

PACE 2024

17-18 January - Lahore Expo Centre

Branding Options Package for Gold Sponsor



Event Organiser

PACE

Event Manager

PetrolSolution

Gold Sponsor Branding Bundle Package

S.No.	Title	Size WxH	Space Cost	
1	Gold Sponsor Location Hall 1 Booth available GB1, GB2, Location Hall 2 Booth available GA1, GA2, Dimensions: 12m x 6m Total Size =72 square meter Sqr Meter Rate=200\$ per meter 1USD =282 PKR	12m x6m 72 sqm	USD \$ 14,400 PKR 4,060,800/-	
Advertising millage for Gold sponsor.				
Entrance Advertising Box				
2	Advertising Box In front of Hall 2 (upper deck) 4 Side Branding	4ft x 4ft Qty1	AB1	PKR 100,000/-
Grill Panel Outside Expo Branding				
3	Grill Panel Outside Expo Placement of banner is on Top priority.	10ft x6ft Qty 04	GP	PKR 200,000/-
Horizontal backdrop inside hall mezzanine floor				
4	Horizontal Backdrop at mezzanine grill panel Inside hall	30ft x 6ft Qty 01	HS	PKR 100,000/-
Pole Sign Outer Area Branding- Inside Expo				
5	Pole Signs Branding Pole Signs Inside area Expo Centre	3ft x 7ft Qty 4	PA	PKR 200,000/-
Flag Branding at Expo				
6	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				
7	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 Gold Sponsor at Pakistan Agri Connection Expo at Lahore Expo Center				PKR 1,150,000/-

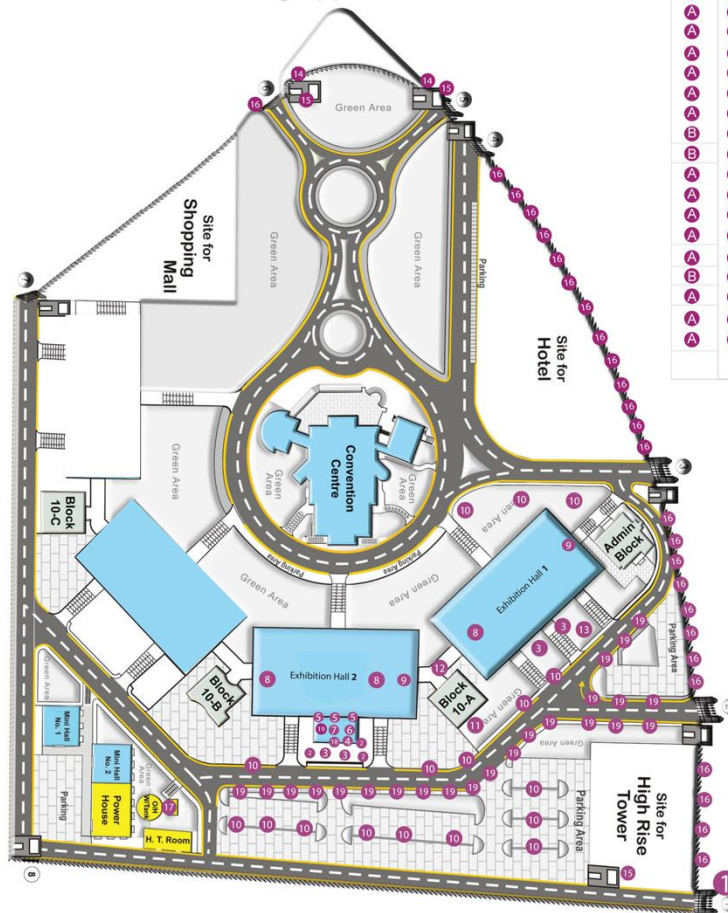
Additional Branding

1. Additional Branding millage cost PKR **1,300,000/-**
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 Gold 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 15 person per day.
8. Logo Placement on Opening Stage.
9. Priority Seating in opening event- Up to 2 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 62,040,000/-
Total for Branding opportunity	PKR 1,150,000/-
Total for additional Branding	PKR 1,300,000/-
Grand Total for Gold Sponsor	PKR 6,510,800/-
Package deal for PACE 2024 Lahore Show as Gold Sponsor	PKR 5,000,000/-
Note: The above amount is exclusive of all government taxes.	

Top View Lahore Expo Centre

Master Layout of Expo Centre alongwith branding opportunities



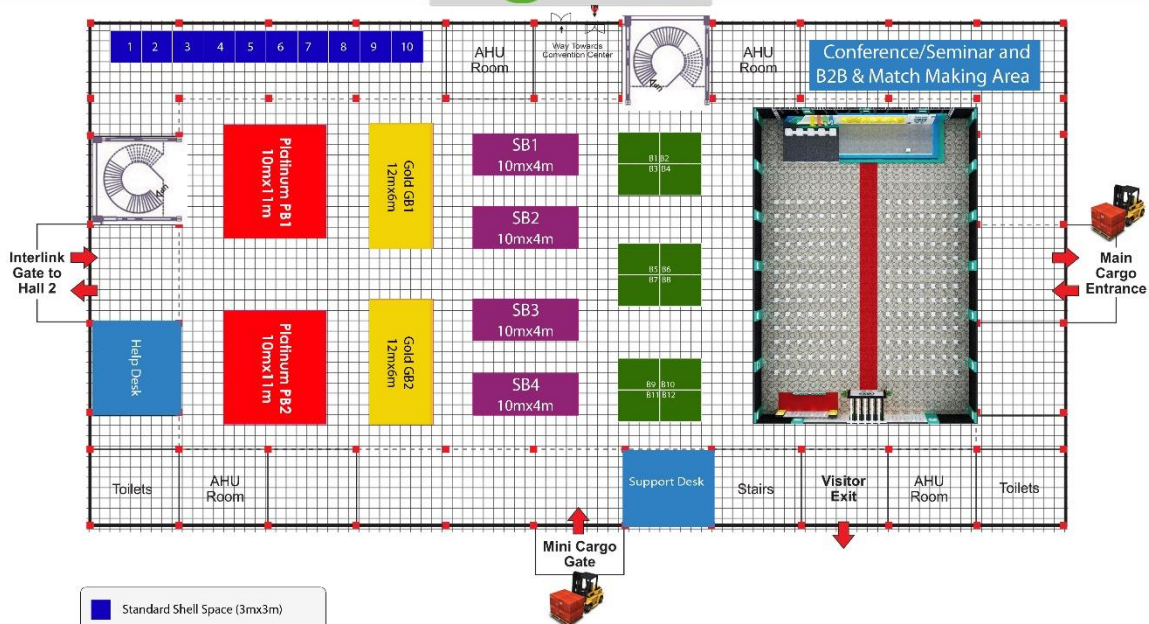
Category	POS#	Description
A	1	Expo Entrance Gate
A	2	Backlit Cubes
A	3	Branded Towers
A	4	Hall 2 Exterior Glass
A	5	Registration Desk Hall 2
A	6	Hall 2 Reception (Side Walls)
A	7	Hall 2 Registration
A	8	Hall 1 & 2 Balconies Display
B	9	LED AD Spots
B	10	Streamers on Poles, Exterior
A	11	Exterior Branding (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



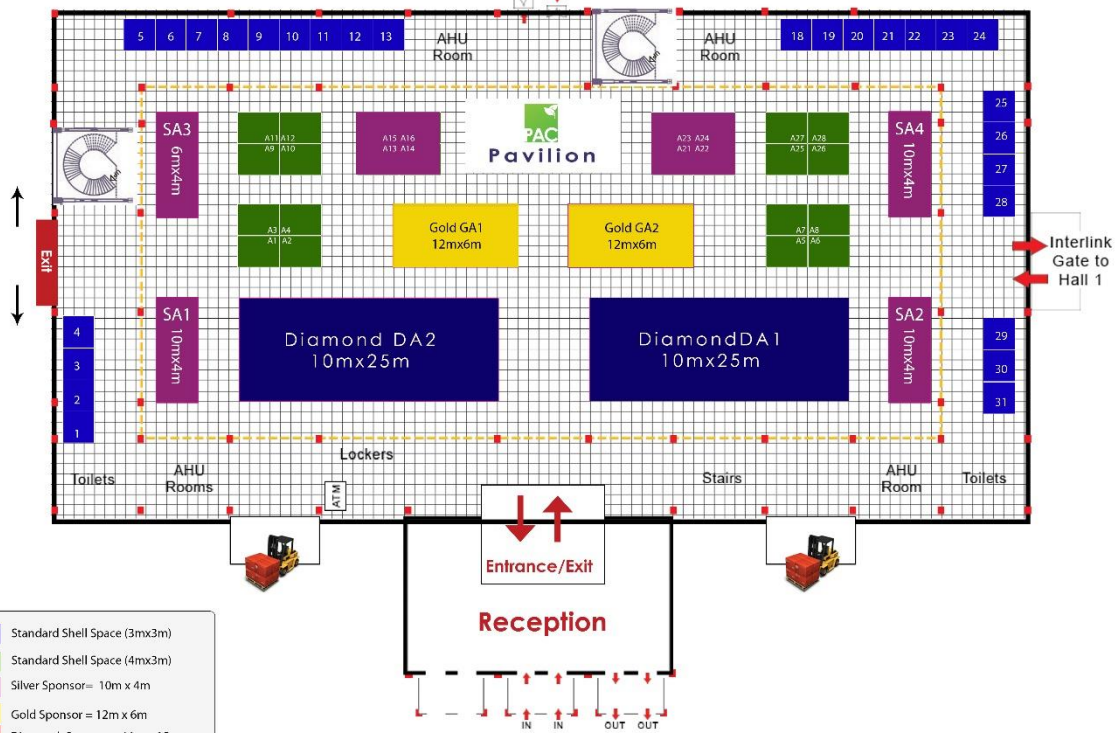
Online booking available

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

PAKISTAN Agri Connection Expo 2024

T: +92 317 002 2211 +92 333 220 2294

E: support@pacexpo.pk | **W:** <http://www.pacexpo.pk>

PACE North Office

Add: Head Office: Plaza No. 4, 3rd Floor, Phase 6-C, Block-A, Avenue-4, D.H.A. Lahore