

PACE 2024

17-18 January - Lahore Expo Centre

Branding Options Package for Diamond Sponsor



Event Organiser

PACE

Event Manager

PetrolSolution

Diamond Sponsor Branding Bundle Package

S.No.	Title	Size WxH	Space Cost	
1	Diamond Sponsor Location Hall 2 Booth available DA1 Dimensions: 25m x 10m Total Size =250 square meter Sqr Meter Rate=200\$ per meter 1USD =282 PKR	25m x10m 250 sqm	USD \$ 75,000 PKR 14,100,000/-	
Advertising millage for Diamond sponsor.				
Expo Entrance Glass Gate Bill board				
2	Hall 2 Entrance (Exterior Display) Digital Print Backdrop Entrance Gate expo Center	25ft x 10ft Qty1	ED1	@PKR 300,000/-
Hall 2 Entrance Reception				
3	Hall 2 Entrance Toward Reception Top Billboard	28ft x 3ft Qty1	AB1	@PKR 300,000/-
Entrance Advertising Tower 4 Side				
4	Advertising Tower In front of Hall 2 (upper deck) 4 Side Branding	12ft x 4ft Qty1	AB2	@PKR 200,000/-
Entrance Advertising Box				
5	Advertising Box In front of Hall 2 (upper deck) 4 Side Branding	4ft x 4ft Qty2	AB1	@PKR 100,000/-
Hall 2 Reception (Side Walls)				
6	Hall 2 Reception (Side Walls) Mega Backdrop Sidewall Backdrop	35ft x 40ft Qty1	RA1	@PKR 300,000/-
Registration Desk Hall 2				
7	Registration Desk Hall 2 Outside Expo Placement of banner is on Top priority.	15ft x3ft Qty1	GP	@PKR 150,000/-
Grill Panel Outside Expo Branding				
8	Grill Panel Outside Expo Placement of banner is on Top priority.	10ft x6ft Qty10	GP	@PKR 500,000/-
Horizontal backdrop inside hall mezzanine floor				
9	Horizontal Backdrop at mezzanine grill panel Inside hall	30ft x 6ft Qty 02	HS	@PKR 300,000/-
Pole Sign Outer Area Branding- Inside Expo				
10	Pole Signs Branding Pole Signs Inside area Expo Centre	3ft x 7ft Qty 5	PA	@PKR 250,000/-

Exterior Display (Block 10 – A)				
8	Road Side- Standing Banner Road toward Parking and Drive way area Expo Centre	13ft x35ft Qty 1	ED	@PKR 200,000/-
Flag Branding at Expo				
9	Flags Branding Flags Branded flags on poles inside expo center	5ft x 3ft Qty 1	K	@PKR 50,000/-
Social Media/ Website/ Smart App Millage				
10	Web & Mobile Apps			
	Web main banner	200px x300px	Run time	PKR 100,000/-
	Mobile App Sponsor by logo	Full screen		PKR 50,000/-
	Show Directory full page add	8inch x 7inch	SD	PKR 150,000/-
	SMD Promo Play	Promo	Screen	PKR 200,000/-
Total for Branding Millage Diamond Sponsor at Pakistan Agri Connection Expo at Lahore Expo Center				PKR 3,150,000/-

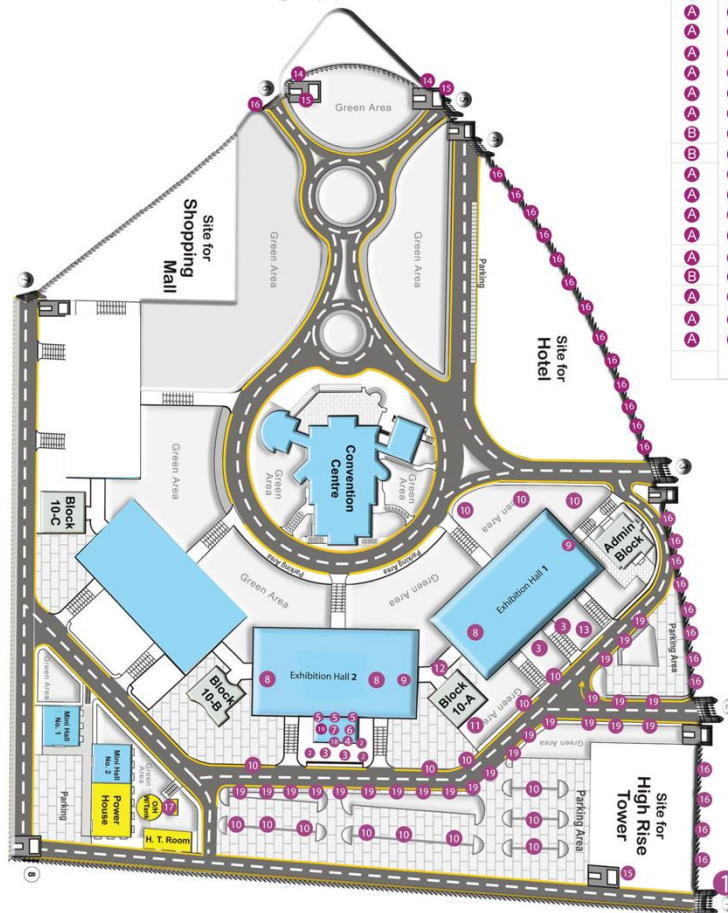
Additional Branding

1. Additional Branding millage cost PKR **1,500,000/-**
2. Any exhibitor like to get additional branding millage need to pay PKR 1.5 million for branding below.
3. Welcome Speech is valid only for Diamond Sponsorship status and only CEO/MD will speech at the inauguration ceremony of Pakistan Agri Connection Expo 2024. (Kindly intimate us the representative who will present the speech)
4. Red Carpet Tunnel Display of logo priority set as per sponsorship and valid only for sponsor.
5. Logo placement of Sponsor will be highlight as per category of sponsorship in all brandings of PACE -2024.
 - a. Qty 100,000/- Visitor Passes + 1000 With Sponsor Logo
 - b. Qty 5,000/- A4 Flyer Poster
 - c. Qty 4,000/- A2 Poster
 - d. Qty 10+ Break Panel Logo Display
 - e. Qty 6 Media Wall logo on red Carper Check Wall
 - f. Qty 2000 General Invitation Pass, Opening Card, Gala Card logo display.
6. Logo Priority/ Branding Placement will be given on first come first serve basis depend upon the category of sponsorship.
7. Executive lounge and business Lounge access – Hi Tea and Lunch- up to 25 person per day.
8. Logo Placement on Opening Stage.
9. Priority Seating in opening event- Up to 4 VIP Seats.
10. Confirmation will be made only after receiving the initial advance payment.
11. All payment would be made in advance. Initially 50% amount will be paid upfront whereas the remaining amount should be adjusted within a period of 30 days of booking.
12. In case of rescheduled the date of exhibition due to any pandemic situation payment will be adjust in rescheduled date of Lahore Show.

Cost Summary	
Total for Prior Bare Space.	PKR 14,100,000/-
Total for Branding opportunity	PKR 3,150,000/-
Total for additional Branding	PKR 1,500,000/-
Grand Total for Diamond Sponsor	PKR 18,750,000/-
Package deal for PACE 2024 Lahore Show as Diamond Sponsor	PKR 10,000,000/-
Note: The above amount is exclusive of all government taxes.	

Top View Lahore Expo Centre

Master Layout of Expo Centre alongwith branding opportunities



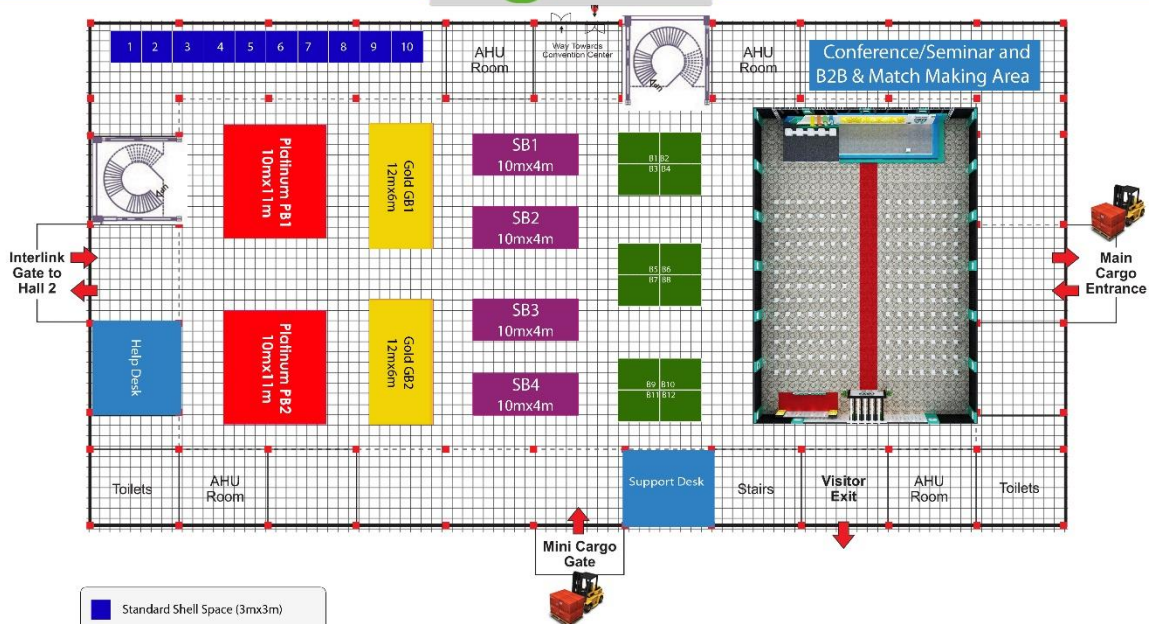
Category	POS#	Description
A	1	Expo Entrance Gate
A	2	Backlit Cubes
A	3	Branded Towers
A	4	Hall 2 Exterior Glass
A	5	Registration Desk Hall 2
A	6	Hall 2 Reception (Side Walls)
A	7	Hall 2 Registration
A	8	Hall 1 & 2 Balconies Display
B	9	LED AD Spots
B	10	Streamers on Poles, Exterior
A	11	Exterior Branding (Block 10-A)
A	12	Hall 2 to Hall 1 Walkway
A	13	Hall 1 Exit
A	14	Expo Entrance Gate 5, 6
A	15	Expo Entrance Gate (Guard room) Gate 1,5,6
B	16	Exterior Boundary Walls
A	16	Water Tank
A	18	Product Showcasing
A	19	Metal Grills in front of Hall 1 & 2

Hall 1

HALL 1 Floor Plan



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- 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



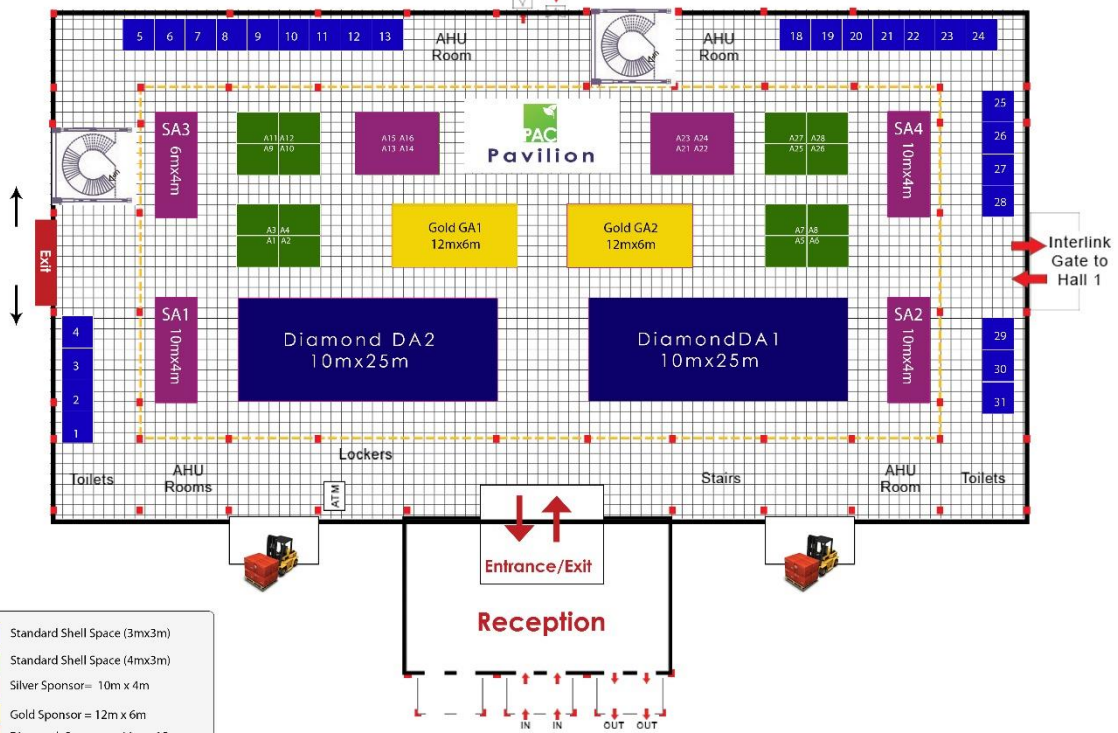
Online booking available

Hall 2

HALL 2 Floor Plan



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Online booking available

In case of any query feel free to contact

Best Regards

PAC 2024 Organising Committee

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PACE North Office

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