

SPONSORSHIP PLAN

ICAP CFO Conference 2023

May 15 & 16, 2023 - PC Hotel, Karachi

May 18, 2023 - PC Hotel, Lahore

brings finance and business leaders together since 2010

21

Conferences in Karachi, Lahore,
Islamabad and Overseas



2000+

CEOs, CFOs and other business &
finance leaders Participate every year



400+

Organizational representation
every year



20+

Industry Top
Organizations exhibit every year



OUR SPONSORS AND PARTNERS

Are from wide spectrum of industries including
FMCGs, Financial Institutions, Power and Energy, Automotive, Logistics, Insurance, Telecom and many more.

Professional Accountants in Business (PAIB) Committee



REASONS TO INVEST



EXCEPTIONAL OUTREACH

Extensive multi-channel marketing opportunity with a combined reach to more than **9000** professional accountants and business leaders in public, practice, education, government service, industry, and commerce across the world participating in our multiple events around the year.



UNPARALLELED NETWORKING

Guaranteed networking and connectivity with **2000+** senior business and finance leaders, practice partners/owners and decision makers; **400+** reputed organizations and **various** global eminent speakers at the Conference in two major cities of Pakistan.



ULTIMATE ENGAGEMENT

An interactive platform to launch new products, services, and thought leadership directly to potential clients in Pakistan with professional liaising opportunity. Our exhibit halls, will amplify your message not just in CFO Conference but other initiatives of PAIB Committee.



WHAT'S NEW

Sponsor Visibility at our upcoming Flagship Initiatives throughout the year

1. CFO Conference 2023
2. National Finance Olympiad (NFO) 2023
3. Finance Leaders 2.0-Leadership Transformation Series
4. Professional Excellence Awards
5. Pakistan Trading Competition (PTC)
6. Golf Tournament

SPONSORSHIP PACKAGES & OPPORTUNITIES

SUMMARY

Unparalleled Network	Exceptional Outreach	Ultimate Engagement
Lead Sponsor (Offer Based)		
<p>6 Value Offers</p> <p>12 Complementary Registrations</p> <p>5 Delegate Passes for Pre-Conference event</p> <p>2 Complementary Event Speaker/Panel Invitations</p> <p>2 Complementary Award passes</p> <p>5 passes for ICAP's Golf Tournament</p> <p>2 Complementary registrations for Dubai Conference</p>	<p>10 Value Offers</p> <p>4 Complementary Event Outreach</p>	<p>7 Value Offers</p> <p>5 Brand Visibility Spaces at CFO Conference</p> <p>4 Brand Visibility Spaces at upcoming Events</p>

SPONSORSHIP PACKAGES & OPPORTUNITIES

SUMMARY

Unparalleled Network	Exceptional Outreach	Ultimate Engagement
Platinum Sponsor (Rs. 3 million)		
5 Value Offers 10 Complementary Registrations 4 Delegate Passes for Pre-Conference event 1 Complementary upcoming event Speaker/Panel Invitations 3 passes for ICAP's Golf Tournament 1 Complementary registration for Dubai Conference	9 Value Offers 3 Complementary Event Outreach	3 Value Offers 4 Brand Visibility Spaces at Conference 3 Brand Visibility Spaces at upcoming Events

SPONSORSHIP PACKAGES & OPPORTUNITIES

SUMMARY

Unparalleled Network	Exceptional Outreach	Ultimate Engagement
Gold Sponsor (Rs. 2 million)		
<p>3 Value Offers</p> <p>4 Complementary Registrations</p> <p>2 Delegate Passes for Pre-Conference event</p> <p>1 Complementary upcoming event Speaker/Panel Invitations</p> <p>2 passes for ICAP's Golf Tournament</p> <p>1 Complementary registration for Dubai Conference</p>	<p>7 Value Offers</p> <p>2 Complementary Event Outreach</p>	<p>2 Value Offers</p> <p>2 Brand Visibility Spaces at Conference</p> <p>1 Brand Visibility Spaces at upcoming Events</p>

SPONSORSHIP PACKAGES & OPPORTUNITIES

SUMMARY

Unparalleled Network	Exceptional Outreach	Ultimate Engagement
Silver Sponsor (Rs. 1 million)		
<p>2 Value Offers</p> <p>2 Complementary Registrations</p> <p>1 Delegate Passes for Pre-Conference event</p> <p>1 passes for ICAP's Golf Tournament</p>	<p>5 Value Offers</p> <p>1 Complementary Event Outreach</p>	<p>1 Value Offer</p> <p>2 Brand Visibility Spaces at Conference</p>
Bronze Sponsor (Rs. 0.5 million)		
<p>1 Value Offer</p> <p>1 Complementary Registration</p>	<p>4 Value Offers</p>	<p>1 Value Offer</p> <p>1 Brand Visibility Spaces at Conference</p>

SPONSORSHIP PACKAGES & OPPORTUNITIES

SUMMARY

Unparalleled Network	Exceptional Outreach	Ultimate Engagement
Lunch Sponsor (Rs. 2.5 million)		
<p>4 Value Offers</p> <p>8 Complementary Registrations</p> <p>4 Complementary Award Passes</p> <p>4 Delegate Passes for Pre-Conference event</p> <p>1 Complementary upcoming event Speaker/Panel Invitations</p> <p>3 passes for ICAP's Golf Tournament</p> <p>1 Complementary registration for Dubai Conference</p>	<p>10 Value Offers</p> <p>2 Complementary Event Outreach</p>	<p>5 Value Offers</p> <p>4 Brand Visibility Spaces at Conference</p> <p>2 Brand Visibility Spaces at upcoming Events</p>

SPONSORSHIP PACKAGES & OPPORTUNITIES

SUMMARY

Unparalleled Network	Exceptional Outreach	Ultimate Engagement
Dinner Sponsor (Rs. 2.5 million)		
<p>4 Value Offers</p> <p>4 Complementary Registrations</p> <p>8 Complementary Dinner Registrations</p> <p>4 Delegate Passes for Pre-Conference event</p> <p>1 Complementary upcoming event Speaker/Panel Invitations</p> <p>3 passes for ICAP's Golf Tournament</p> <p>1 Complementary registration for Dubai Conference</p>	<p>10 Value Offers</p> <p>2 Complementary Event Outreach</p>	<p>5 Value Offers</p> <p>4 Brand Visibility Spaces at Conference</p> <p>2 Brand Visibility Spaces at upcoming Events</p>

VALUE OFFERS AND OTHER DETAILS

S#	Sponsorship Entitlements	Lead Sponsor	Platinum Sponsor	Gold Sponsor	Silver Sponsor	Bronze Sponsor	Dinner Sponsor	Lunch Sponsor
	Unparalleled Network	Offer Based	Rs. 3 million	Rs. 2 million	Rs. 1 million	Rs. 0.5 million	Rs. 2.5 million	Rs. 2.5 million
1.	Opportunity to become speaker/panelist for a session, only if the speaker meets the criteria	✓	-	-	-	-	-	-
2.	Media coverage of CEO/President of the company	✓	✓	-	-	-	-	-
3.	One-minute video/advertisement to be played during the Conference and award dinner.	✓	✓	-	-	-	✓	✓
4.	Space for exhibiting/launch of latest product(s) and/or service(s) at two cities during the Conference	✓	✓	✓	✓	-	✓	✓
5.	Free Registration of one team in NFO 2023	✓	✓	✓	-	-	✓	✓
6.	Complimentary Conference registrations	12	10	4	2	1	4	8
7.	Complimentary Award registrations/passes	2	-	-	-	-	8	4
8.	Delegate passes for pre-conference dinner/social event for CEO/CFO of the company	5	4	2	1	-	4	4
9.	CEO/CFO of the company to be invited as Chief Guest/Guest in other PAIB Committee initiatives other than CFO(number of events)	2	1	1	-	-	1	1
10.	Free Access to ICAP's Golf Tournament to Board members of the company	5	3	2	1		3	3
11.	Complementary Dubai Conference Registrations (if applicable)	2	1	1	-		1	1
12.	Acknowledgement by Master of Ceremonies during Conference	✓	✓	✓	✓	✓	✓	✓

VALUE OFFERS AND OTHER DETAILS

S#	Sponsorship Entitlements	Lead Sponsor	Platinum Sponsor	Gold Sponsor	Silver Sponsor	Bronze Sponsor	Dinner Sponsor	Lunch Sponsor
	Exceptional Outreach	Offer Based	Rs. 3 million	Rs. 2 million	Rs. 1 million	Rs. 0.5 million	Rs. 2.5 million	Rs. 2.5 million
1.	Two-minute promo/ commercial advertisement/brand profile on SMDs during the Registration & Networking and during Lunch/Dinner & Tea Breaks	✓	✓	-	-	-	✓	✓
2.	One-minute video message from CEO/President/COO/ CFO of the company at website and social media.	✓	✓	✓	-	-	✓	✓
3.	Print advertisement in leading newspaper	✓	*	*	*		✓	✓
4.	A description of the sponsor organization on ICAP CFO Conference website with a link to sponsor's website	✓	✓				✓	✓
5.	Company logo placement on stage backdrop	✓	✓	✓			✓**	✓
6.	Post company advertisements/video/content on all digital media platforms	✓	✓	✓	✓		✓	✓
7.	Company logo placement in print and electronic media Conference marketing	✓	✓	✓	✓	✓	✓	✓
8.	Company logo placement on stage side panels and other conference branding panels	✓	✓	✓	✓	✓	✓	✓
9.	Marketing exposure through direct email and SMS to more than 9000 ICAP Members	✓	✓	✓	✓	✓	✓	✓
10.	Brand exposure in videos and photos of the Conference	✓	✓	✓	✓	✓	✓	✓
11.	Brand Exposure through marketing materials at upcoming PAIB Initiatives	4	3	2	1	0	2	2
<i>*Gold/silver/support sponsors have an option to place ad but bear the cost of newspaper</i> <i>**exclusive in award & dinner</i>								

VALUE OFFERS AND OTHER DETAILS

S#	Sponsorship Entitlements	Lead Sponsor	Platinum Sponsor	Gold Sponsor	Silver Sponsor	Bronze Sponsor	Dinner Sponsor	Lunch Sponsor
	Ultimate Engagement	Offer Based	Rs. 3 million	Rs. 2 million	Rs. 1 million	Rs. 0.5 million	Rs. 2.5 million	Rs. 2.5 million
1.	Placement of stall/kiosk in sponsors exhibit area with the consent of ICAP* (including Awards on day 1 in Karachi only)	✓	✓				✓	
2.	Exclusive branding in the lunch area	✓						✓
3.	Exclusive brand Standee Space at pre and post-conference workshops	✓						
4.	Exclusive branding in the dining area and award show	✓					✓	
5.	Reception standees at the entrance of the event	✓	✓				✓	✓
6.	Venue directions logo display at respective events	✓					✓	✓*
7.	Placement of stall/kiosk in sponsors exhibit area with the consent of ICAP (except Award & dinner on day 1 in Karachi)			✓				✓
8.	Standees inside the venue with the consent of ICAP	5	4	2	2	1	4	4
9.	Venue branding opportunity including placement of standees/placement of kiosk in upcoming PAIB initiatives	4	3	1	0	0	2	2
10.	Distribution of corporate souvenirs and marketing material by placing on seats before the start of the event or distributing through kiosks	✓	✓	✓	✓	✓	✓	✓

Initiatives of ICAP's PAIB Committee include following programs

Finance Leader 2.0 (FL 2.0),
National Finance Olympiad (NFO 2023),
Golf Tournament,
Professional Excellence Awards (PEA),
Pakistan Trading Competition (PTC) and
many more events covered throughout the year.

PAYMENT INSTRUCTIONS

1. Payment must be made in advance upon issuance of pro forma invoice or at least 5 days before the Conference. Please send your cheque in favor of 'The Institute of Chartered Accountants of Pakistan' to Mr. Ayaz Mehmood at Chartered Accountants Avenue, Clifton, Karachi.
2. All above packages are exclusive of taxes (13% for Karachi and 16% for Lahore).
3. All above packages are for both locations (Karachi and Lahore combined).

For further details about the packages,
please call **Ms. Aruba Memon** at **(021) 111-000-422 Ext: 418** Cell # **0336-8342919**
or email at **aruba.memon@icap.org.pk**