

PAPS 2025

14-16 November 2025
Karachi Expo Centre

Branding Options Package for Gold Sponsor



Event Organiser
PAAPAM

Event Contractor
Petrol Solution

Gold Sponsor Branding Bundle Package

S.	Title	Size	Space Cost		
1	Gold Sponsor- Booth available Hall 3, Hall 4, Hall 5 Dimension: 10m x 10m Total Size =99 square meter Sqr Meter Rate=200\$ per meter	USD @ 280 11mx 9m 99 sqr mtr	USD 19,800/- Rs.5,544,000/-		
Sponsor Booth Space cost			Rs.5,544,000/-		
2	Foyer Area Branding Backdrops • Pathway Backdrop	12ft x 8ft	F	1	@200,000/-
Foyer Area Branding Total				1	200,000/-
3	Hall 4 to Hall 3 Branding and Hall 4 to Hall 5 Backdrops • Pathway Backdrop	12ft x 8ft	G	2	@200,000/-
Registration Tunnel Branding Total				2	400,000/-
4	Hanging Steamers Branding Steamers Inside Hall Strategic Points	4ft x 10ft	-	2	@50,000/-
Hanging Steamers Branding Total				2	100,000/-
5	Pole Signs Branding Pole Signs Parking and Drive way area Expo Centre	4ft x 8ft		4	@50,000/-
Pole Signs Branding Total				4	200,000/-
6	Grill Panel Outside Expo Placement of banner is on Top priority.	10ft x6ft	Outside	8	@50,000/-
Grill Panel outside expo				8	400,000/-
7	Flags Branding Branded flags on poles inside expo center	5ft x 3ft	-	1	@50,000/-
Flags Branding Total				1	@50,000/-
8	Web & Mobile Apps and social media				
	Web main banner	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/-
IT Web Show Directory Branding Total					Rs.1,000,000/-
Grand Total for Branding					Rs 2,350,000

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	Rs 5,600,000/-
<i>Sponsor Branding Cost Red Carpet and other</i>	Inner/outer	Rs 2,350,000/-
Additional Branding Cost for brand logo as sponsor	Brand Millage	Rs 1,500,000/-
Grand total for space and branding		Rs 9,450,000/-
Package deal for as Gold Sponsor		Rs 7,000,000/-
Note: 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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