

PACE 2024

17-18 January - Lahore Expo Centre

Branding Options Package for Diamond Sponsor



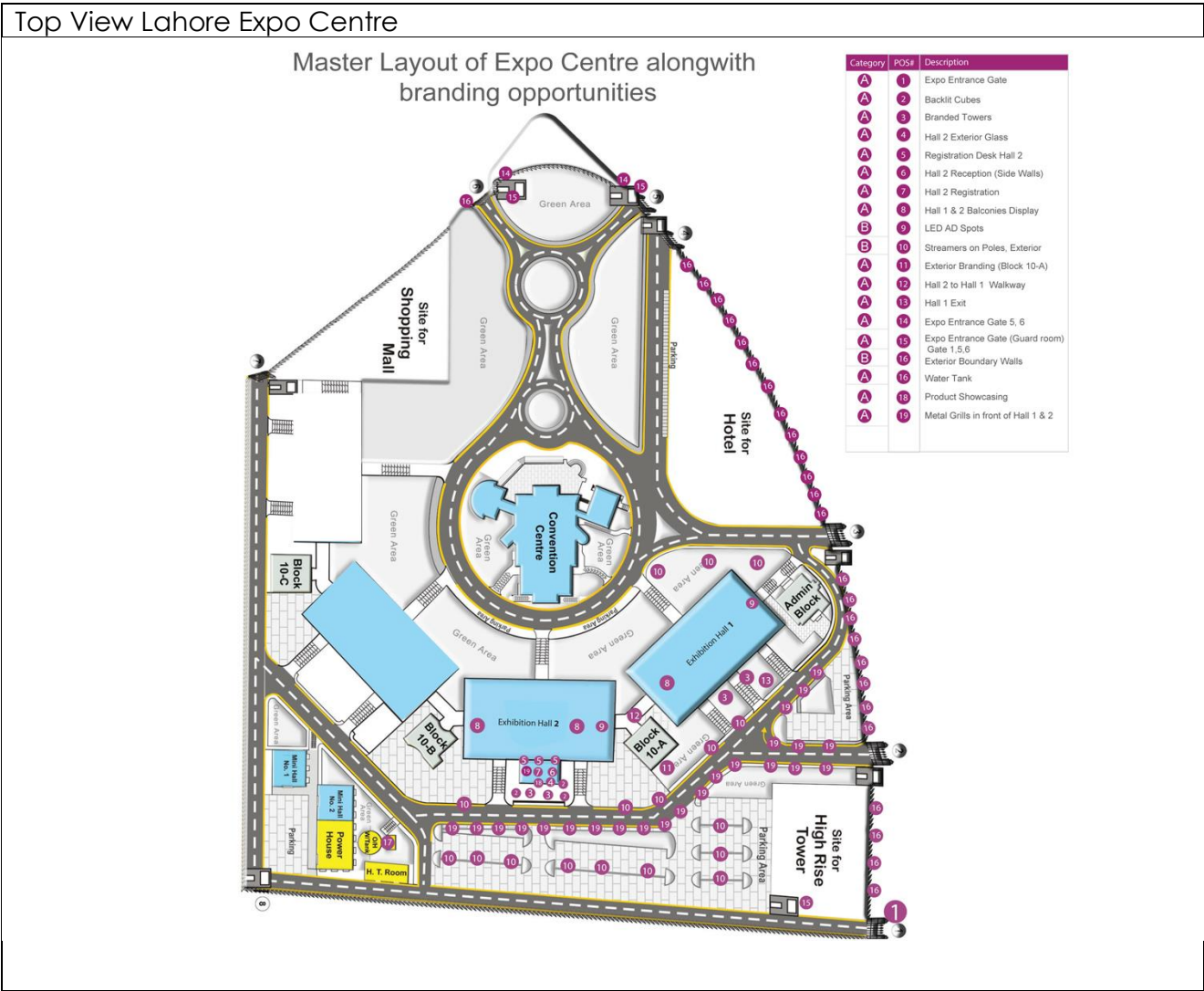
Event Organiser

PACE

Event Manager

PetrolSolution

Exclusive Advertising Opportunities for Pakistan Agri Connection Expo 2024!

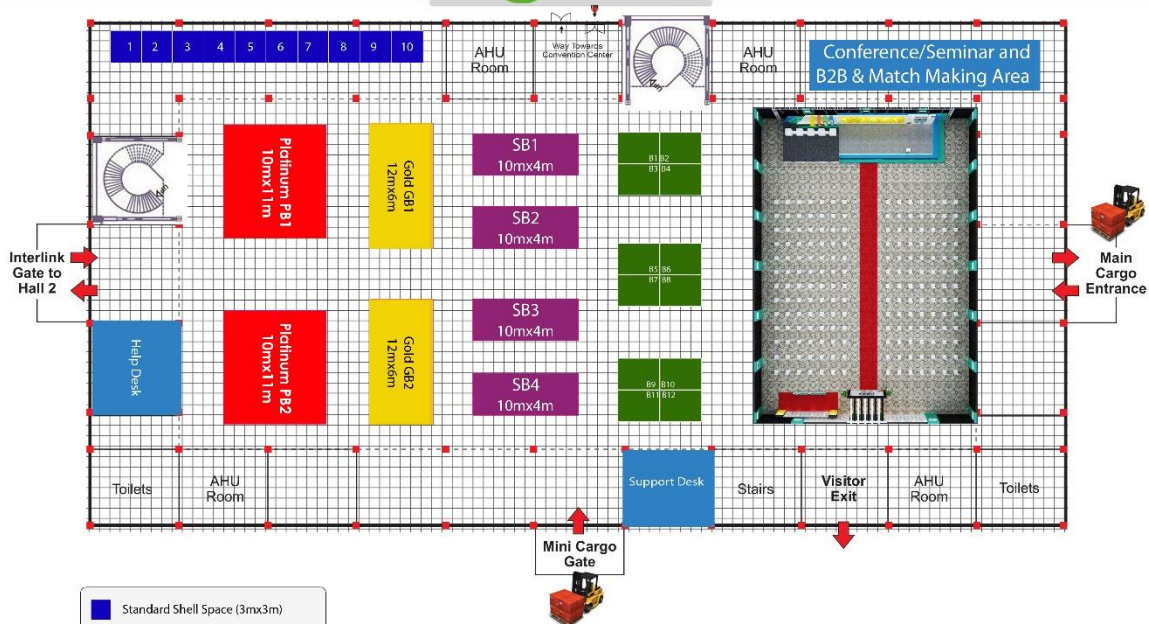


Hall 1

HALL 1 Floor Plan



17-18 January 2024
Lahore Expo Center



- Standard Shell Space (3mx3m)
- Standard Shell Space (4mx3m)
- Silver Sponsor= 10m x 4m
- Gold Sponsor= 12m x 6m
- Platinum Sponsor = 10m x 11m
- Reserve Place for B2B/ Seminar/Con



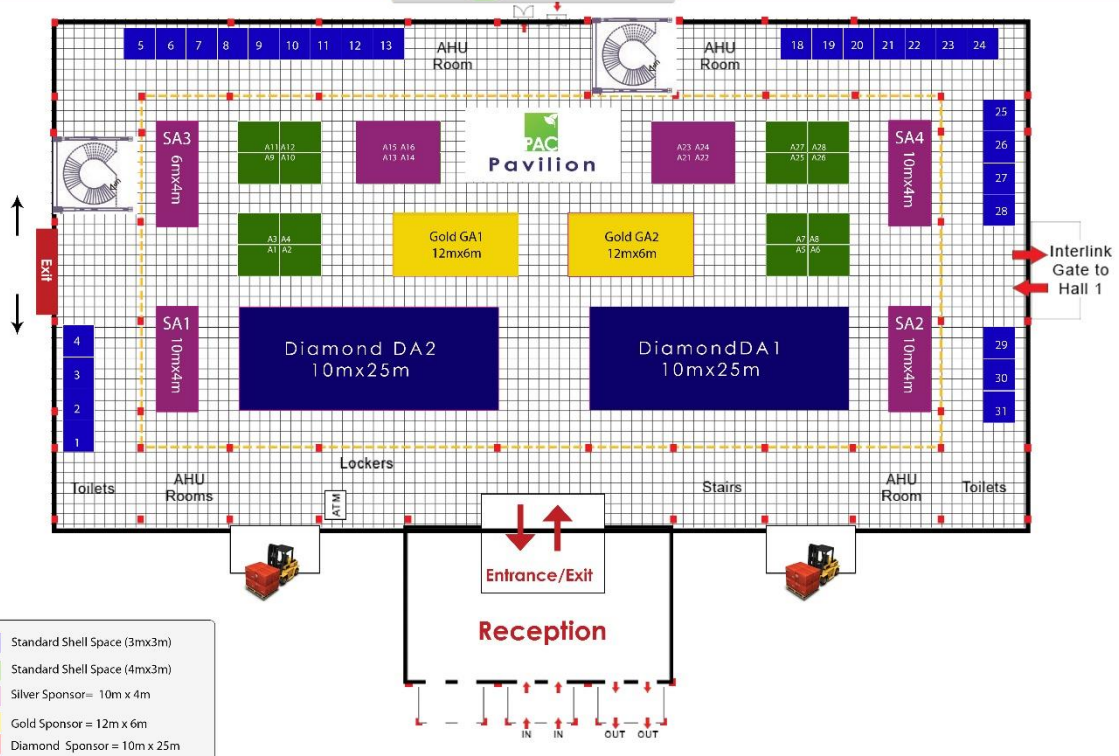
Online booking available

Hall 2

HALL 2 Floor Plan



17-18 January 2024
Lahore Expo Center



Online booking available

Advertising Tower



The Advertising Tower Place is exclusively reserved for Diamond and Platinum sponsors, positioned as a standalone structure at the prominent Main Hall Entrance of Expo Center Lahore. This arrangement offers four-sided sponsor branding, strategically placing the brand in the spotlight.

The Tower features a premium High Pass Digital Print, expertly crafted with a durable structure, enhancing the esteemed sponsor's image. While the client contributes the artwork, our team ensures flawless execution of the remaining process.

At Expo Lahore Main Hall Entrance – Size 12ft x4ft

Advertising Box



The Advertising Box Space is specifically designated for Diamond, Platinum, Gold, and Silver Sponsors, strategically situated as a standout block at the prominent Main Hall Entrance of Expo Center Lahore. This design allows for branding on all four sides of the box, creating a well-placed showcase for the sponsor's brand.

The Block features a high-quality High Pass Digital Print, expertly built with a durable structure, enhancing the esteemed sponsor's standing. While the client provides the artwork, our team ensures flawless execution throughout the rest of the process.

At Expo Lahore Hall Entrance Side – Size 4ft x4ft

Grill Panel out side Expo Center



The Grill Panel is strategically positioned outside the expo to engage the audience as they navigate around the event and connect with exhibitors. It is available to all exhibitors and sponsors. The placement of the grill panel is determined by the PACE 2024 committee based on sponsorship agreements and initial confirmations.

The Grill Panel is constructed with a High Pass Digital Print and a sturdy structure, adding value to the reputation of the esteemed sponsors and exhibitors. While the client contributes the artwork, our team guarantees a seamless execution of all subsequent steps.

Out side Expo Center Lahore – Size 10ft x6ft

Pole Sign



The Pole Streamer is positioned within the Expo Center to greet trade visitors. It will be located on poles throughout the Expo Center Lahore, accessible to all exhibitors and sponsors. The arrangement of the pole streamer is determined randomly by the PACE 2024 committee, influenced by sponsorship agreements and initial confirmations.

The pole sign is crafted with a premium High Pass Digital Print and a robust structure, elevating the reputation of the valued sponsors and exhibitors. While the client supplies the artwork, our team guarantees a flawless execution of all subsequent stages.

Out side Expo Center Lahore – Size 4ft x6ft

Block 10A and 10 B Mega Drop Banner – Inside Expo Wall



The Large Drop Banner is prominently displayed on a sturdy wall within Expo Block 10A, featuring both an upper horizontal and a lower drop banner placement. This exclusive opportunity is designed to provide substantial value to our sponsors and is reserved solely for Diamond and Platinum sponsors.

The Drop Banner boasts a premium High Pass Digital Print, expertly crafted and securely fastened with a rope for durability. This presentation enhances the esteemed sponsor's standing. While the client supplies the artwork, our team ensures flawless execution throughout the remainder of the process.

Inside Expo Center Solid Wall 13ft x 35ft

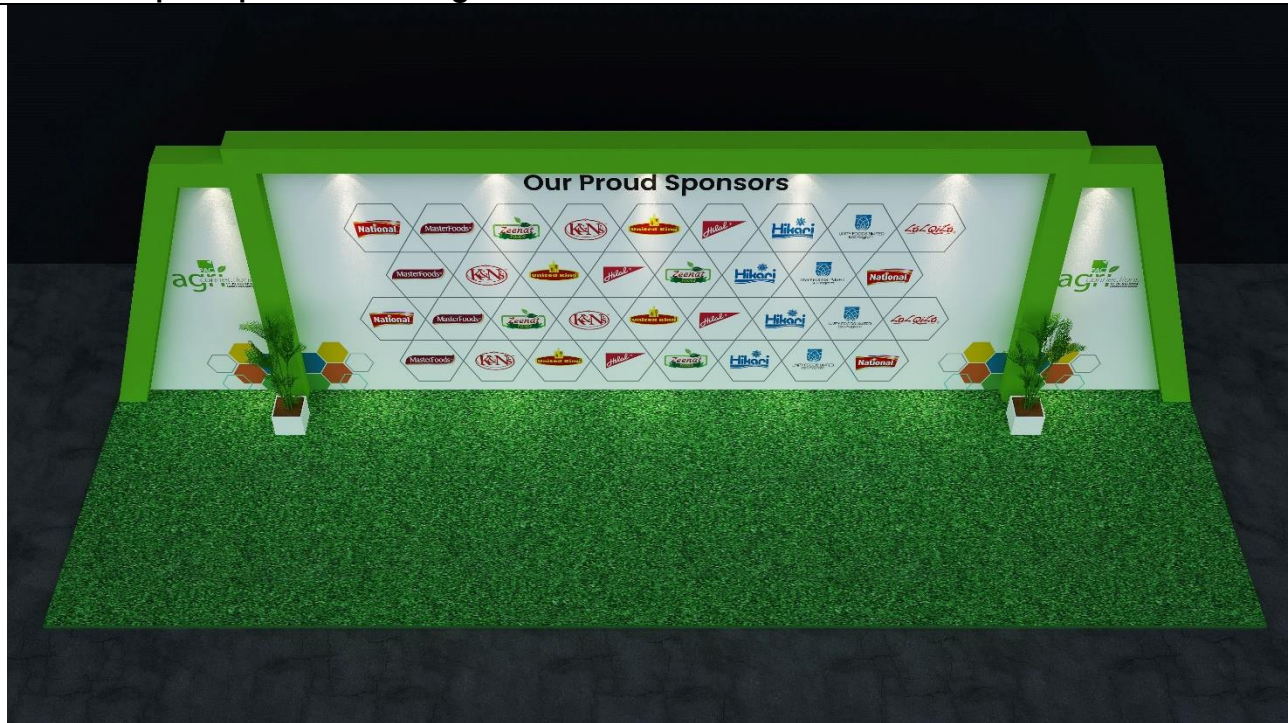
Other Ambiance for Sponsor and Exhibitor Brand Logo Millage

Building upon the success of its previous endeavor, Pakistan Agricultural Coalition (PAC) has ventured into a new chapter with its PAC Agri-Connections conference and exhibition. The inaugural event, held on March 16, 2023, at Hotel Movenpick Karachi, was a resounding triumph. With great enthusiasm, we now announce the upcoming pinnacle: Pakistan Agri Connection and Expo 2024. To ensure the realization of this vision, we have entrusted the experienced and expert Event Planning and Management Team, M/S Petrol Solution, to orchestrate every aspect.

As we embark on this journey, we offer you a glimpse of what's in store through a selection of ambiance visuals utilized in the previous event. PAC's ambition is to elevate PACE2024 to be the paramount showcase of the Agriculture and Allied industry.

With an unwavering commitment, we pledge to maximize exposure and benefits for all our esteemed sponsors and exhibitors. The stage is set for an extraordinary event that will shape the trajectory of agriculture and its allied sector.

Green Carpet- Sponsor Branding wall



Mega structure wall used as break wall and place at random area of the Expo Center

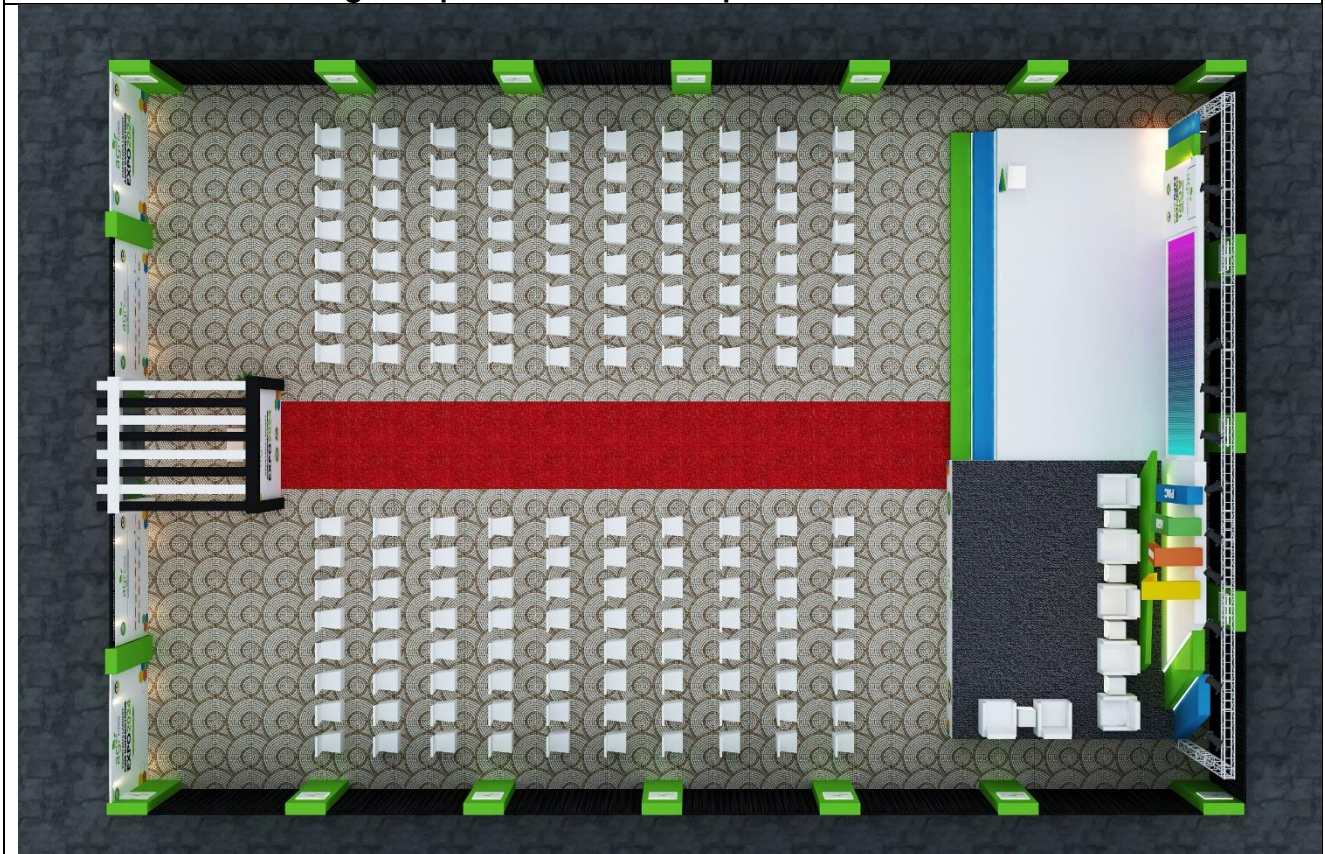
Business Lounge/ Conference/ Seminar/ Symposium Inside Expo Hall 1 Area

The interior space within Expo Center Hall 1 is designed for multifaceted use, serving as a venue for seminars, conferences, symposiums, press conferences, and a dedicated business lounge for B2B interactions and matchmaking activities. This versatile area is also intended to host esteemed officials and ministers seeking knowledge.

This space will be adorned with Sponsor Branding, seamlessly integrated with the overarching theme of PAEC 2024. Our approach to backdrop placement for sponsors is meticulous, encompassing both the exterior and interior of the Business Lounge and Seminar Conference area. Presently, a generic branding placeholder is employed, ready to be replaced with the sponsor's distinctive branding. Alongside this, the stage will prominently display sponsor logos on the left panel, while within and outside this area, customized sponsor logo cutouts illuminated by LED lights will take center stage.

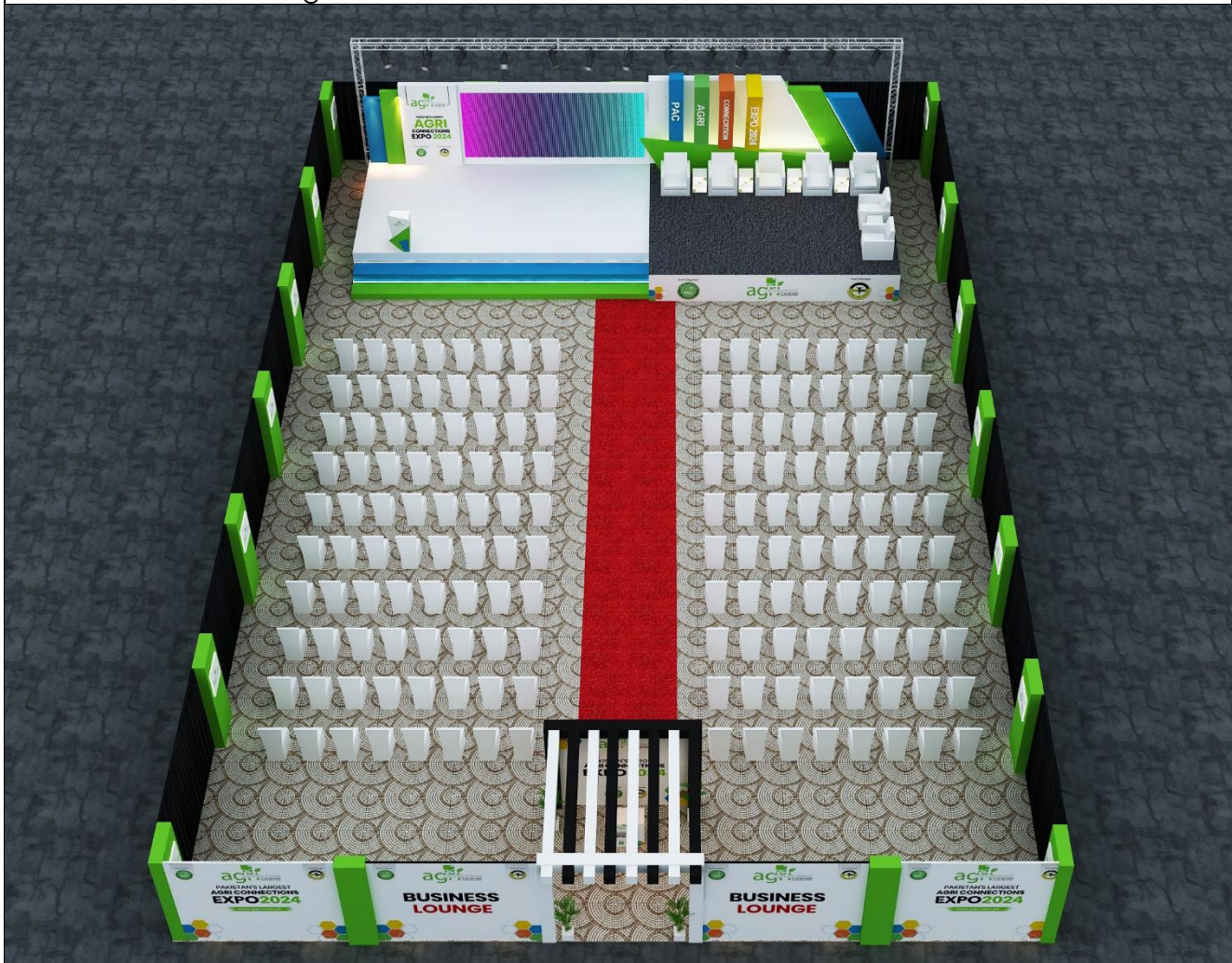
These backdrops are meticulously fabricated, utilizing top-tier vinyl printing and robust wooden structures. This thoughtful coverage is poised to capture significant media attention, delivering substantial visibility and recognition to all PAEC 2024 sponsors.

Block 10A and 10 B Mega Drop Banner – Inside Expo Wall





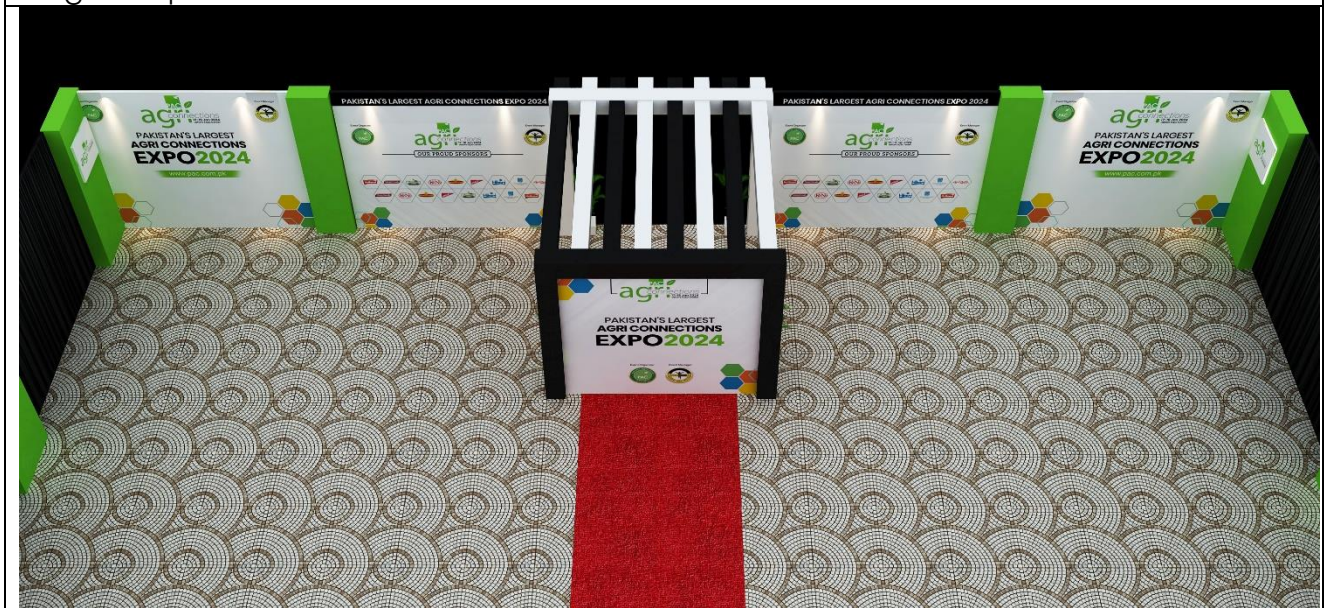
Out side Wall branding



Top View of Business Lounge / Conference / Seminar Area



Stage Prospective View



Entrance Gate Inside View – Side Backdrop for Sponsor



Gate Side Media Wall with sponsor logo Branding



Stage Right side and table Brand with sponsor logo at seating position logo of sponsor will place

Crafting a Branded Coffee Haven- Hall 1 connected with Business Lounge

The interior space adjacent to the Business Lounge within Expo Center Hall 1 has been meticulously crafted to provide a sophisticated and luxurious environment. It is dedicated to hosting and serving high-end high tea and coffee to attendees, enhancing their experience during seminars, conferences, symposiums, and press conferences. This area is thoughtfully designed for attendees to relish a premium high-quality tea and coffee service.

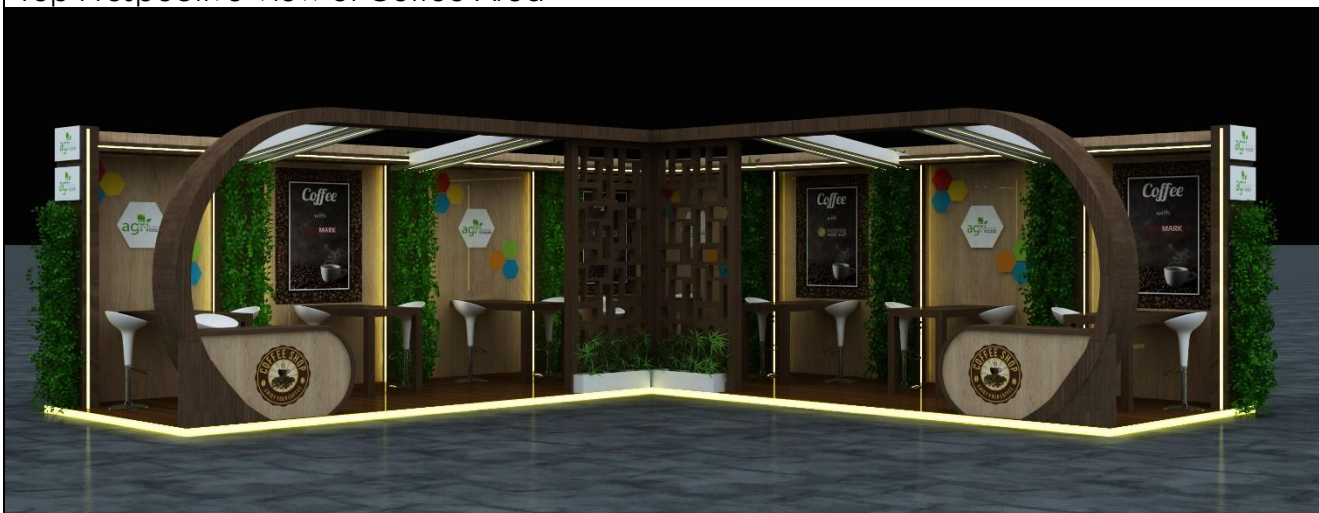
The Coffee Area is uniquely branded, featuring distinctive and custom Diamond sponsor logo cutouts that are beautifully illuminated by LED lights, creating a captivating focal point.

The space is designed with a lush green ambiance, evoking an agricultural theme. The wooden polished structure is complemented by plush seating arrangements and square tables exclusively for sponsors. Passes for access to this area will be distributed according to the level of sponsorship acquired.

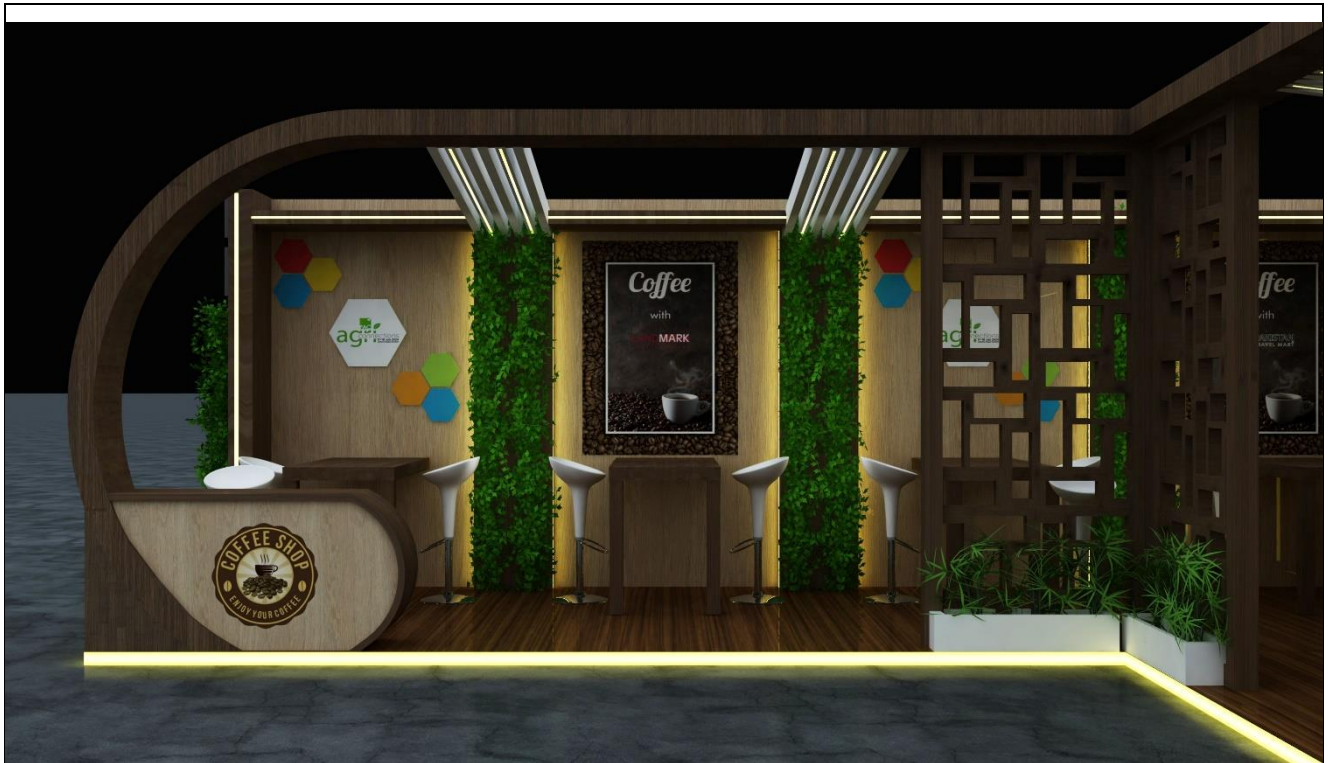
Exclusive Coffee Area Connected with Business Lounge



Top Prospective View of Coffee Area



Top and prospective view of coffee area with Sponsor Branding



Front View with Sponsor Logo Branding at cutout



Side View of Coffee Area

Additional Branding

1. Additional Branding millage cost PKR 1,500,000/-
2. For additional branding mileage, any exhibitor interested should make a payment of PKR 1.5 million for the following branding opportunities.
3. The privilege of delivering the Welcome Speech is exclusively available for Diamond Sponsorship status. Only the CEO/MD of the sponsoring company will have the opportunity to address the audience at the inauguration ceremony of Pakistan Agri Connection Expo 2024. Please inform us of the designated representative for the speech.
4. The priority of logo display in the Red Carpet Tunnel is determined based on sponsorship level and is applicable solely to sponsors.
5. Sponsor logos will be prominently featured as per their sponsorship category across all PACE-2024 branding materials, including:
 - a. 100,000 Visitor Passes with 1000 featuring Sponsor Logo
 - b. 5,000 A4 Flyer Posters
 - c. 4,000 A2 Posters
 - d. 10+ Break Panel Logo Displays
 - e. 6 Media Wall Logos on the Red-Carpet Check Wall
 - f. 2,000 General Invitation Passes, Opening Cards, and Gala Cards with logo display.
6. Logo priority and branding placement will be allocated on a first-come, first-served basis, dependent on the sponsorship category.
7. Access to the Executive Lounge and Business Lounge, including Hi-Tea and Lunch, will be provided in accordance with the sponsorship package.
8. Sponsor logos will be prominently placed on the Opening Stage.
9. Priority seating during the opening event will be provided according to the sponsorship level, offering VIP seats up to the specified sponsorship limit.
10. Confirmation of sponsorship will only be considered upon receipt of the initial advance payment.
11. All payments are required to be made in advance. An initial upfront payment of 50% is necessary, with the remaining amount to be settled within 30 days of the booking.
12. In the event of rescheduling the exhibition due to a pandemic situation, payments will be adjusted for the rescheduled date of the Lahore Show.

In case of any query feel free to contact
Best Regards

PAC 2024 Organising Committee
PAKISTAN Agri Connection Expo 2024

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