



January 10 - 11, 2026
Karachi Expo Center
Pakistan

Event Organizer



www.brand-accord.com

Contact Us

@ www.moneymattersexpo.com

@ info@moneymattersexpo.com

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

About The Money Matters

Money Matters – Pakistan's First and Largest Wealth Expo is a national drive for financial literacy and inclusion, hosted by Brand Accord - Country's leading Event & Advertising Company, set to redefine Pakistan's financial fortune. Scheduled for January 10-11, 2026, at Expo Centre Karachi, this must- attend event marks a pivotal moment in connecting traditional finance with emerging trends and technological advancements. This two-day event is featuring Asset Management Companies, Banks, Insurance/Takaful firms, Stocks/Forex Trading platforms, Brokerage houses, Real-Estate and other key players from Pakistan's financial spectrum, showcasing their latest innovations in Fintech, digital investment platforms, AI driven financial analytics and wealth management solutions. This Expo aims to bridge the gap in market where our majority of population lacks financial literacy and smart money management. A unanimous collaboration of key financial institutions, legit regulators and academic world for this great national cause of financial literacy makes this event an inevitable milestone for Pakistan's economic growth and financial landscape.

Why to Sponsor:

Only 24% of Pakistanis understand basic financial concepts
(Source: World Bank)

70% of Pakistanis rely on informal savings methods (Source: SBP)

50% of Pakistanis use informal financial services (Source: SBP)

An Exclusive Platform for Wealth and Money Management tools

The Audience

- ✓ High-Net-Worth Individuals
- ✓ Small Business Owners
- ✓ Women Entrepreneurs
- ✓ Young Professionals
- ✓ Aspiring Entrepreneurs
- ✓ Retirees and Pre-Retirees
- ✓ Middle & Upper Middle-Class Families
 - That make up the Total Potential Audience of: 600,000 - 800,000.
 - 15,000+ potential investors 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).

Why to Attend:

- ✓ Product Demonstrations
- ✓ Seminars and Workshops
- ✓ Investment Opportunities
- ✓ Ambience and Branding
- ✓ Networking Opportunities



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Marketing Plan:

Digital Marketing - Targeting 1Million+ Audience

- ✓ Social Media: Facebook, Insta & WhatsApp
- ✓ LinkedIn Promotion
- ✓ Influencers & Affiliate Campaigns
- ✓ Event Website

BTL Activations - Targeting 5000+

- ✓ Universities Drive
- ✓ On Ground Pamphlets

ATL - Targeting 5 Million+

- ✓ Billboards
- ✓ Digital Signages
- ✓ Streamers
- ✓ Newspaper & Radio

" Empower Your Financial Future "

Learn about 50+ investment opportunities and grow your wealth by up to 20%
Get personalized advice from 50+ industry experts with a proven track record of success

Network with 5,000+ like-minded individuals and potential business partners

Stay updated on market trends and economic insights from 25+ renowned speakers

Take control of your financial future and secure your tomorrow with our expert guidance and workshops.

Sponsorship

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

When you confirm your participation, we can discuss the details of the proposed terms and finalize an agreement of sponsorship.

We look forward to your confirmation of whichever of the proposed packages suits you and will be delighted to welcome you on board on this grand event.

If you have any further questions, please contact me. I look forward to hearing from you soon.

Jibran Siddiqui

CEO, Brand Accord

Email: jibransiddiqui@moneymattersexpo.com

2nd Public Wealth Expo & Seminar

January 10 – 11, 2026 at Karachi Expo Center, Pakistan

Partnership Benefit Chart							
Benefits	Title Partner PKR 3 million	Diamond Partner PKR 2.5 million	Platinum Partner PKR 2 million	Gold Partner PKR 1.5 million	Silver Partner PKR 750,000	Bronze Partner PKR 500,000	General Exhibitor PKR 250,000
Promotion & Recognition through Various Media Platform							
Placement of Logo on Venue Banners & Stage SMD	✓	✓	✓	✓	-	-	-
Placement of Logo on Hall Dropdown Banners	✓	✓	✓	✓	✓	✓	-
Placement of Logo on Corridor Atrium and Pathways	✓	✓	✓	✓	✓	✓	-
Color Advertisement in the Exhibition's eCatalogue*	5	4	3	2	1	1	1
Facilitation for Press Releases	✓	✓	✓	-	-	-	-
Profile will be published in Exhibition's eCatalogue*	Up to 1000 words	Up to 800 words	Up to 600 words	Up to 400 words	Up to 200 words	Up to 200 words	-
Exhibition Space							
Allocation of Bare Space in Exhibition hall	54sqm (06 Bare Space Booths)	54sqm (06 Bare Space Booths)	54sqm (06 Bare Space Booths)	36sqm (04 Bare Space Booths)	18sqm (02 Bare Space Booths)	18sqm (02 Bare Space Booths)	9sqm (01 Bare Space Booths)
Electric Access	✓	✓	✓	✓	✓	✓	✓
Conference							
Product Demonstration	✓	✓	✓	✓	-	-	-
Onsite Signage & Recognition							
Recognition of logo on the Main Entrance Backdrop*	✓	✓	✓	✓	✓	✓	✓
Recognition of logo on the Main Reception Backdrop*	✓	✓	✓	✓	✓	✓	✓
Recognition of logo on the Visitor Registration Backdrop*	✓	✓	✓	✓	✓	✓	✓
Recognition of logo on Guest of Honor Desk*	✓	✓	✓	✓	✓	✓	✓
Promotion & Recognition through Pintables & E-marketing collatorals							
Acknowledgment on Event Website & Email Marketing	✓	✓	✓	✓	✓	✓	✓
Recognition on trade passes	✓	✓	✓	✓	✓	✓	✓
Acknowledgment in Event Social media Pages	✓	✓	✓	✓	✓	✓	✓
Placements of Banner on Event Website	✓	✓	✓	✓	✓	✓	✓
Exhibition & Conference Passes							
Exhibition Passes	1000	500	200	100	100	50	20
VIP Lounge Passes	50	50	50	20	20	10	10
*Government Taxes Apply							

Event Organizer



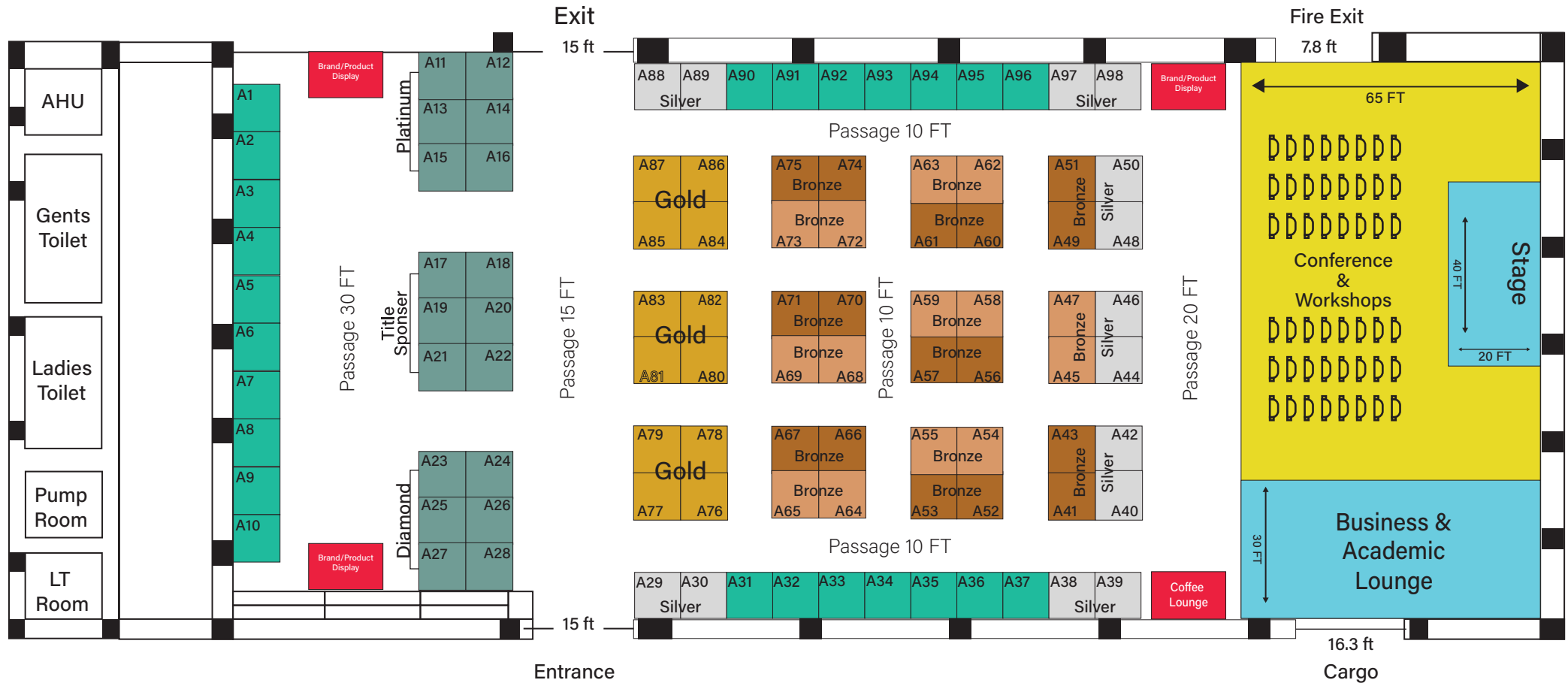
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2nd Public Wealth Expo & Seminar

Hall 06 Booths Layout & Floor Plan



*Allocation of Spaces and Layout Plan is Subject to change.

*Participants Confirmation is on first-come-first-serve basis due to limited spaces.