

# PAPS 2025

14-16 November 2025  
Karachi Expo Centre

*Branding Options Package for Diamond Sponsor*



Event Organiser  
**PAAPAM**

Event Contractor  
**Petrol Solution**

## Diamond Sponsor Branding Bundle Package

S.	Title	Size	Space Cost		
1	Diamond Sponsor Booth available Hall 6 <b>Dimensions:</b> 28m x 8m <b>Total Size</b> =224 square meter Sqr Meter Rate=300\$ per meter	USD @ 300 28m x 8m 224 sqr mtr	<b>USD 67,200/-</b> <b>Rs. 18,796,000/-</b>		
<b>Sponsor Booth Space cost</b>				<b>Rs.18,796,000/-</b>	
2	Test Drive with fabrication and marking	Common test Drive	<b>Rs.2,500,000/-</b>		
3	<b>Tunnel Branding</b> Branding <ul style="list-style-type: none"> <li>• Package 1 <ul style="list-style-type: none"> <li>○ Backdrop A -Arch</li> <li>○ Pathway Backdrop Straight</li> <li>○ Arch logo</li> <li>○ Logo Pylon Fascia</li> </ul> </li> </ul>	10ft x 8ft 12ft x 8ft EPS EPS	A B C D	2 1 2 2	<u>          </u> <b>@1,000,000/-</b>
<b>Red Carpet Tunnel Branding Total</b>				<b>7</b>	<b>1,000,000/-</b>
4	<b>Foyer Area Branding</b> Backdrops <ul style="list-style-type: none"> <li>• Pathway Backdrop</li> </ul>	12ft x 8ft	F	2	@200,000/-
<b>Foyer Area Branding Total</b>				<b>2</b>	<b>400,000/-</b>
5	<b>Interlink corridor, Prior Location between hall connection</b> Backdrops <ul style="list-style-type: none"> <li>• Pathway Backdrop</li> </ul>	12ft x 8ft	G	6	@200,000/-
<b>Pathway Branding Total</b>				<b>6</b>	<b>1,200,000/-</b>
6	<b>Hanging Steamers Branding</b> Steamers Inside Hall Strategic Points	4ft x 10ft	-	2	@50,000/-
<b>Hanging Steamers Branding Total</b>				<b>2</b>	<b>100,000/-</b>
7	<b>Pole Signs Branding</b> Pole Signs Parking and Drive way area Expo Centre	4ft x 8ft		10	@50,000/-
<b>Pole Signs Branding Total</b>				<b>10</b>	<b>500,000/-</b>
8	<b>Grill Panel</b> Outside Expo Placement of banner is on Top priority.	10ft x6ft	Outside	20	@50,000/-
<b>Grill Panel outside expo</b>				<b>20</b>	<b>1,000,000/-</b>
9	<b>Flags Branding</b> Branded flags on poles inside expo center	5ft x 3ft	-	1	@50,000/-
<b>Flags Branding Total</b>				<b>1</b>	<b>@50,000/-</b>

10	<b>Web &amp; Mobile Apps and social media</b>				
	<b>Web main banner</b>	200px x300px	Run time 5 months	1	@200,000/-
	Mobile App Sponsor by logo and social media	Full screen		1	@500,000/-
	Show Directory full page add	8inch x 8inch	SD	2	@100,000/-
	Promo- Media Wall	Promo	Screen	-	@200,000/-
<b>IT Web Show Directory Branding Total</b>					<b>Rs.1,000,000/-</b>
<b>Grand Total for Branding</b>					<b>Rs 5,250,000</b>

## Additional Branding

1. To get Diamond/Platinum/Gold Sponsorship, Company needs to exhibit in PAPS Karachi.
2. Welcome Speech is valid only for Diamond Sponsorship status and only CEO/MD will speech at the inauguration ceremony of Pakistan Auto Show 2025. (Kindly intimate us the representative who will present the speech)
3. Logo placement of Sponsor will be highlight as per category of sponsorship in all brandings of PAPS-2025.
  - a. Qty 400,000/- Visitor Passes + 5000 With Sponsor Logo
  - b. Qty 20,000/- A4 Flyer Poster
  - c. Qty 4,000/- A2 Poster
  - d. Qty 30+ Break Panel Logo Display
  - e. Qty 6 Media Wall logo on red Carpet Check Wall
  - f. Qty 5000 logo display- General Invitation Pass, Opening Card, Gala Card.
4. Logo Priority/ Branding Placement will be given on first come first serve basis depend upon the category of sponsorship.
5. Executive lounge and business Lounge access – Hi Tea and Lunch- up to 20 person per day.
6. Logo Placement on Opening & Gala Stage.
7. Priority Seating in opening and gala event- Up to 2 VIP Seats and 4 back line seating.
8. Confirmation will be made only after receiving the initial advance payment.
9. All payment would be made in advance. Initially 50% amount will be paid upfront whereas the remaining amount should be adjusted within a period of 30 days of booking.
10. In case of rescheduled the date of exhibition due to any pandemic situation payment will be adjust in rescheduled date of Karachi Show.

Cost Summary		
<i>Grand Total for Space- Fixed cost</i>	Inner space	<b>Rs 18,796,000/-</b>
<i>Test Drive fabricated area</i>	Outer Space	<b>Rs 2,500,000/-</b>
<i>Sponsor Branding Cost Red Carpet and other</i>	Inner/outer	<b>Rs 5,250,000/-</b>
<b>Additional Branding</b> Cost for brand logo as sponsor	Brand Millage	<b>Rs 2,500,000/-</b>
Separate Video Making Team for Diamond Sponsor coverage – Personalized Video for Sponsor	Personalized Video	<b>Rs 1,000,000/-</b>
<b>Grand total for space and branding</b>		<b>Rs 30,046,000/-</b>
<b>Package deal for as Diamond Sponsor</b>		<b>Rs 25,000,000/-</b>
<b>Note:</b> The above amount is exclusive of all government taxes.		

In case of any query feel free to contact

Best Regards

**PAPS 2025 Organising Committee**

**PAKISTAN AUTO SHOW 2025**

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