT



CORPORATE

Click each icon to access the video links.



THANK YOU

DO YOU HAVE ANY QUESTIONS?

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M2L

C O N C E P T S

 INSTAGRAM

 LINKEDIN