

PAPS 2023

27-29 October 2023
Karachi Expo Centre

Branding Options Package for Diamond Sponsor



Event Organiser
PAAPAM

Event Contractor
Petrol Solution

Diamond Sponsor Branding Bundle Package

S.	Title	Size	Space Cost		
1	Diamond Sponsor Booth available Hall 6- Hall 5 Dimensions: 26m x 8m Total Size =208 square meter Sqr Meter Rate=300\$ per meter	USD @ 285 26m x 8m 208 sqr mtr	Rs.17,784,000/-		
Sponsor Booth Space cost			Rs.17,472,000/-		
2	Test Drive with fabrication and marking	Common test Drive	Rs.2,500,000/-		
3	Tunnel Branding Branding <ul style="list-style-type: none"> • Package 1 <ul style="list-style-type: none"> ○ Backdrop A -Arch ○ Pathway Backdrop Straight ○ Arch logo ○ Logo Pylon Fascia 	10ft x 8ft 12ft x 8ft EPS EPS	A B C D	2 1 2 2	<u> </u> @1,000,000/-
Red Carpet Tunnel Branding Total			7	1,000,000/-	
4	Foyer Area Branding Backdrops <ul style="list-style-type: none"> • Pathway Backdrop 	12ft x 8ft	F	2	@200,000/-
Foyer Area Branding Total			2	400,000/-	
5	Hall 4 to Hall 3 Branding and Hall 4 to Hall 5 Backdrops <ul style="list-style-type: none"> • Pathway Backdrop 	12ft x 8ft	G	6	@200,000/-
Pathway Branding Total			6	1,200,000/-	
6	Hanging Steamers Branding Steamers Inside Hall Strategic Points	4ft x 10ft	-	2	@50,000/-
Hanging Steamers Branding Total			2	100,000/-	
7	Pole Signs Branding Pole Signs Parking and Drive way area Expo Centre	4ft x 8ft		10	@50,000/-
Pole Signs Branding Total			10	500,000/-	
8	Grill Panel Outside Expo Placement of banner is on Top priority.	10ft x6ft	Outside	20	@50,000/-
Grill Panel outside expo			20	1,000,000/-	
9	Flags Branding Branded flags on poles inside expo center	5ft x 3ft	-	1	@50,000/-
Flags Branding Total			1	@50,000/-	

10	Web & Mobile Apps				
	Web main banner	200px x300px	Run time 5 months	1	@200,000/-
	Mobile App Sponsor by logo and social media	Full screen		1	@500,000/-
	Show Directory full page add	8inch x 8inch	SD	2	@100,000/-
	Promo- Media Wall	Promo	Screen	-	@200,000/-
IT Web Show Directory Branding Total					Rs.1,000,000/-
Grand Total					Rs 5,250,000

Additional Branding

- To get Diamond/Platinum/Gold Sponsorship, Company needs to exhibit in PAPS Karachi.
- Welcome Speech is valid only for Diamond Sponsorship status and only CEO/MD will speech at the inauguration ceremony of Pakistan Auto Show 2023. (Kindly intimate us the representative who will present the speech)
- Logo placement of Sponsor will be highlight as per category of sponsorship in all brandings of PAPS-2023.
 - Qty 400,000/- Visitor Passes + 5000 With Sponsor Logo
 - Qty 20,000/- A4 Flyer Poster
 - Qty 4,000/- A2 Poster
 - Qty 30+ Break Panel Logo Display
 - Qty 6 Media Wall logo on red Carpet Check Wall
 - Qty 5000 logo display- General Invitation Pass, Opening Card, Gala Card.
- Logo Priority/ Branding Placement will be given on first come first serve basis depend upon the category of sponsorship.
- Executive lounge and business Lounge access – Hi Tea and Lunch- up to 20 person per day.
- Logo Placement on Opening & Gala Stage.
- Priority Seating in opening and gala event- Up to 2 VIP Seats and 4 back line seating.
- Confirmation will be made only after receiving the initial advance payment.
- 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.
- In case of rescheduled the date of exhibition due to any pandemic situation payment will be adjust in rescheduled date of Karachi Show.

Cost Summary		
<i>Grand Total for Space- Fixed cost</i>	Inner space	Rs 17,784,000/-
<i>Test Drive fabricated area</i>	Outer Space	Rs 2,500,000/-
<i>Sponsor Branding Cost Red Carpet and other</i>	Inner/outer	Rs 5,250,000/-
Additional Branding Cost for brand logo as sponsor	Brand Millage	Rs 2,500,000/-
Separate Video Making Team for Diamond Sponsor coverage – Personalized Video for Sponsor	Personalized Video	Rs 1,000,000/-
Grand total for space and branding		Rs 29,034,000/-
Package deal for as Diamond Sponsor		Rs 25,000,000/-
Note: The above amount is exclusive of all government taxes.		

In case of any query feel free to contact

Best Regards

PAPS 2023 Organising Committee

PAKISTAN AUTO SHOW 2023

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