



April 18 - 19, 2026
Pak-China Friendship
Centre, Islamabad

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

A National Financial Movement

Money Matters – Pakistan’s First and Biggest 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 April 18-19, 2026, at Pak-China Friendship Centre Islamabad, 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, Insurance/Takaful firms, Stocks/Forex Trading platforms, Brokerage houses, Investment firms and other key players from Pakistan’s financial spectrum, while expanding the concept of wealth to include Real-Estate, Automobile & Virtual Assets based wealth opportunities. The Wealth 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 make this event an inevitable milestone for Pakistan’s economic growth and financial ecosystem.

Why to Partner:

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
- ✓ 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:

- ✓ Brand Visibility
- ✓ Investor Education
- ✓ Seminars and Workshops
- ✓ Investment Opportunities
- ✓ Network & Partnerships
- ✓ Product demonstration



April 18 - 19, 2026
Pak-China Friendship
Centre, Islamabad

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

Marketing Plan:

Digital Marketing - Targeting 1 Million+ 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

Be a part of Pakistan's national financial movement across five high-impact zones: Insurance & Capital Markets, Virtual Assets & Fin-Tech, REIT & Real Estate, Digital Bank & Microfinance, and the dynamic Wheels & Wealth zone positioning your brand at the forefront of diversified investment and modern wealth creation.

Partnership

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.

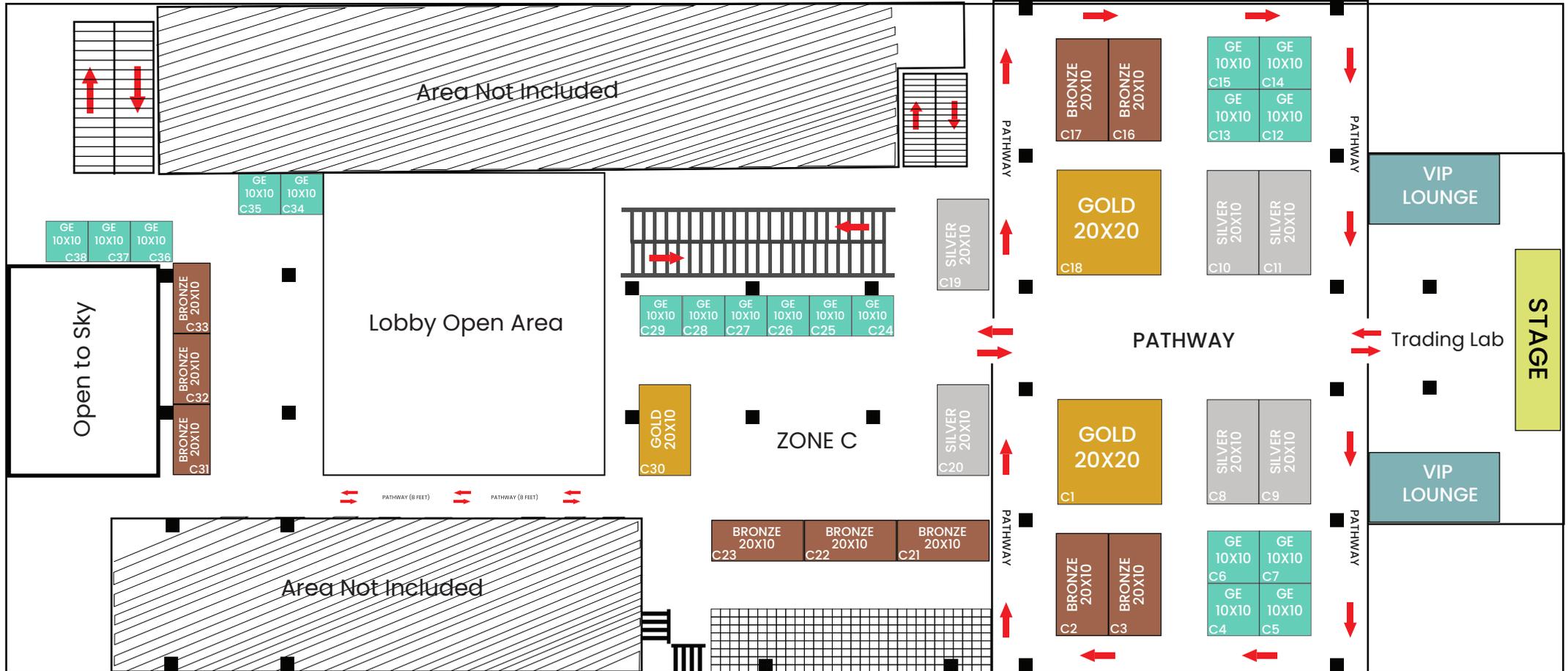
Jibran Siddiqui

Founder, Money Matters

Email: jibransiddiqui@moneymattersexpo.com

Partnership Benefit Chart							
Benefits	Title Partner PKR 5 million	Diamond Partner PKR 3 million	Platinum Partner PKR 2.5 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	-	-
Exhibition Space							
Allocation of Bare Space in Exhibition hall	54sqm (06 Bare Space Booths)	36sqm (04 Bare Space Booths)	36sqm (04 Bare Space Booths)	*18sqm (04 Bare Space Booths)	18sqm (02 Bare Space Booths)	18sqm (02 Bare Space Booths)	9sqm (01 Shell Booth)
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 Badges	50	30	20	10	5	5	3
VIP Lounge Passes	50	30	20	10	5	5	3
The ground floor and first floor may have different dimensions for Gold Exhibitor (20X10 & 20x20) as indicated in floor plan.							
*Government Taxes Apply							

FIRST FLOOR LAYOUT
ZONE C

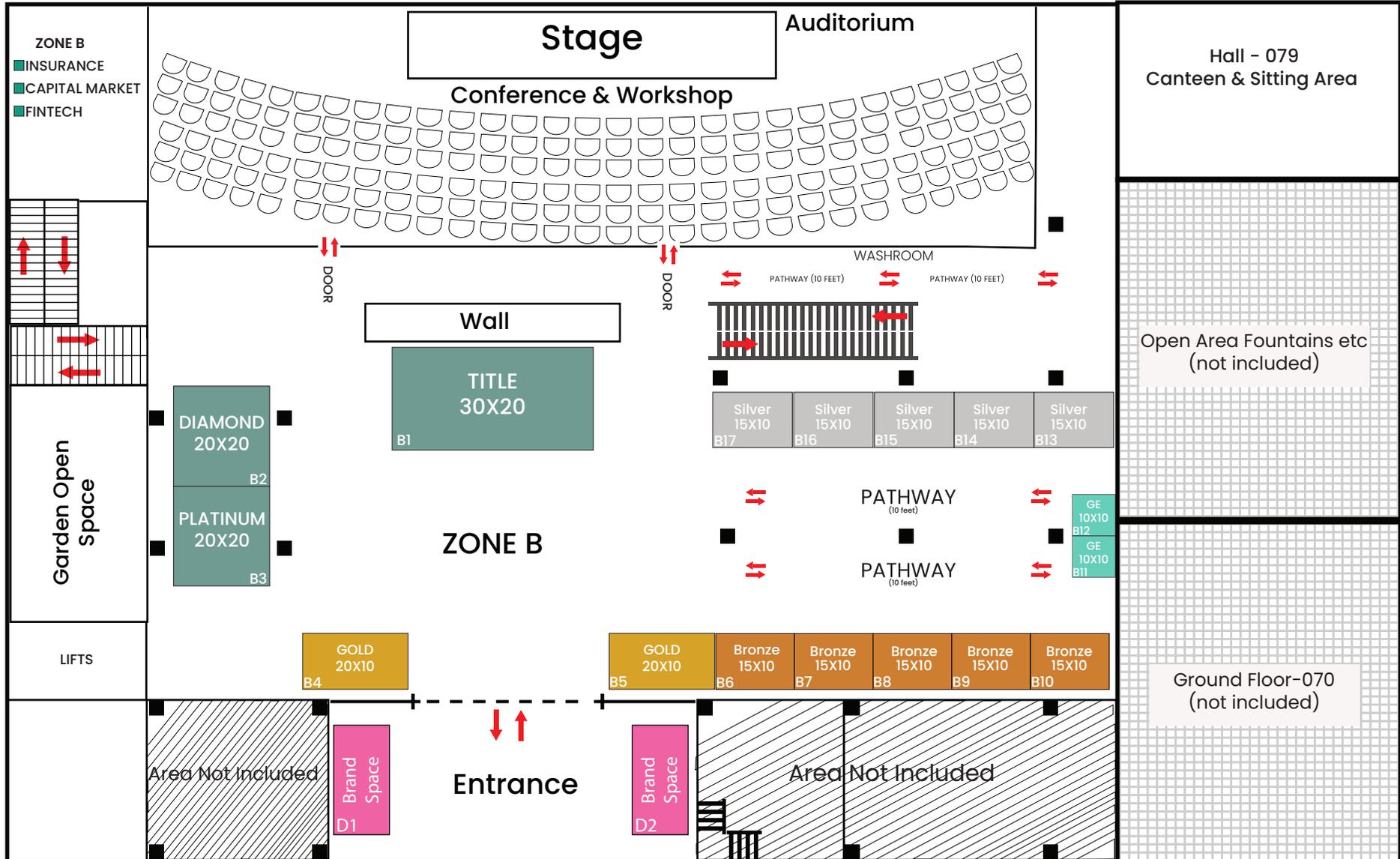


*Space allocation may be subject to change & the organizer reserves the right of any alteration when needed.

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

- ZONE C**
- VIRTUAL ASSETS
 - RESIDENCIES & REAL-ESTATE
 - DIGITAL BANKS & MICROFINANCE
 - TRADING LAB

GROUND FLOOR LAYOUT
ZONE B

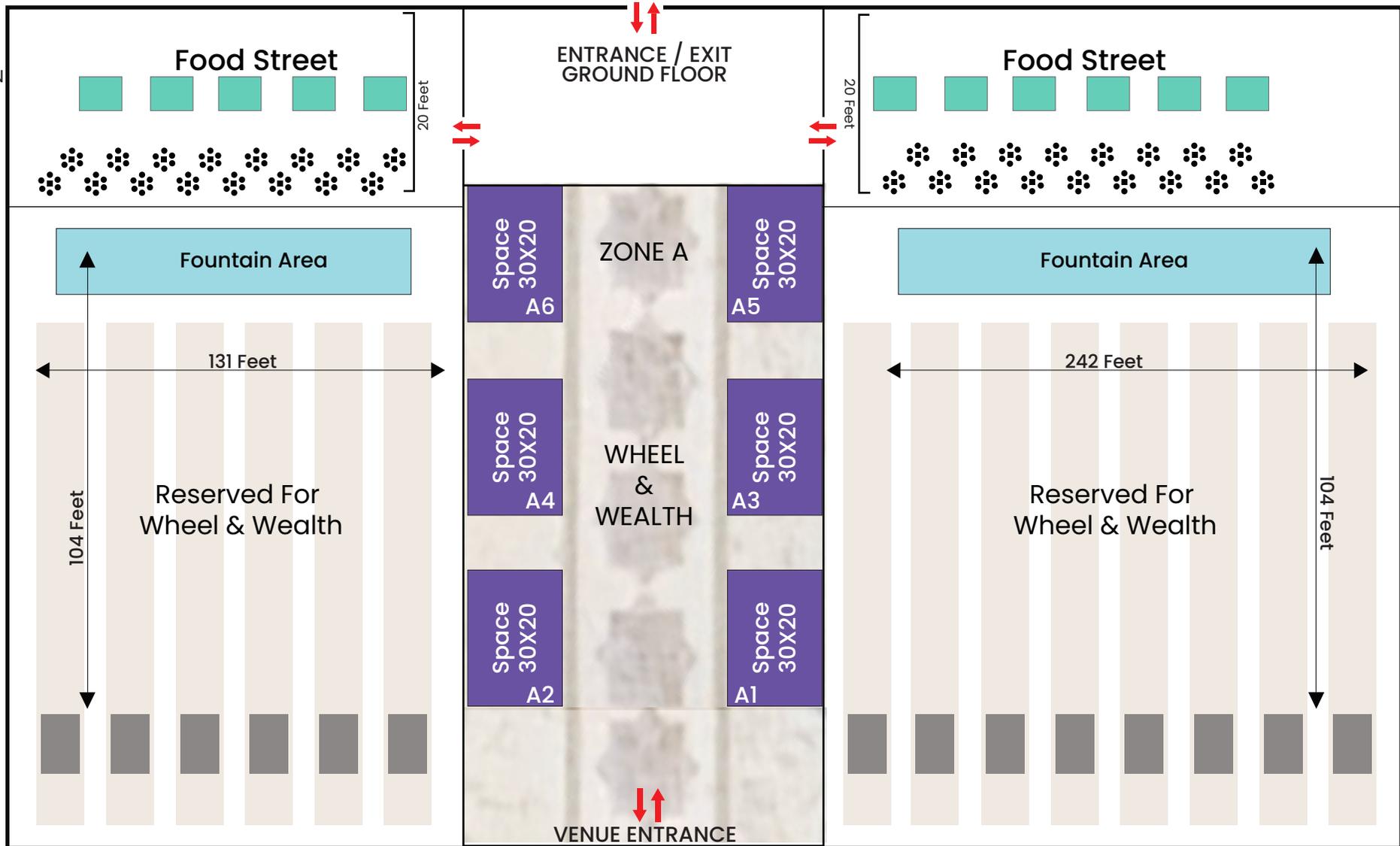


*Space allocation may subject to change & the organizer holds the rights of alteration when required.

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

OUTDOOR AREA LAYOUT
ZONE A

ZONE A
30X20 STALL 1 MILLION



*Space allocation may subject to change & the organizer holds the rights of alteration when required.

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