

SPONSORSHIP PLAN

ICAP CFO Conference 2024

May 06 & 07, 2024 - PC Hotel, Karachi

May 09, 2024 - Serena Hotel, Islamabad

brings finance and business leaders together since 2010

22

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



VALUE FOR SPONSORS



EXCEPTIONAL OUTREACH

Maximize your marketing impact across multiple channels, engaging with a diverse audience of over **9000** professional accountants and business leaders globally. From public and practice to education, government service, industry, and commerce, our year-round events provide an unparalleled opportunity to showcase your brand to a dynamic and influential audience worldwide.



UNPARALLELED NETWORKING

Unlock unparalleled networking and connectivity with over **2000+** senior business and finance leaders, practice partners/owners, and decision-makers. Your gateway to influential connections and collaborative opportunities awaits.



ULTIMATE ENGAGEMENT

Elevate your brand with exclusive product launches, services, and thought leadership directly reaching potential clients in Pakistan. Seize this opportunity to showcase, connect, and leave an indelible mark in the heart of your target audience.



WHAT'S NEW

Sponsor Visibility at our upcoming Flagship Initiatives throughout the year

1. CFO Conference 2024
2. National Finance Olympiad (NFO) 2024
3. Finance Leaders 2.0-Leadership Transformation Series
4. Pakistan Trading Competition (PTC)
5. Golf Tournament
6. CFO Roundtable Meeting
7. Other Distinguished ICAP Events (subject to the dynamics of such other events)

SPONSORSHIP PACKAGES & OPPORTUNITIES

SUMMARY

Unparalleled Network	Exceptional Outreach	Ultimate Engagement
Lead Sponsor (Offer Based)		
<p>5 Value Offers</p> <p>10 Complementary Conference & Award Registrations</p> <p>Opportunity to become Event Speaker/Panelist</p> <p>5 passes for CA Pakistan Golf Tournament</p> <p>2 Invitations as Guest of Honor in other PAIB initiatives</p>	<p>10 Value Offers</p> <p>4 Complementary Event Outreach</p> <p>2 Exclusive Complementary Outreach</p>	<p>5 Value Offers</p> <p>2 Exclusive Branding Offer 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. 3.5 million)		
5 Value Offers 8 Complementary Conference & Award Registrations 3 passes for CA Pakistan Golf Tournament 1 Invitation as Guest of Honor in other PAIB initiatives	10 Value Offers 3 Complementary Event Outreach 1 Exclusive Complementary Outreach	4 Value Offers 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 Conference & Award Registrations</p> <p>2 passes for CA Pakistan Golf Tournament</p> <p>1 Invitation as Guest of Honor in other PAIB initiatives</p>	<p>7 Value Offers</p> <p>2 Complementary Event Outreach</p>	<p>2 Value Offers</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)		
2 Value Offers 2 Complementary Conference & Award Registrations 1 pass for CA Pakistan Golf Tournament	5 Value Offers	
Bronze Sponsor (Rs. 0.5 million)		
1 Value Offer 1 Complementary Conference & Award Registrations	5 Value Offers	

SPONSORSHIP PACKAGES & OPPORTUNITIES

SUMMARY

Unparalleled Network	Exceptional Outreach	Ultimate Engagement
Dinner Sponsor (Rs. 3.2 million)		
5 Value Offers 8 Complementary Conference & Award Registrations 3 passes for CA Pakistan Golf Tournament 1 Invitation as Guest of Honor in other PAIB initiatives	10 Value Offers 2 Complementary Event Outreach	5 Value Offers 1 Exclusive Branding Offer at CFO Conference 2 Brand Visibility Spaces at upcoming Events

SPONSORSHIP PACKAGES & OPPORTUNITIES

SUMMARY

Unparalleled Network	Exceptional Outreach	Ultimate Engagement
Lunch Sponsor (Rs. 2.5 million)		
<p>4 Value Offers</p> <p>8 Complementary Conference & Award Registrations</p> <p>3 passes for CA Pakistan Golf Tournament</p> <p>1 Invitation as Guest of Honor in other PAIB initiatives</p>	<p>10 Value Offers</p> <p>2 Complementary Event Outreach</p> <p>1 Exclusive Complementary Outreach</p>	<p>4 Value Offers</p> <p>1 Exclusive Branding Offer at CFO 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. 3.5 million	Rs. 2 million	Rs. 1 million	Rs. 0.5 million	Rs. 3.2 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 team(s) in NFO 2024	2	1	1	-	-	1	1
6.	Complimentary Conference and Awards registrations	10	8	4	2	1	8	8
7.	CEO/CFO of company to be invited as Guest of Honor in other PAIB Committee Initiatives	2	1	1	-	-	1	1
8.	Free Access to CA Pakistan Golf Tournament	5	3	2	1	-	3	3
9.	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. 3.5 million	Rs. 2 million	Rs. 1 million	Rs. 0.5 million	Rs. 3.2 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	0	0	2	2
12.	Exclusivity of Brand Exposure - Other PAIB Initiatives (termed as dinner/lunch sponsors)	2	1	-	-	-	1	-
* Gold/Silver sponsors have an option to place ad by bearing the cost of newspaper themselves								
** Exclusive during award & dinner								

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. 3.5 million	Rs. 2 million	Rs. 1 million	Rs. 0.5 million	Rs. 3.2 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 dining area	✓	-	-	-	-	✓	✓
3.	Exclusive brand Standee Space at pre and post-conference workshops	✓	-	-	-	-	-	-
4.	Reception standees at the entrance of the event	✓	✓	-	-	-	✓	✓
5.	Venue directions logo display at respective events	✓	-	-	-	-	✓	✓
6.	Placement of stall/kiosk in sponsors exhibit area with the consent of ICAP (except Award & dinner on day 1 in Karachi)	✓	✓	✓	-	-	✓	✓
7.	Venue branding opportunity including placement of standees/placement of kiosk in upcoming PAIB Initiatives (to be provided by the respective company)	4	3	1	0	0	2	2
8.	Distribution of corporate souvenirs and marketing material by placing them on seats before the start of the event or distributing through kiosks	✓	✓	✓	-	-	✓	✓

ICAP's PAIB Committee Engagements

Finance Leader 2.0 (FL 2.0),
National Finance Olympiad (NFO 2024), CA
Pakistan Golf Tournament,
CFO Roundtable Meetings,
Pakistan Trading Competition (PTC) &
many more engagements throughout the year in
Other Distinguished ICAP Events
(subject to the dynamics of such other events)

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 Islamabad).
3. All above packages are for both locations inclusive (Karachi and Islamabad).

For further details about the packages,
please call **Mr. Tahir Saeed Malik, Deputy Director, 0321-4776441, tahir.saeed@icap.org.pk** or
Mr. Zakir Tajammul, Manager, 0300-2345003, zakir.tajammul@icap.org.pk