

PACE 2024

17-18 January - Lahore Expo Centre

Branding Options Package for Platinum Sponsor



Event Organiser

PACE

Event Manager

PetrolSolution

Platinum Sponsor Branding Bundle Package

S.No.	Title	Size WxH	Space Cost	
1	Platinum Sponsor Location Hall 1 Booth available PB1, PB2 Dimensions: 11m x 10m Total Size =110 square meter Sqr Meter Rate=200\$ per meter 1USD =282 PKR	11m x10m 110 sqm	USD \$ 75,000 PKR 6,204,000/-	
Advertising millage for Platinum sponsor.				
Expo Entrance Glass Gate Bill board				
2	Hall 1 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 Qty1	AB1	PKR 100,000/-
Registration Desk Hall 2				
6	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				
7	Grill Panel Outside Expo Placement of banner is on Top priority.	10ft x6ft Qty 05	GP	PKR 250,000/-
Horizontal backdrop inside hall mezzanine floor				
8	Horizontal Backdrop at mezzanine grill panel Inside hall	30ft x 6ft Qty 02	HS	PKR 200,000/-
Pole Sign Outer Area Branding- Inside Expo				
9	Pole Signs Branding Pole Signs Inside area Expo Centre	3ft x 7ft Qty 4	PA	PKR 200,000/-

Exterior Display (Block 10 – B)				
10	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				
11	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				
12	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 Platinum Sponsor at Pakistan Agri Connection Expo at Lahore Expo Center				PKR 2,450,000/-

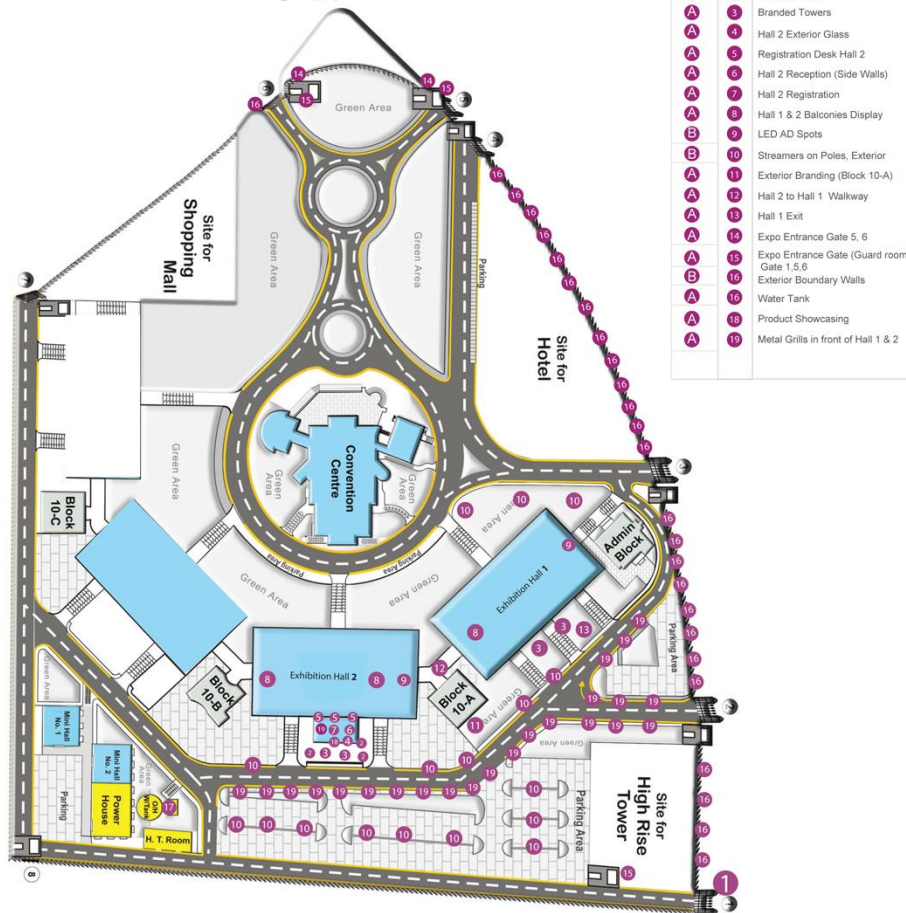
Additional Branding

1. Additional Branding millage cost PKR **1,400,000/-**
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 Platinum 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 20 person per day.
8. Logo Placement on Opening Stage.
9. Priority Seating in opening event- Up to 3 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 6,204,000/-
Total for Branding opportunity	PKR 2,450,000/-
Total for additional Branding	PKR 1,300,000/-
Grand Total for Platinum Sponsor	PKR 9,954,000/-
Package deal for PACE 2024 Lahore Show as Platinum Sponsor	PKR 7,500,000/-
Note: The above amount is exclusive of all government taxes.	

Top View Lahore Expo Centre

Master Layout of Expo Centre alongwith branding opportunities

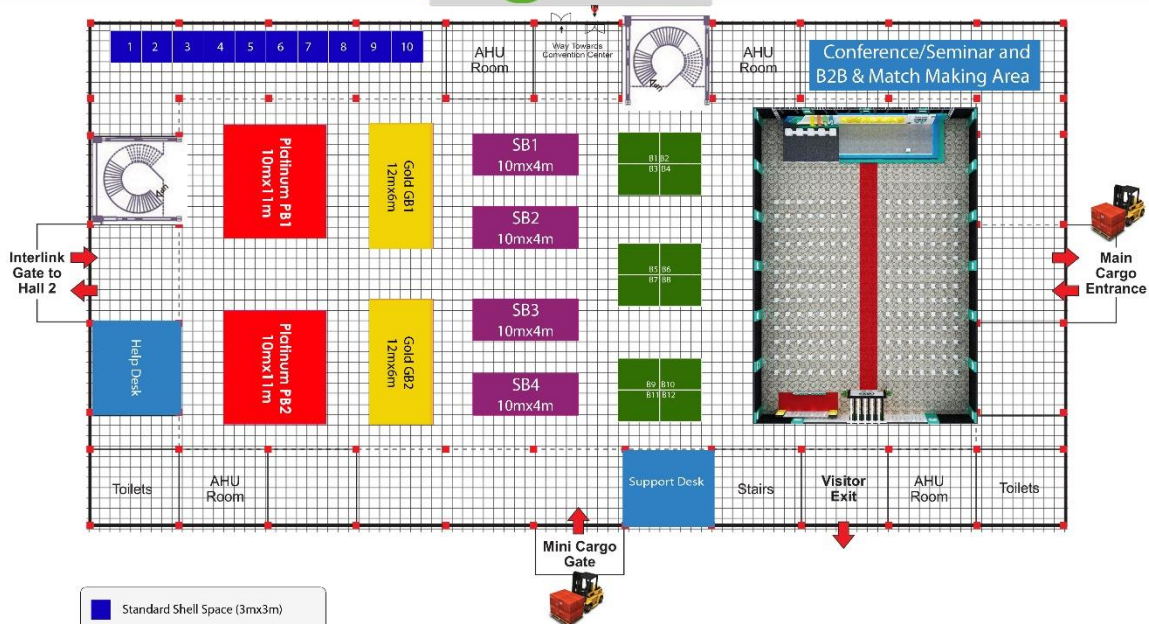


Hall 1

HALL 1 Floor Plan



17-18 January 2024
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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



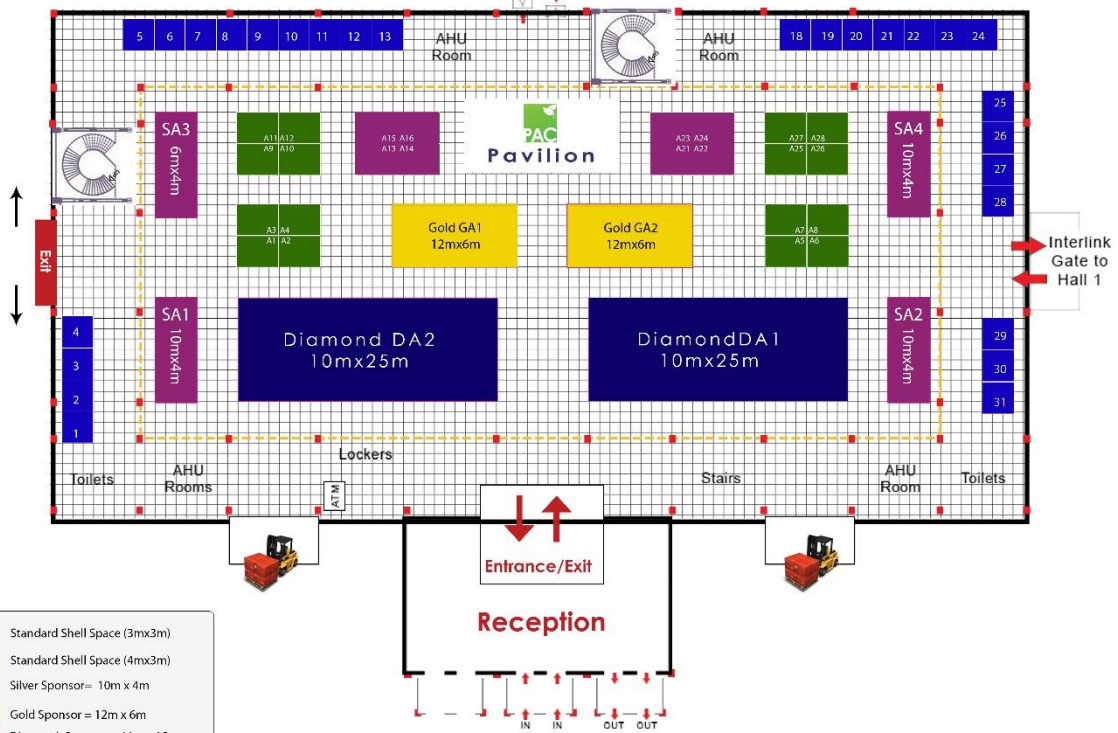
Online booking available

Hall 2

HALL 2 Floor Plan



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Lahore Expo Center



Online booking available

In case of any query feel free to contact

Best Regards

PAC 2024 Organising Committee

PAKISTAN Agri Connection Expo 2024

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PACE North Office

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