



February 08 - 09, 2025  
Karachi Expo Center  
Pakistan

### Event Organizer



[www.brand-accord.com](http://www.brand-accord.com)

### Contact Us

 [www.moneymattersexpo.com](http://www.moneymattersexpo.com)

 [info@moneymattersexpo.com](mailto:info@moneymattersexpo.com)

 Plot No 10 C, Stadium lane 3,  
Phase 5, DHA Karachi

## About The Expo

Money Matters Expo, hosted by Brand Accord—one of Pakistan's leading event and advertising companies—is set to redefine Pakistan's financial landscape. Scheduled for February 08-09, 2025, at the Expo Centre, Karachi, this landmark event serves as a pivotal moment in connecting the general public with financial institutions, introducing the people to emerging trends and technologies in finance.

The two-day expo will bring together key players from Pakistan's financial spectrum, including Asset Management Companies, Insurance/Takaful companies, Brokerage houses, Investment firms, and more. Attendees will witness the latest innovations in wealth management solutions and investment platforms/avenues. This event aims to bridge the gap in a market where the majority of the population lacks financial literacy and money management skills. Money Matters Expo is poised to be a significant milestone in Pakistan's financial growth.

## Audience

The Money Matters Expo is expected to draw a diverse and affluent audience, comprising of high-net-worth individuals, small business owners, young professionals, entrepreneurs, retirees and pre-retirees, as well as middle and upper middle-class families. Participants will also include thought leaders and decision-makers. The event will also attract representatives from regulatory bodies, financial institutions, and the corporate sector, creating a dynamic environment for networking, knowledge sharing, and collaboration.

### **Total Potential Audience:**

600,000 - 800,000

### **Potential Investors:**

15,000+ with PKR 5.5 billion - 20.5 billion/year investment potential

### **Expected Expo Attendance:**

10,000 - 20,000 (2% - 4% of the total potential audience)

## Event Participation Benefits

- ✓ Direct Access to Target Audience
- ✓ Enhanced Brand Visibility
- ✓ Branding Opportunities
- ✓ Networking Opportunities
- ✓ Product and Service Showcase
- ✓ Lead Generation
- ✓ Media Exposure
- ✓ Community Engagement



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## Marketing Plan

The Money Matters Expo will be supported by an extensive and multi-faceted marketing plan designed to maximize exposure and drive engagement. Our comprehensive approach includes:

### 1. Digital Marketing:

**Social Media Campaigns:** Targeted promotions across major platforms including Facebook, Instagram, LinkedIn, and WhatsApp to reach a broad and relevant audience.

**Influencer and Affiliate Campaigns:** Collaborations with influencers and affiliates to amplify event visibility and credibility.

**Event Website:** A dedicated event website featuring detailed information, registration options, and regular updates to drive online traffic and engagement.

### 2. Below-the-Line (BTL) Activations:

**University Drives:** On-campus promotions to engage with students and young professionals, fostering early interest and participation

**On-Ground Pamphlets:** Distribution of informative pamphlets in key locations to reach local consumers and raise awareness about the Expo.

### 3. Above-the-Line (ATL) Promotions:

**Billboards and Streamers:** High-impact outdoor advertising in strategic locations to capture the attention of a broad audience.

**Street Banners:** Eye-catching banners in high-traffic areas to increase event visibility and generate buzz.

**Newspaper and Radio:** Advertisements in leading newspapers and radio stations to reach a diverse demographic and ensure widespread awareness

### 4. Media Partnerships:

**Media Coverage:** Collaboration with local and national media outlets to feature pre-event coverage, live reporting, and post-event highlights.

**Press Releases:** Distribution of press releases to announce key event details, speaker highlights, and sponsor involvement, ensuring media visibility.

### 5. Audience Engagement:

**Interactive Content:** Use of engaging content such as videos, infographics, and interactive posts to captivate the audience and drive interest.

**Pre-Event Webinars and Teasers:** Hosting online previews and informational sessions to build anticipation and encourage early registration.

## Sponsorship Proposal

Brand Accord invites you to seize this exclusive opportunity to elevate your brand's presence, forge strategic partnerships, and drive growth in Pakistan's evolving financial ecosystem. By sponsoring the Money Matters Expo, you will gain unparalleled visibility among industry leaders, professionals, and potential investors. Together, we can elevate financial literacy, empower decision-making, and propel Pakistan towards a prosperous future.

Please review the attached sponsorship packages. We are eager to discuss the details and finalize an agreement that aligns with your goals.

We look forward to your confirmation and are excited to welcome you on board for this grand event

### Jibran Siddiqui

CEO, Brand Accord

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Partnership Benefit Chart					
Benefits	Title Partner PKR 2.5 million	Platinum Partner PKR 2 million	Gold Partner PKR 1 million	Silver Partner PKR 500,000	Bronze Partner PKR 250,000
<b>Promotion &amp; Recognition through Various Media Platform</b>					
Placement of Logo on Main Building Banner*	✓	✓	-	-	-
Placement of Logo on Outer Grill Banner*	✓	✓	✓	✓	✓
Placement of Logo on Corridor Atrium *	✓	✓	✓	✓	✓
Color Advertisement in the Exhibition's eCatalogue*	4	3	2	1	1
Facilitation for Press Releases	✓	✓	-	-	-
Profile will be published in Exhibition's eCatalogue*	Up to 800 words	Up to 400 words	Up to 300 words	Up to 200 words	Up to 200 words
<b>Exhibition Space</b>					
Allocation of Bare Space in Exhibition hall	54sqm (06 Bare Space Booths)	54sqm (06 Bare Space Booths)	36sqm (04 Bare Space Booths)	36sqm (04 Bare Space Booths)	18sqm (02 Bare Space Booths)
Electrical Access	✓	✓	✓	✓	✓
<b>Conference</b>					
Product Presentation/Seminar	✓	✓	-	-	-
<b>Onsite Signage &amp; Recognition</b>					
Recognition of logo on the Main Entrance Backdrop*	✓	✓	✓	✓	✓
Recognition of logo on Main Reception Backdrop*	✓	✓	✓	✓	✓
Recognition of logo on the Visitors Registration Backdrop*	✓	✓	✓	✓	✓
Recognition of logo on Guest of Honor Desk*	✓	✓	✓	✓	✓
<b>Promotion &amp; Recognition through Pintables &amp; E-marketing collators</b>					
Acknowledgement on Event Website*	✓	✓	✓	✓	✓
Recognition on trade passes*	✓	✓	✓	✓	✓
Acknowledgement in Event Social Media Pages	✓	✓	✓	✓	✓
Placement of Web Banner on Event Website	✓	✓	✓	✓	✓
<b>Exhibition &amp; Conference Passes</b>					
Exhibition Passes	1000	500	200	100	100
VIP Passes	50	50	20	10	10

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