



The Institute of
Chartered Accountants
of Pakistan

CA
PAKISTAN

CFO
CONFERENCE 2020

SPONSORSHIP PROSPECTUS

ICAP CFO Conference 2020

APRIL 14 – PEARL CONTINENTAL, KARACHI | APRIL 16 – PEARL CONTINENTAL, LAHORE

ICAP CFO Conferences
Bringing finance and business leaders together since 2010



20 Conferences
in Karachi, Lahore
and Islamabad



Around
1500 CEO's, CFO's
and other **business** and
finance leaders
participated in 2019



More than
400 organizations
participate every year



Around
25 top organizations
exhibit every year

Intellectual Partner



Our previous sponsors include
FMCGs, financial institutions,
oil and gas sector, power and energy sector,
automotive, logistics, insurance companies
and telecom industry.



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REASONS TO INVEST

1. REACH MULTIPLE CHANNELS

Extend your wings through reaching larger yet relevant audience through our 3-month extensive multichannel marketing campaign with a combined reach of ICAP's **8000 professional accountants** in public practice, education, government service, industry and commerce across the world.

2. LEAD GENERATION

Connectivity is a major part of our Conferences. We guarantee the presence of a diverse list of **1500+ senior business and finance leaders**, practice partners/owners and decision makers; **400+ reputed organizations** and **15+ global eminent speakers** at the Conference in two major cities of Pakistan.

3. AUDIENCE ENGAGEMENT

ICAP CFO Conferences are the ultimate platform to launch new products, services and thought leadership directly to potential clients in two major cities of Pakistan. The packages provide opportunities through the exhibit hall to amplify your message.

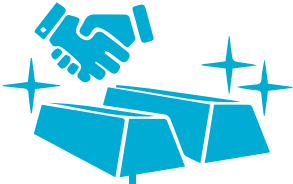


TECHNOLOGY PARTNER



The highest level of sponsorship tailored to a corporate sponsor. Receive the largest brand exposure, marketing reach and exhibition presence

AUDIENCE ENGAGEMENT	MARKETING EXPOSURE	ONSITE BRANDING
<p>Opportunity to become speaker at the Conference for the technology session, only if the speaker meets the criteria.</p> <p>Acknowledgement by Master of Ceremonies during Conference</p> <p>One-minute video/advertisement to be played during the Conference</p> <p>Space for exhibiting/launch your latest product(s) and/or service(s) to around 1500 delegates and two cities</p> <p>12 Complimentary Conference registrations</p> <p>5 delegate passes for pre-conference dinner/social event for CEO/CFO of the company</p>	<p>Post company advertisements/video/content on all digital media platforms (CFO Conference website, CFO Conference social media pages, CFO Conference mobile application)</p> <p>Run promo/ commercial advertisement/brand profile on SMD screen - 2 minutes during the Registration & Networking - 2 minutes during the Lunch & Tea Breaks</p> <p>Half page advertisement in leading newspaper Company logo placement in all print and electronic media Conference marketing (Brochure, advertisements) Company logo placement on stage backdrop Company logo placement on stage side panels Company logo placement on other Conference branding panels</p> <p>One-minute video message from COO/CFO of the company to be promoted through website and social media (Sponsor organization to record and share the message with ICAP for placement.)</p> <p>Marketing exposure through direct email and SMS to around 8000 ICAP Members</p> <p>A description of the sponsor organization on ICAP CFO Conference website with a link to sponsor's website</p> <p>Brand exposure in videos and photos of the Conference</p>	<p>Placement of stall/kiosk in sponsors exhibit area with consent of ICAP</p> <p>Reception standees at the entrance of the event</p> <p>5 Standees inside the venue with consent of ICAP</p> <p>Venue directions logo display</p> <p>Distribute corporate souvenirs and marketing material by placing on seats before the start of the event or distributing through kiosks (For ICAP assistance in distribution, material should be provided in both cities a week before the Conference.)</p>



PLATINUM SPONSOR

PKR 2,000,000



AUDIENCE ENGAGEMENT	MARKETING EXPOSURE	ONSITE BRANDING
<p>Acknowledgement by Master of Ceremonies during Conference</p> <p>One-minute video/advertisement to be played during the Conference Space for exhibiting/launch your latest product(s) and/or service(s) to around 1500 delegates and two cities</p> <p>10 Complimentary Conference registrations</p> <p>4 delegate passes for pre-conference dinner/social event for CEO/CFO of the company</p>	<p>Post company advertisements/video/content on all digital media platforms (CFO Conference website, CFO Conference social media pages, CFO Conference mobile application)</p> <p>Run promo/ commercial advertisement/brand profile on SMD screen - 2 minutes during the Registration & Networking - 2 minutes during the Lunch & Tea Breaks</p> <p>Quarter page advertisement in leading newspaper Company logo placement in all print and electronic media Conference marketing (Brochure, advertisements)</p> <p>Company logo placement on stage backdrop Company logo placement on stage side panels Company logo placement on other Conference branding panels</p> <p>One-minute video message from COO/CFO of the company to be promoted through website and social media (Sponsor organization to record and share the message with ICAP for placement.)</p> <p>Marketing exposure through direct email and SMS to around 8000 ICAP Members</p> <p>A description of the sponsor organization on ICAP CFO Conference website with a link to sponsor's website</p> <p>Brand exposure in videos and photos of the Conference</p>	<p>Placement of stall/kiosk in sponsors exhibit area with consent of ICAP</p> <p>Reception standees at the entrance of the event</p> <p>4 Standees inside the venue with consent of ICAP</p> <p>Distribute corporate souvenirs and marketing material by placing on seats before the start of the event or distributing through kiosks (For ICAP assistance in distribution, material should be provided in both cities a week before the Conference.)</p>



LUNCH SPONSOR

PKR 2,000,000



AUDIENCE ENGAGEMENT	MARKETING EXPOSURE	ONSITE BRANDING
<p>Acknowledgement by Master of Ceremonies during Conference</p> <p>One-minute video/advertisement to be played during the Conference Space for exhibiting/launch your latest product(s) and/or service(s) to around 1500 delegates and two cities</p> <p>10 Complimentary Conference registrations</p> <p>4 delegate passes for pre-conference dinner/social event for CEO/CFO of the company</p>	<p>Post company advertisements/video/content on all digital media platforms (CFO Conference website, CFO Conference social media pages, CFO Conference mobile application)</p> <p>Run promo/ commercial advertisement/brand profile on SMD screen - 2 minutes during the Registration & Networking - 2 minutes during the Lunch & Tea Breaks</p> <p>Quarter page advertisement in leading newspaper Company logo placement in all print and electronic media Conference marketing (Brochure, advertisements)</p> <p>Company logo placement on stage backdrop Company logo placement on stage side panels Company logo placement on other Conference branding panels</p> <p>One-minute video message from COO/CFO of the company to be promoted through website and social media (Sponsor organization to record and share the message with ICAP for placement.)</p> <p>Marketing exposure through direct email and SMS to around 8000 ICAP Members</p> <p>A description of the sponsor organization on ICAP CFO Conference website with a link to sponsor's website</p> <p>Brand exposure in videos and photos of the Conference</p>	<p>Placement of stall/kiosk in sponsors exhibit area with consent of ICAP</p> <p>Reception standees at the entrance of the event</p> <p>4 Standees inside the venue with consent of ICAP</p> <p>Distribute corporate souvenirs and marketing material by placing on seats before the start of the event or distributing through kiosks (For ICAP assistance in distribution, material should be provided in both cities a week before the Conference.)</p>



GOLD SPONSOR

PKR 1,200,000



AUDIENCE ENGAGEMENT	MARKETING EXPOSURE	ONSITE BRANDING
<p>Acknowledgement by Master of Ceremonies during Conference</p> <p>4 complimentary Conference registrations</p> <p>1 delegate pass for pre-conference dinner/social event for CEO/CFO of the company</p>	<p>Post company advertisements/video/content on all digital media platforms (CFO Conference website, CFO Conference social media pages, CFO Conference mobile application)</p> <p>Company logo placement in all print and electronic media Conference marketing (Brochure, advertisements)</p> <p>Company logo placement on stage backdrop</p> <p>Company logo placement on stage side panels</p> <p>Company logo placement on other Conference branding panels</p> <p>Marketing exposure through direct email and SMS to around 8000 ICAP Members</p> <p>Brand exposure in videos and photos of the Conference</p>	<p>Placement of stall/kiosk in sponsors exhibit area with consent of ICAP</p> <p>2 standees inside the venue with consent of ICAP</p> <p>Distribute corporate souvenirs and marketing material by placing on seats before the start of the event or distributing through kiosks (For ICAP assistance in distribution, material should be provided in both cities a week before the Conference.)</p>



SILVER SPONSOR

PKR 500,000



AUDIENCE ENGAGEMENT	MARKETING EXPOSURE	ONSITE BRANDING
<p>Acknowledgement by Master of Ceremonies during Conference</p> <p>2 complimentary Conference registrations</p> <p>1 delegate pass for pre-conference dinner/social event for CEO/CFO of the company</p>	<p>Company logo placement in all print and electronic media Conference marketing (Brochure, advertisements)</p> <p>Company logo placement on stage side panels</p> <p>Company logo placement on other Conference branding panels</p> <p>Marketing exposure through direct email and SMS to around 8000 ICAP Members</p> <p>Brand exposure in videos and photos of the Conference</p>	<p>2 standees inside the venue with consent of ICAP</p> <p>Distribute corporate souvenirs and marketing material by placing on seats before the start of the event or distributing through kiosks (For ICAP assistance in distribution, material should be provided in both cities a week before the Conference.)</p>

S. No.	Sponsorship entitlements	Technology Partner	Platinum Sponsor	Lunch Sponsor	Gold Sponsor	Silver Sponsor
			2,000,000	2,000,000	1,200,000	500,000
	Marketing exposure					
1	Post company advertisements/video/content on all digital media platforms (CFO Conference website, CFO Conference social media pages, CFO Conference mobile application)	✓	✓	✓	✓	
2	Run promo/ commercial advertisement/brand profile on SMD screen - 2 minutes during the Registration & Networking - 2 minutes during the Lunch & Tea Breaks	✓	✓	✓		
3	Company logo placement in all print and electronic media Conference marketing (Brochure, advertisements)	✓	✓	✓	✓	✓
4	Company logo placement on stage backdrop	✓	✓	✓	✓	
5	Company logo placement on stage side panels	✓	✓	✓	✓	✓
6	Company logo placement on other Conference branding panels	✓	✓	✓	✓	✓
7	One-minute video message from COO/CFO of the company to be promoted through website and social media (Sponsor organization to record and share the message with ICAP for placement.)	✓	✓	✓		
8	Print advertisement in leading newspaper (Gold/silver/support sponsors have an option to place ad but bear the cost of newspaper)	✓	✓	✓		
9	Marketing exposure through direct email and SMS to around 8000 ICAP Members	✓	✓	✓	✓	✓
10	A description of the sponsor organization on ICAP CFO Conference website with a link to sponsor's website	✓	✓	✓		
11	Brand exposure in videos and photos of the Conference	✓	✓	✓	✓	✓

Amount in PKR and exclusive of taxes.

S. No.	Sponsorship entitlements	Technology Partner	Platinum Sponsor	Lunch Sponsor	Gold Sponsor	Silver Sponsor
			2,000,000	2,000,000	1,200,000	500,000
	Onsite branding					
1	Placement of stall/kiosk in sponsors exhibit area with consent of ICAP	✓	✓	✓	✓	
2	Exclusive branding in lunch area	✓	✓	✓		
3	Exclusive branding (standees) in pre and post-conference workshops	✓				
4	Reception standees at the entrance of the event	✓	✓	✓		
5	Standees inside the venue with consent of ICAP	5	4	4	2	2
6	Venue directions logo display	✓				
7	Distribute corporate souvenirs and marketing material by placing on seats before the start of the event or distributing through kiosks (For ICAP assistance in distribution, material should be provided in both cities a week before the Conference.)	✓	✓	✓	✓	✓

Amount in PKR and exclusive of taxes.

Note:

1. Payment must be made in advance upon issuance of pro forma invoice or at least 3 days before the Conference. Please send your cheque in favour of 'The Institute of Chartered Accountants of Pakistan' to Mr. Kamran Ahmed at Chartered Accountants Avenue, Clifton, Karachi.
2. All above packages are exclusive of taxes (13% for Karachi and 16% for Lahore)
3. All souvenirs and literature to be received by ICAP 5 days before the event.
4. The stalls will be constructed by sponsors. Sponsors will bring their own standees to both venues.
5. All above packages are for both locations (Karachi and Lahore combined).
6. Sponsor will have the sole discretion to distribute promotional material and giveaways.
7. For further details about the packages, please call **Mr. Shahnawaz Abro** at **111-000-422** Extension **441** or email **Shahnawaz.abro@icap.org.pk**