

# PACE 2024

17-18 January - Lahore Expo Centre

*Branding Options Package for Silver Sponsor*



Event Organiser

**PACE**

Event Manager

**PetrolSolution**

## Silver Sponsor Branding Bundle Package

| S.No.                                                                                            | Title                                                                                                                                                                                                                                                    | Size WxH                 | Space Cost                                    |               |
|--------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------|-----------------------------------------------|---------------|
| 1                                                                                                | Silver Sponsor<br><b>Location Hall 1</b><br>Booth available SB1, SB2, SB3, SB4<br><b>Location Hall 2</b><br>Booth available SA1, SA2, SA3, SA4<br>Dimensions: 10m x 4m<br>Total Size =40 square meter<br>Sqr Meter Rate=200\$ per meter<br>1USD =282 PKR | 10m x4m<br><b>40 sqm</b> | <b>USD \$ 8,000</b><br><b>PKR 2,256,000/-</b> |               |
| Advertising millage for Silver sponsor.                                                          |                                                                                                                                                                                                                                                          |                          |                                               |               |
| Entrance Advertising Box                                                                         |                                                                                                                                                                                                                                                          |                          |                                               |               |
| 2                                                                                                | Advertising Box<br>In front of Hall 2 (upper deck)<br>4 Side Branding                                                                                                                                                                                    | 4ft x 4ft<br>Qty1        | AB1                                           | PKR 100,000/- |
| Grill Panel Outside Expo Branding                                                                |                                                                                                                                                                                                                                                          |                          |                                               |               |
| 3                                                                                                | <b>Grill Panel</b><br>Outside Expo<br>Placement of banner is on Top priority.                                                                                                                                                                            | 10ft x6ft<br>Qty 02      | GP                                            | PKR 100,000/- |
| Horizontal backdrop inside hall mezzanine floor                                                  |                                                                                                                                                                                                                                                          |                          |                                               |               |
| 4                                                                                                | <b>Horizontal Backdrop at mezzanine grill panel Inside hall</b>                                                                                                                                                                                          | 30ft x 6ft<br>Qty 01     | HS                                            | PKR 100,000/- |
| Pole Sign Outer Area Branding- Inside Expo                                                       |                                                                                                                                                                                                                                                          |                          |                                               |               |
| 5                                                                                                | <b>Pole Signs Branding</b><br>Pole Signs<br>Inside area Expo Centre                                                                                                                                                                                      | 3ft x 7ft<br>Qty 2       | PA                                            | PKR 100,000/- |
| Flag Branding at Expo                                                                            |                                                                                                                                                                                                                                                          |                          |                                               |               |
| 6                                                                                                | <b>Flags Branding</b><br>Flags<br>Branded flags on poles inside expo center                                                                                                                                                                              | 5ft x 3ft<br>Qty 1       | K                                             | PKR 50,000/-  |
| Social Media/ Website/ Smart App Millage                                                         |                                                                                                                                                                                                                                                          |                          |                                               |               |
| 7                                                                                                | <b>Web &amp; Mobile Apps</b>                                                                                                                                                                                                                             |                          |                                               |               |
|                                                                                                  | <b>Web main banner</b>                                                                                                                                                                                                                                   | 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 Silver Sponsor at Pakistan Agri Connection Expo at Lahore Expo Center |                                                                                                                                                                                                                                                          |                          |                                               | PKR 950,000/- |

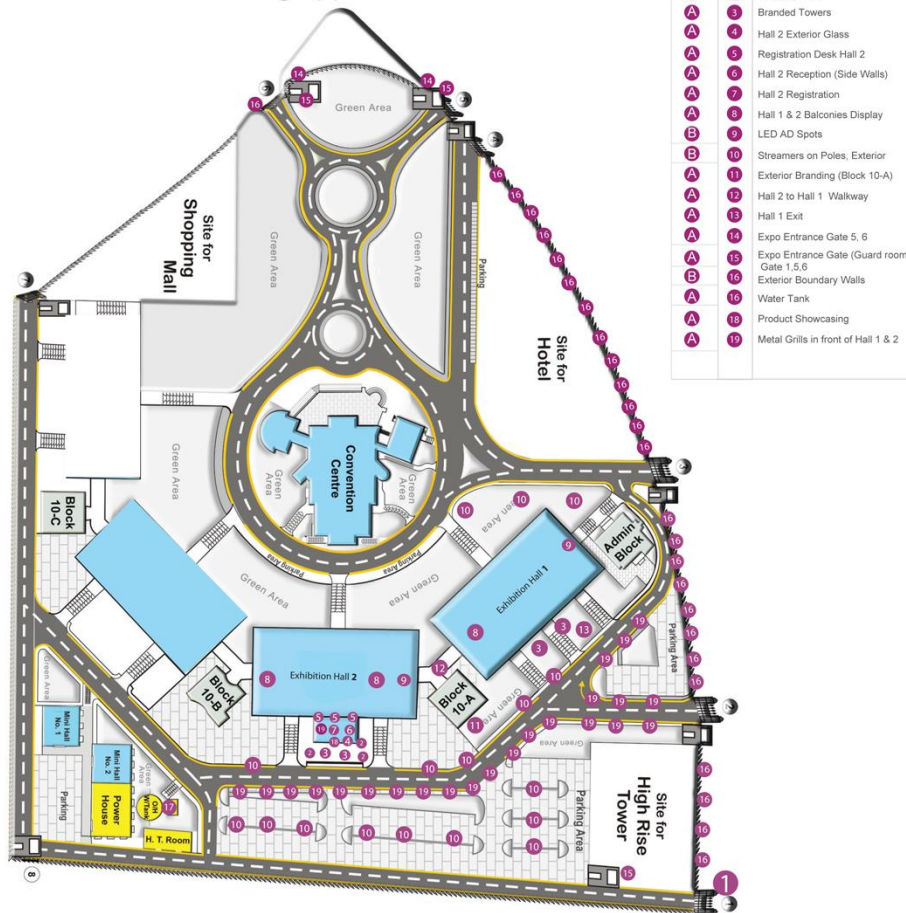
### Additional Branding

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 Silver 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 10 person per day.
8. Logo Placement on Opening Stage.
9. Priority Seating in opening event- Up to 1 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 2,256,000/-        |
| Total for Branding opportunity                                      | PKR 950,000/-          |
| Total for additional Branding                                       | PKR 1,000,000/-        |
| Grand Total for Silver Sponsor                                      | PKR 3,306,000/-        |
| <b>Package deal for PACE 2024 Lahore Show as Silver Sponsor</b>     | <b>PKR 2,500,000/-</b> |
| <b>Note:</b> The above amount is exclusive of all government taxes. |                        |

## Top View Lahore Expo Centre

### Master Layout of Expo Centre alongwith branding opportunities

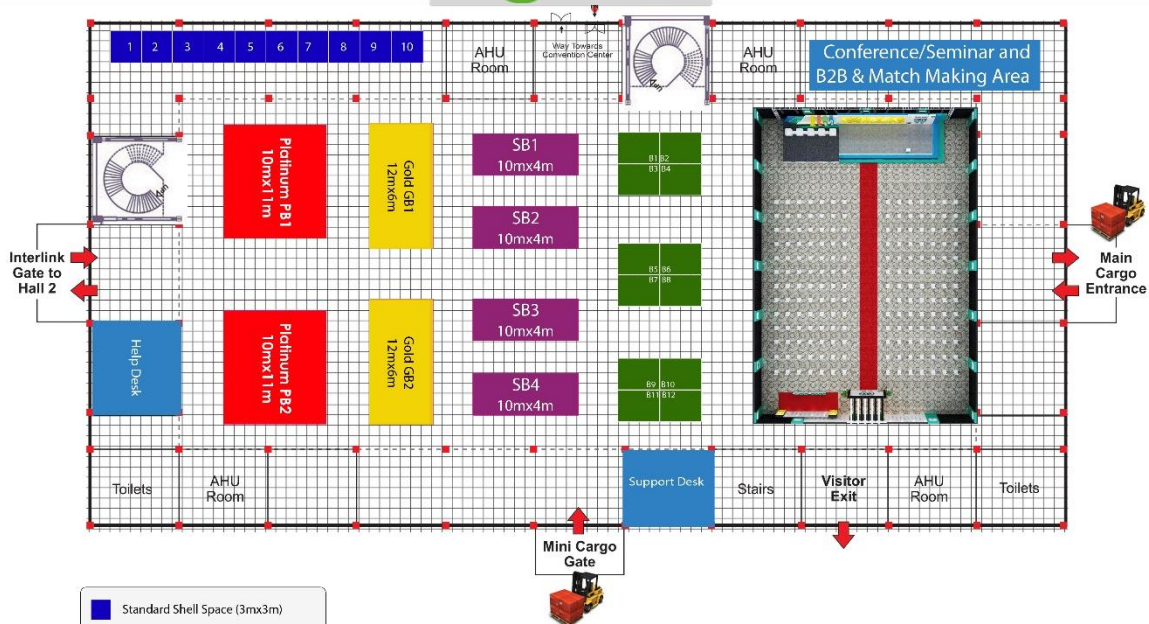


# Hall 1

## HALL 1 Floor Plan



17-18 January 2024  
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



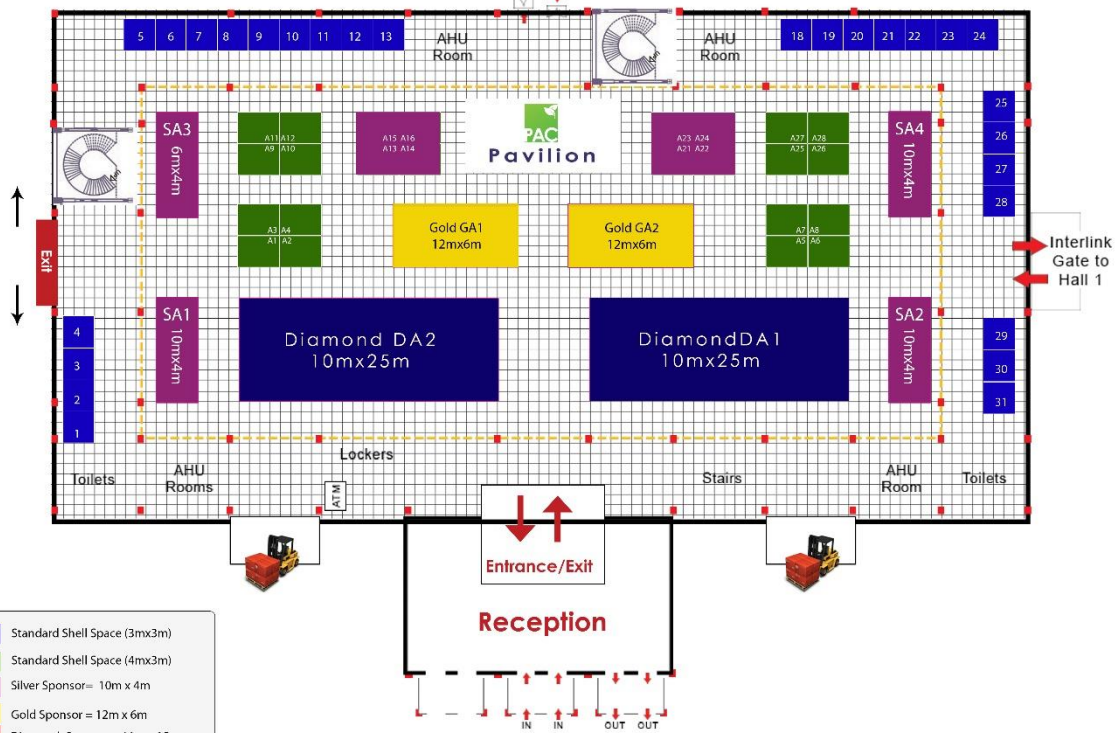
Online booking available

## Hall 2

### HALL 2 Floor Plan



17-18 January 2024  
Lahore Expo Center



- Standard Shell Space (3mx3m)
- Standard Shell Space (4mx3m)
- Silver Sponsor= 10m x 4m
- Gold Sponsor = 12m x 6m
- Diamond Sponsor = 10m x 25m

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](mailto: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