



aggreko

Power solutions for Balad Beast 2024

CUSTOMER

MDL BEAST

LOCATION

Jeddah, Saudi Arabia

SECTOR

Events

KEY FACTS

7 MW

Total power supplied

4

Stages powered

16

Projection towers supported

20,000

Attendees provided with reliable power

THE CHALLENGE

Reliable power output for a heritage site

Aggreko faced the challenge of delivering 7 MW of power for the Balad Beast 2024 music event in Jeddah, Saudi Arabia.

The site, being a heritage location, presented different logistical challenges for Aggreko's team compared to those typically seen at a music festival.

Everything from equipment delivery, positioning, and routing had to be carefully planned, making this an intricate undertaking.

Thanks to Aggreko's previous experience with the event we were able to utilise some of our previous learnings in the process, but careful planning and execution was still vital to the success of this project.

THE SOLUTION

A complete power solution for event success

Aggreko provided a complete power solution for the music festival, delivering equipment in phases to match the event's power requirements.

Concentrating on early power, site power, and main power output, this approach ensured cost efficiency across the board and required minimal on-site equipment presence.

Aggreko's tailored solution also included a generator farm with multiple efficient generators placed in the same area to pull collective power, providing a greater power output to meet the high requirements of the festival.



OUR DIFFERENCE

Reliable event power solutions for heritage sites



THE IMPACT

A phased power solution for seamless operations

Aggreko's phased power solution resulted in seamless operations for the client, with no power interruptions.

Thanks to our hard work and foresight, MDL BEAST experienced peace of mind and efficient event execution, contributing to a successful Balad Beast festival.

The event attracted over 20,000 attendees, all benefiting from the reliable power supply provided by Aggreko.