

# novelty



## YOUR TECHNICAL PARTNER

Expert & Specialist at your service  
Technical Audiovisual Solutions  
For Event Industry

**CONTACT**



DAMMAM



DUBAÏ



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www.novelty.fr

# OVER 40 YEARS OF EXPERIENCE

3 Skills :

Service delivery for events  
AV equipment rental  
Engineering, sales, installation and  
maintenance of audiovisual equipment



## VIDEO



## SOUND



## LIGHTING



## TRUSS



## POWER

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# NOVELTY



POTAR

De Préférence®

BBS

SMTTC  
VOTRE SCENE À LA DEMANDE

**NOVELTY brings together the companies Novelty and its agencies, Potar, De Préférence, BBS Backline and SMTC around a common vision and a common stock equipment, but with its specificities.**

Commercially independent, these companies are respectively specialized in :

Potar : live

BBS : backline

De Préférence : sound engineering

SMTC : stages and podiums

**The NOVELTY interlocutors are ready for each new challenge.**

From brainstorming in the event space, designing solutions, the study for quotes , from advice to R&D, from mounting to dismantling , the chain is connected by the passion of these professionals for which quality is primary.



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# THE LOCATIONS OF NOVELTY



DAMMAM



DUBAÏ

- **NOVELTY PARIS** (Longjumeau)
- **NOVELTY AZUR** (Mandelieu-la-Napoule)
- **NOVELTY TOULOUSE** (L'Union)
- **NOVELTY BORDEAUX** (Mérignac)
- **NOVELTY GRAND-OUEST** (Carquefou)
- **NOVELTY AUVERGNE-RHÔNE-ALPES** (Lyon)
- **NOVELTY MONACO** (Monaco)
- **NOVELTY BENELUX** (Brussels)
- **NOVELTY UK** (London)
- **NOVELTY MIDDLE EAST** (Dubai and Dammam)

# ORGANIZATIONAL CHART

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# GROUP



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## NOVELTY

Turnover of **€72M**  
Agencies in **Paris, Cannes, Toulouse, Bordeaux, Nantes, Lyon, Valence, Monaco, Brussels, London, Dubai and Dammam**  
**280** permanent employees and more than **750** temporary staff each month  
For **Corporate, Event & Live Shows Festivals**

magnum

## MAGNUM

Turnover of **€40M**  
**210** permanent employees and more than **450** temporary staff each month  
For **Corporate, Event & Trade Fairs**

DUSHOW

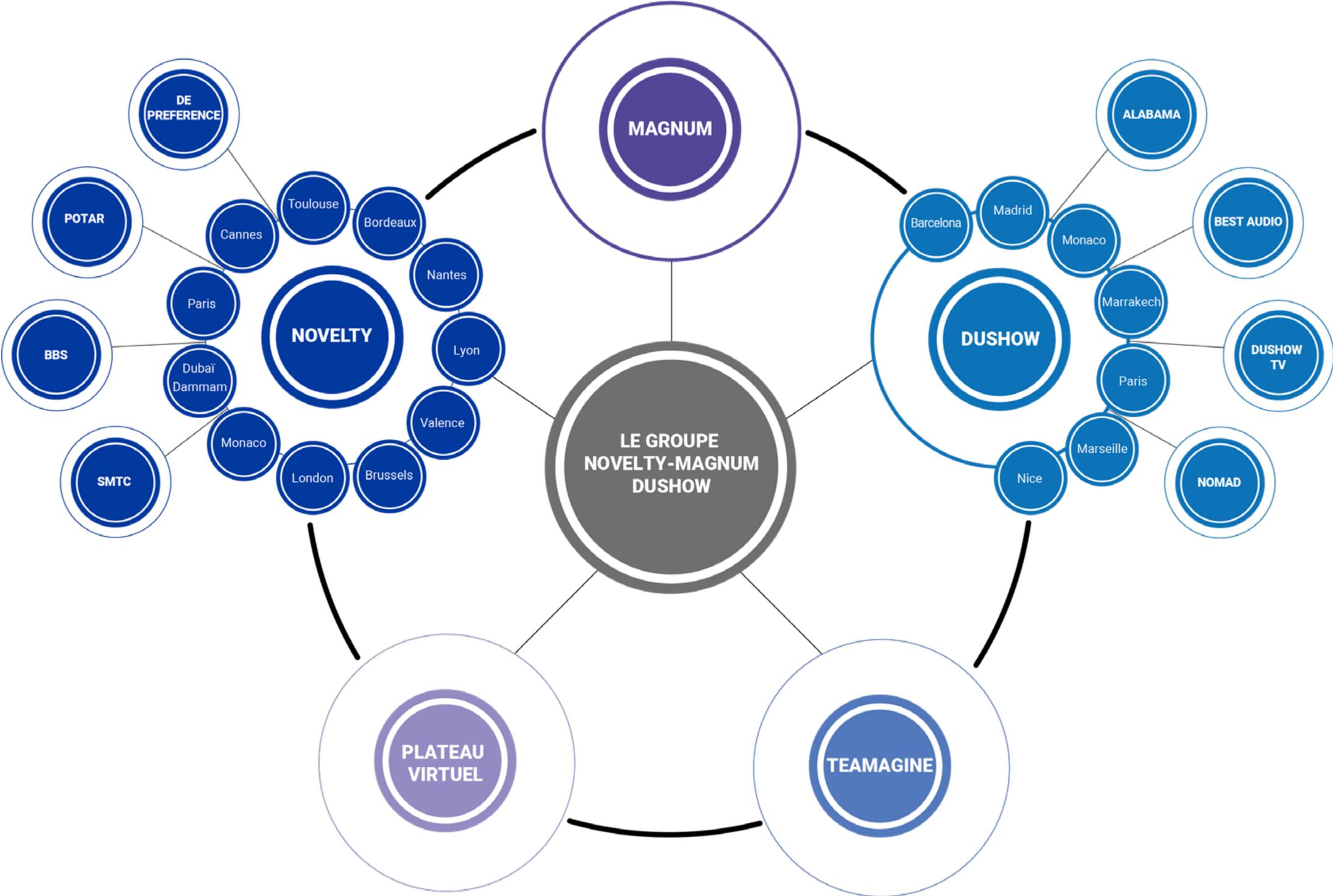
## DUSHOW

Turnover of **€104M**  
Agencies in **Paris, Nice, Marseille, Lyon, Monaco, Barcelona, Madrid and Marrakech**  
**350** permanent employees and more than **800** temporary staff each month  
For **Event, Live Shows & Festivals**

## NOVELTY IS PART OF THE NOVELTY-MAGNUM-DUSHOW GROUP, LEADING EVENT TECHNOLOGY with

- + 2 500 employees and temporary staff
- + 20 000 events per year on 5 continents
- + 40 years experience
- + 17 locations
- + Largest stock of top quality event equipment in Europe

# NOVELTY-MAGNUM-DUSHOW GROUP



# PERIMETERS OF ACTION

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## CORPORATE

Trade Fairs  
Fashion Shows  
Product launches  
General meetings  
Conferences  
Automotive



## LIVE

Festivals  
Concerts  
Tours



## PRIVATE EVENTS

Weddings  
Private parties



## TELEVISION

TV sets  
Live recordings



## EVENTS

Sports events  
World events  
Ceremonies



## THEATER

Tours  
Stage production



## FIXED INSTALLATION

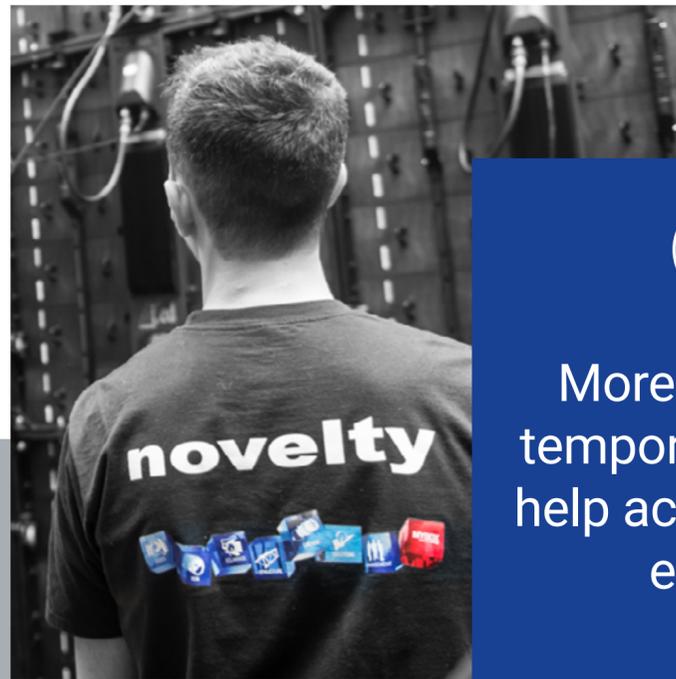
Permanent or semi-permanent  
installation

# A COHESIVE TEAM

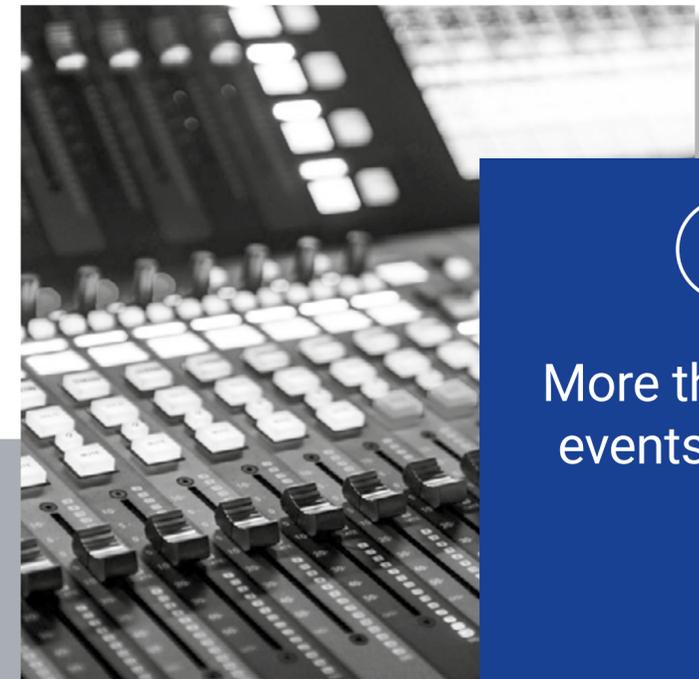
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More than **280**  
passionate and  
attentive permanent  
employees



More than **750**  
temporary staff to  
help achieve many  
events



More than **7 300**  
events per year



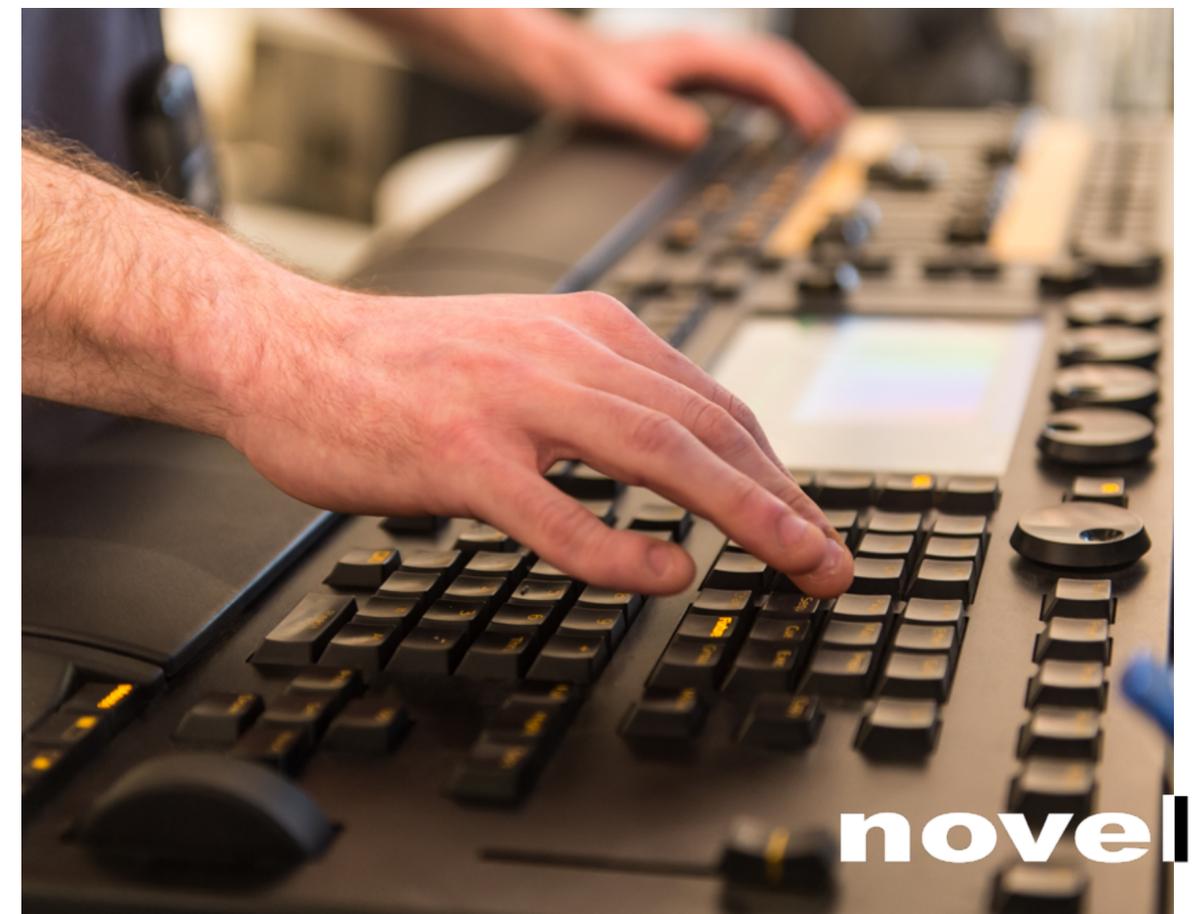
## THE DESIGN OFFICE

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### A TEAM DEDICATED TO :

- Technical studies (calculation of load plans, modeling of light design plans, etc ...)
- Technology watch
- Mechanical design

Coming from different universes, the team members all have a long experience of the operational work. Assisted by the best CAD software, they design reliable management tools to carry out the events.





## INVESTMENT

NOVELTY invests 10% of its turnover each year in order to complete its equipment park.



## MANUFACTURING

NOVELTY manufactures tailor-made products in the workshops in order to respond to set-up problems.



## R&D DEPARTMENT

At your disposal in order to propose more and more innovative technical solutions.

# TECHNICAL EXPERTISE

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NOVELTY develops a precise, sharp and tailored logistics. Quality is all Group employees primary concern in order to provide perfect services and advice « customers » around the France and the world.





**DEVELOPMENT  
CONSTRUCT  
INTEGRATION**



Tailor-made design and manufacture for audiovisual, scenographic or special orders for event or ephemeral installations.



A dedicated team which ensures the coordination of the actors, the locations, the management of the means, the preparations ...



Free your imagination, our teams realize all your lighting design ideas to create a tailor-made event for you.

# DIGITAL EVENTS NOW AT YOUR FINGERTIP

## NOVELTY ADAPTS YOUR NEEDS

With the BEST TECHNOLOGY available, we improve the QUALITY of your digital events in a very SIMPLE and INTUITIVE way.

From turnkey to tailor-made, at home or in a remote location, we offer you the right PROFESSIONAL SOLUTION.

Whether it is for product launches, sales meetings, general assemblies, strategic meetings, shop openings, technical presentations, NOVELTY and his partners accompany you in all your virtual event STEPS.

NOVELTY offers **STUDIOS AVAILABLE** allowing the production of your virtual event.

Studios has all the equipment required for your digital event and specific needs.

The equipment can be deployed easily within a company or an event location.

The equipment that includes robotic cameras can be controlled by one of our technicians and configured remotely.

**Whatever is the format of your meeting, your speakers deserve professional solutions !**



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# DIGITAL EVENTS NOW AT YOUR FINGERTIP

## Key benefits



### QUALITY

Let's give your events a new dimension with professional technical means to broadcast your digital events at a controlled cost.



### SECURITY

Novelty ensures the security of your events both in terms of data confidentiality and in compliance with health standards.



### SIMPLICITY

Novelty offers a delivery solution in a simple and intuitive way with optimized human intervention and a studio that can be deployed within a company or available in the various Novelty studios.



### ENVIRONMENTALLY FRIENDLY

Novelty has thought through and optimized the offer in order to always respect eco-responsible commitments. In line with the request for ISO 20121 accreditation, Novelty is more than ever faithful to its commitments.

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# LOGISTICS

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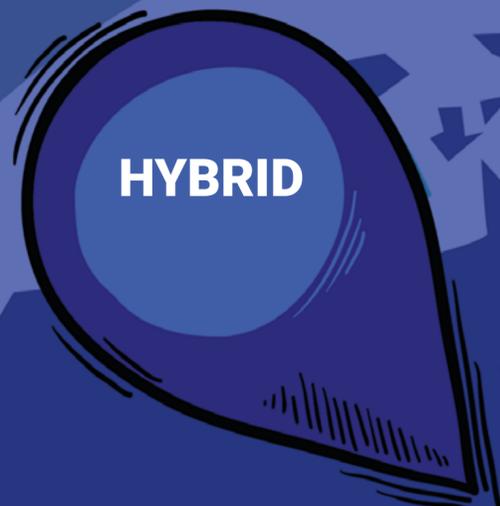
NOVELTY has a fleet of 120 vehicles, from 2 m<sup>3</sup> to 100 m<sup>3</sup>, with Standard Euros 5 / Euros 6 diesel.  
Since 2016 NOVELTY has been investing in a fleet of HYBRID vehicles in order to respect the environment.



2016 : 1st electrical vehicle on the site of the Porte de Versailles

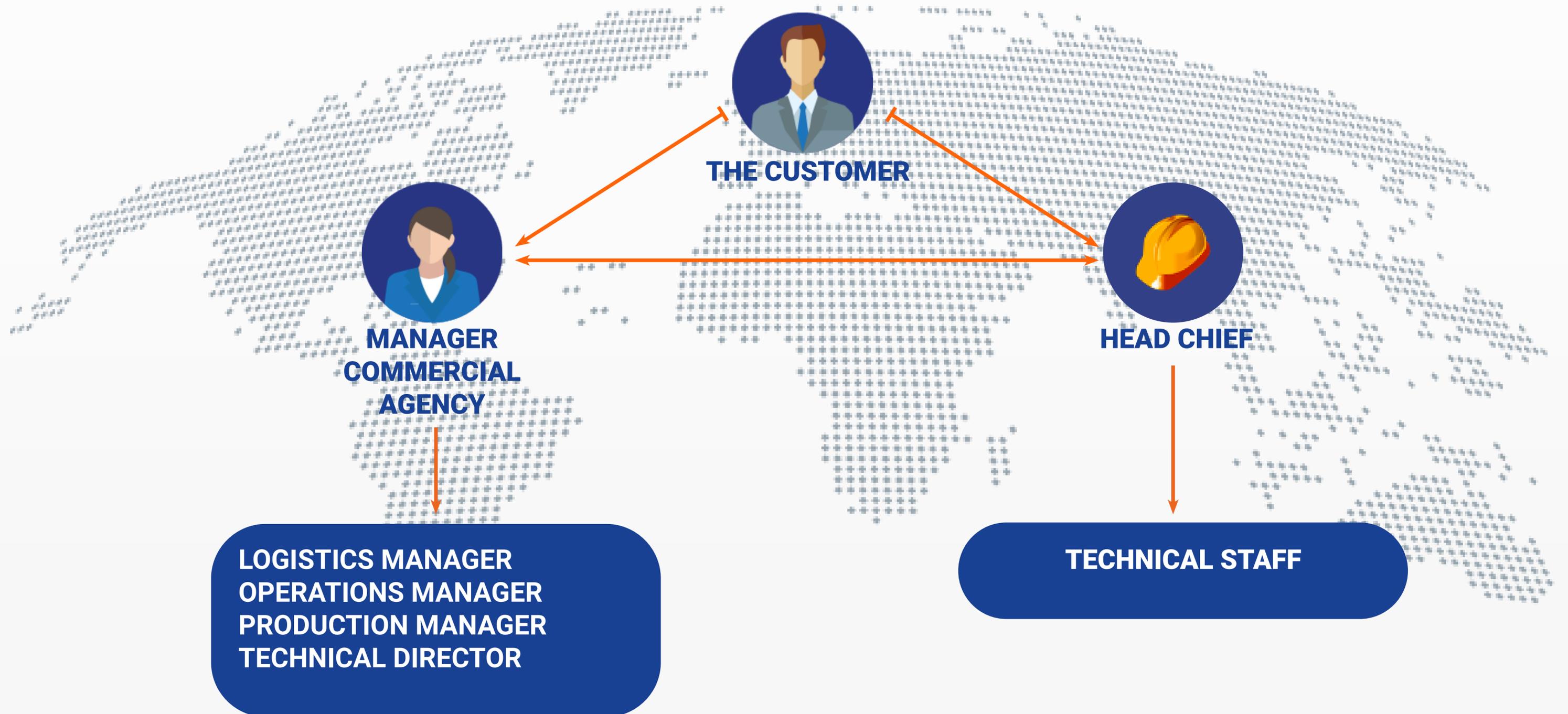
2018 : PL 7,5t Hybrid delivery

2020 : Investment in electric vehicles



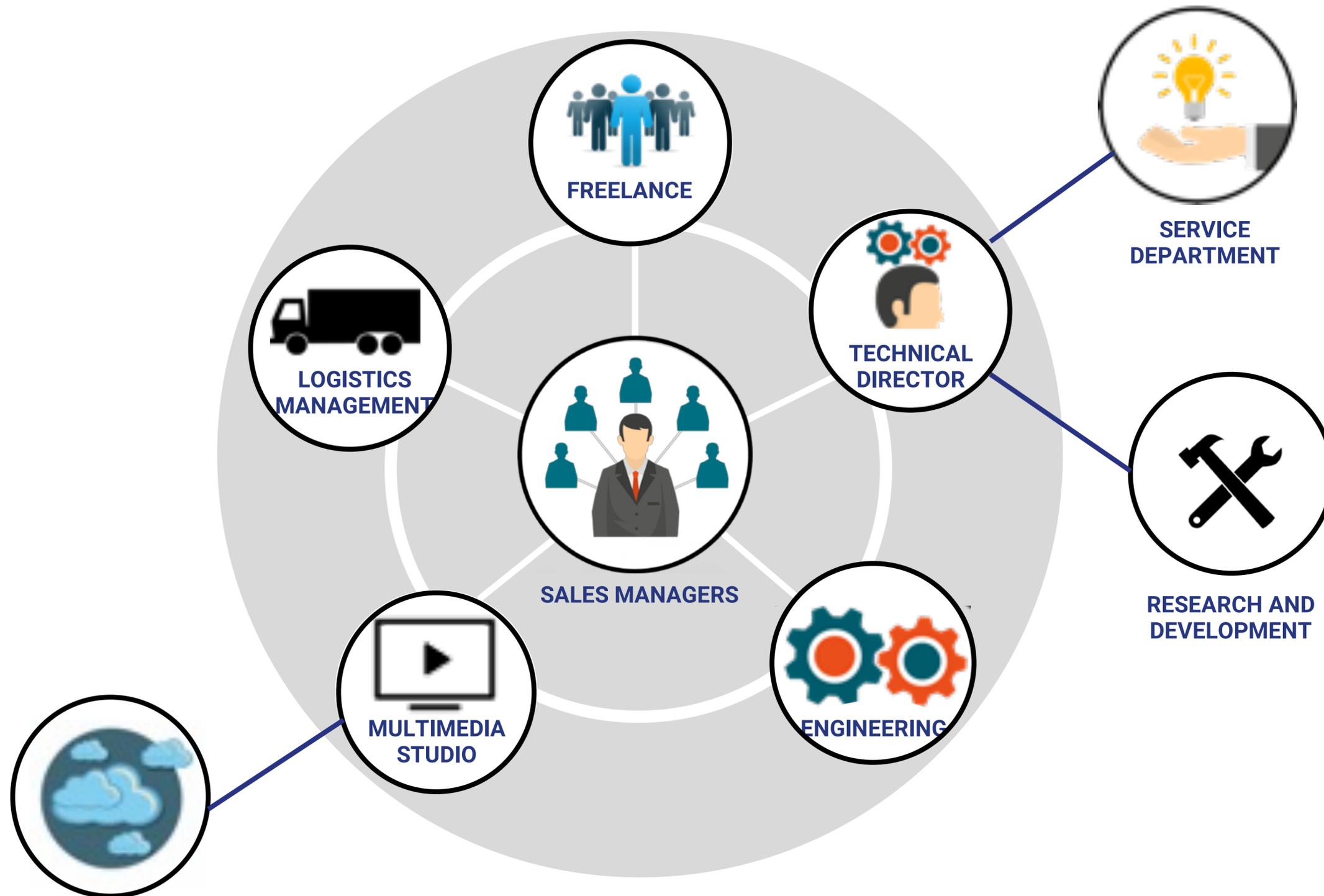
# ORGANIZATION OF PRODUCTION

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# THE ENTOURAGE OF SALES MANAGERS

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CLOUD | FTP

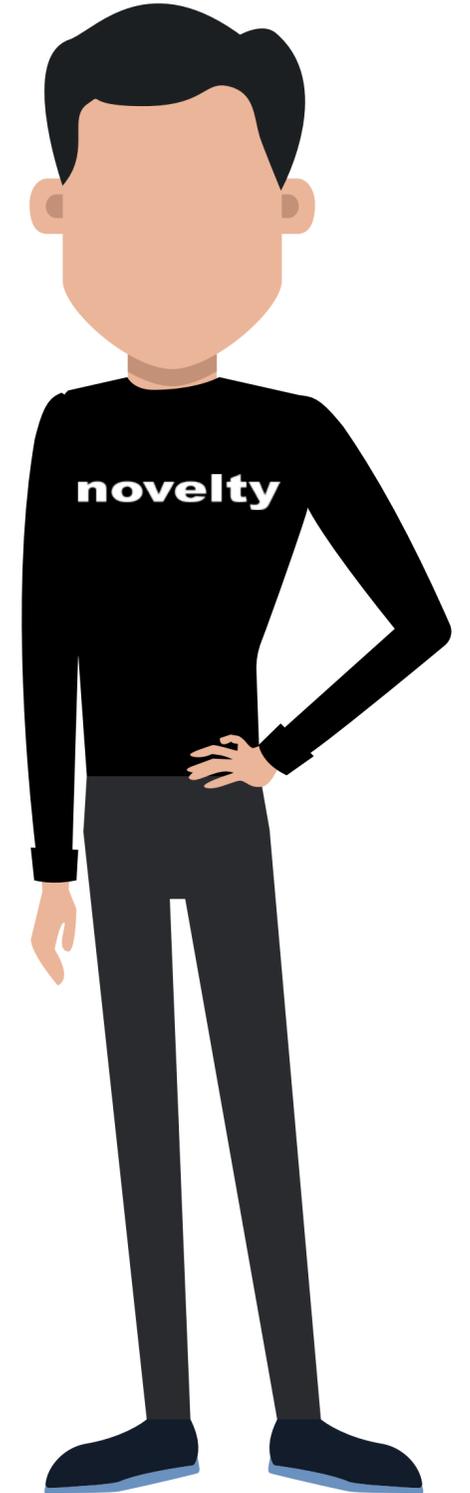
# CLOTHING AND EQUIPMENT

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## NOVELTY REQUIRES ITS TEAMS:

- Be medically up to date
- Be in possession of and carry his PPE
- Have up to date permits and clearances
- To be shaved, clean, pleasant
- Be polite, courteous, pleasant
- Wear a Novelty outfit that will be provided to them
- Report to the person in charge of the project



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# SOME OF OUR REFERENCES

## AGENCIES

HOPSCOTCH  
PUBLICIS EVENTS  
WMH  
BABEL  
JUST'N'JOY  
HAVAS  
LIVE BY GL  
THE BANNER  
OBO  
UBI BENE  
DOUBLE 2  
LA MODE EN IMAGES

BUREAU BETAK  
EYESIGHT  
LUXURY MAKER  
ATELIER LUM  
MAGIC GARDEN  
AUDITOIRE  
PARTI PRIS  
MAZARINE  
TUFF CONSULT  
WIN-WIN  
MAGIC GARDEN  
...

## ADVERTISERS

SANOFI  
NATIXIS  
RENAULT  
CRÉDIT AGRICOLE  
STELLANTIS  
SUEZ  
LOUIS VUITTON  
L'ORÉAL  
DIOR  
BOUYGUES  
ACCOR  
ORANGE  
EADS - AIRBUS GROUP  
DASSAULT  
LA POSTE  
CAISSE DES DÉPÔTS  
PERNOD RICARD  
...

## PLACES

LE CARREAU DU TEMPLE  
CITÉ UNIVERSITAIRE DU 14ÈME  
CRÉDIT AGRICOLE EVERGREEN  
CRÉDIT AGRICOLE SQY PARK  
ÉCOLE NATIONALE SUP DES BEAUX-ARTS  
GRANDE HALLE DE LA VILLETTE  
LA FONDATION LOUIS VUITTON  
LA PHILHARMONIE DE PARIS  
L'ATELIER RENAULT  
LE MUSÉE DU QUAI BRANLY  
LES PAVILLONS DE BERCY  
MOMA ÉLYSÉES BIARRITZ  
MOMA PAVILLONS ÉTOILE & PRESBOURG  
PALAIS DE TOKYO  
PAVILLON BALTARD  
PAVILLON CAMBON CAPUCINES  
VIPARIS PALAIS DES CONGRÈS DE PARIS  
VIPARIS PORTE DE VERSAILLES  
VIPARIS ESPACE CHAMPERRET  
VIPARIS PALAIS DES CONGRÈS D'ISSY-LES-MOULINEAUX  
YACHTS DE PARIS  
PAVILLON GABRIEL  
HÔTEL D'EVREUX  
STUDIO ACACIA  
PAVILLON VENDÔME  
PAVILLON KLEBER  
DISNEY  
...

# NOVELTY'S CERTIFICATIONS



**LABEL**

Label «Spectacle Vivant»



**PROFESSIONAL  
FEDERATION OF LIVE  
COMMUNICATION  
SECTOR**

Defends the interests of  
Belgian event providers



**SYNPASE**

National Syndicate of  
Providers of the Scenic  
and Event Audiovisual



**QSE**

A preventionist is  
available



**BELGIAN EVENT  
SUPPLIER  
ASSOCIATION**

Defends the interests of  
Belgian event providers



**PRESTADD**

Guides companies  
of show and event  
industry in their  
efforts for sustainable  
development

# SUSTAINABLE DEVELOPMENT APPROACH

## PRESTADD



The label **PRESTADD** created by the synpase in june 2011, enables services providers to formalize their commitment to sustainable development

## VEHICLES



NOVELTY invests in eco-responsible vehicles, in particular with the acquisition in 2018 PL 7,5T Hybrid.

## WASTE



NOVELTY is registered with the recycling channels for lamps, tubes and batteries, enabling them to be processed by approved eco-organizations.

## ISO 20121



NOVELTY is preparing for ISO 20121 certification in order to put sustainable development at the heart of tomorrow's events.

**SUSTAINABLE DEVELOPMENT IS AT THE HEART OF NOVELTY'S ACTIVITY WITH A FINANCIAL AND MORAL INVESTMENT EVERY YEAR.**



# PHILANTHROPIC COMMITMENT OF NOVELTY

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Sharing the benefits of work, helping the most vulnerable, supporting causes is aligning and bringing to the employees, customers and partners the values of NOVELTY.

In this sense, for several years, the group has decided to invest alongside its customers, partners and employees in a united approach for a more human and responsible company.





## «TECHNICAL» HONEY BY NOVELTY

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**NOVELTY plays a great role in the environmental conservation ...**

like everyone, but would like to go further and commits to taking care of our Bee's friends !

**NOVELTY creates and collects the first «technical» Honey from parisian flowers.**

This honey is cultivated on rooftops of our headquarters in Longjumeau and is collected by our colleagues/beekeeper of the logistics department.



# FOLLOW US



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