



CFO[®]

CONFERENCE 2026

SPONSORSHIP PLAN

May 12, 2026 at PC Hotel, Karachi

May 14, 2026 at Marriot Hotel, Islamabad

INTRODUCTION

This proposal outlines the sponsorship opportunities available for the ICAP CFO Conference 2026. Each package is designed to provide clear brand visibility, engagement with senior finance leadership, and year-round exposure across ICAP flagship initiatives where applicable.

It is a unique opportunity to position your brand at the center of finance, strategy, and innovation with over 1000+ participants.

VALUE FOR SPONSORS



OUR EXCLUSIVE SPONSORSHIP PACKAGES – OVERVIEW

Lead Sponsor

- Highest brand prominence
- Speaking & panel opportunities
- Extensive media & digital exposure
- Guest of Honor invitations across ICAP initiatives
- Ideal for long-term strategic partners

Platinum Sponsor

- High-level brand visibility
- Senior leadership exposure
- Conference passes & outreach
- Strong presence across ICAP events

Technology Sponsor

- Ideal for technology-driven organizations
- Product showcasing & demos
- Speaking opportunity (subject to criteria)
- Digital and onsite visibility

Join Pakistan's most influential finance leadership platform to build visibility, credibility, and impact-together!

COMPARATIVE SUMMARY OF ALL SPONSORSHIP PACKAGES

Category	Investment (PKR)	Conference Passes	Speaking Opportunity	Brand Visibility Level	Other Events Visibility	Ideal For
Lead	Offer Based	10	Yes	Very High	Yes	Strategic Partners
Platinum	3.5 Mn	8	Yes	High	Yes	Large Corporates
Tech	3 Mn	6	Yes	High	-	Tech Companies
Gold	2.0 Mn	4	No	Medium-High	-	Established Brands
Silver	1.0 Mn	2	No	Medium	-	Growing Organizations
Bronze	0.5 Mn	1	No	Basic	-	Entry-level Sponsors
Lunch	3 Mn	6	No	High (Exclusive)	-	Brand Recall Focus

S#	Sponsorship Entitlements:	Lead Sponsor	Platinum Sponsor	Gold Sponsor	Silver Sponsor	Bronze Sponsor	Tech Sponsor	Lunch Sponsor
		Offer Based	Rs. 3.5 million	Rs. 2 million	Rs. 1 million	Rs. 0.5 million	Rs. 3 million	Rs. 3 million
1	Opportunity to become speaker/panelist for a session. (only if the speaker meets the criteria)	✓	✓	x	x	x	✓	✓
2	Sponsor Provided Promotion Video/Ad to be played during the conference	120 Secs	120 Secs	60 Secs	x	x	120 Secs	120 Secs
3	Space provided for Interactive booth for exhibition of latest product(s) and/ or service(s) to around 800 delegates	✓	✓	✓	✓	x	✓	✓
4	Complimentary Conference passes both locations total	12	10	6	4	2	8	8
5	Media Coverage of CEO/ President of the Company	✓	✓	x	x	x	✓	x
6	On stage mentions and verbal acknowledgement of the brand/sponsor in the conference by the MOC	✓	✓	✓	✓	✓	✓	✓
7	Presentation of memento shields to speakers/VIP guests at the conclusion of the conference by sponsor representative	✓	✓	✓	✓	✓	✓	✓

S#	Sponsorship Entitlements:	Lead Sponsor	Platinum Sponsor	Gold Sponsor	Silver Sponsor	Bronze Sponsor	Tech Sponsor	Lunch Sponsor
		Offer Based	Rs. 3.5 million	Rs. 2 million	Rs. 1 million	Rs. 0.5 million	Rs. 3 million	Rs. 3 million
8	Logo placement on Digital or physical Brochure	✓	✓	✓	✓	✓	✓	✓
9	Logo on all Social Media Posts	✓	✓	✓	✓	✓	✓	✓
10	Announcement of sponsorship on ICAP's digital media platforms	✓	✓	✓	✓	✓	✓	✓
11	Logo Placement on Stage SMDs	✓	✓	✓	x	x	x	✓
12	Logo Placement on Stage Side Panels	✓	✓	✓	✓	✓	✓	✓
13	Company logo placement on other Conference branding panels	✓	✓	✓	✓	✓	x	✓
14	Brand exposure in videos and photos of the Conference	✓	✓	✓	✓	✓	✓	✓

S#	Sponsorship Entitlements:	Lead Sponsor	Platinum Sponsor	Gold Sponsor	Silver Sponsor	Bronze Sponsor	Tech Sponsor	Lunch Sponsor
		Offer Based	Rs. 3.5 million	Rs. 2 million	Rs. 1 million	Rs. 0.5 million	Rs. 3 million	Rs. 3 million
15	Inclusion of logo in sponsor recognition slides during opening and closing of the event	✓	✓	✓	✓	✓	✓	✓
16	Placement of logo in Entrance/SMD Tunnel	✓	✓	✓	x	x	✓	✓
17	Marketing exposure through direct email and SMS to more than 10,000+ ICAP Members	✓	✓	✓	✓	✓	✓	✓
18	Placement of sponsored gift in attendees gift bags	✓	✓	x	x	x	✓	✓
19	A description of the sponsor organization on the ICAP's conference website with a link to sponsor's website	✓	✓	x	x	x	✓	✓
20	Post company advertisements/video/content on all digital media platforms	✓	✓	x	x	x	✓	✓

S#	Sponsorship Entitlements:	Lead Sponsor	Platinum Sponsor	Gold Sponsor	Silver Sponsor	Bronze Sponsor	Tech Sponsor	Lunch Sponsor
		Offer Based	Rs. 3.5 million	Rs. 2 million	Rs. 1 million	Rs. 0.5 million	Rs. 3 million	Rs. 3 million
21	Placement of branded props in the event hall surrounding the theme of the conference	✓	✓	✓	✓	✓	✓	✓
22	Exclusive branding in the Lunch area	x	x	x	x	x	x	✓
23	Number of standees allowed to be placed throughout the venue of the conference (printed and provided by sponsor) by the consent of ICAP	Upto 8	Upto 6	upto 2	Upto 1	x	Upto 5	Upto 4
24	Reception Standees at the entrance of the event	✓	✓	x	x	x	✓	✓
25	Distribution of corporate souvenirs and marketing material by placing them on seats before the start of the event or distributing through kiosks	✓	✓	x	x	x	✓	✓
26	Placement of stall/kiosk in sponsors exhibit area with consent of ICAP	✓	✓	✓	✓	x	✓	✓
27	Free Registration of team(s) in NFO 2026	2	1	1	-	-	1	1
28	Brand Exposure through marketing materials at upcoming PAIB Initiatives	4	3	1	0	0	2	2

ICAP'S PAIB COMMITTEE ENGAGEMENTS

Finance Leader 2.0 (FL 2.0),
National Finance Olympiad (NFO 2026),
Pakistan Trading Competition (PTC) &
Many more engagements covered throughout the year
(Subject to their dynamics & other details)

PAYMENT INSTRUCTIONS

- 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
- All above packages are exclusive of taxes (15% for Karachi and 15% for Islamabad).
- All above packages are for both locations inclusive (Karachi and Islamabad)

For further details about the packages,
please contact Mr. Tahir Saeed Malik, Deputy Director



0321-4776441



tahir.saeed@icap.org.pk