

Sponsorship at the
**PAKISTAN AUTO
SHOW 2020**
MADE IN PAKISTAN

Venue Branding Opportunities

Point of Opportunities (POS)



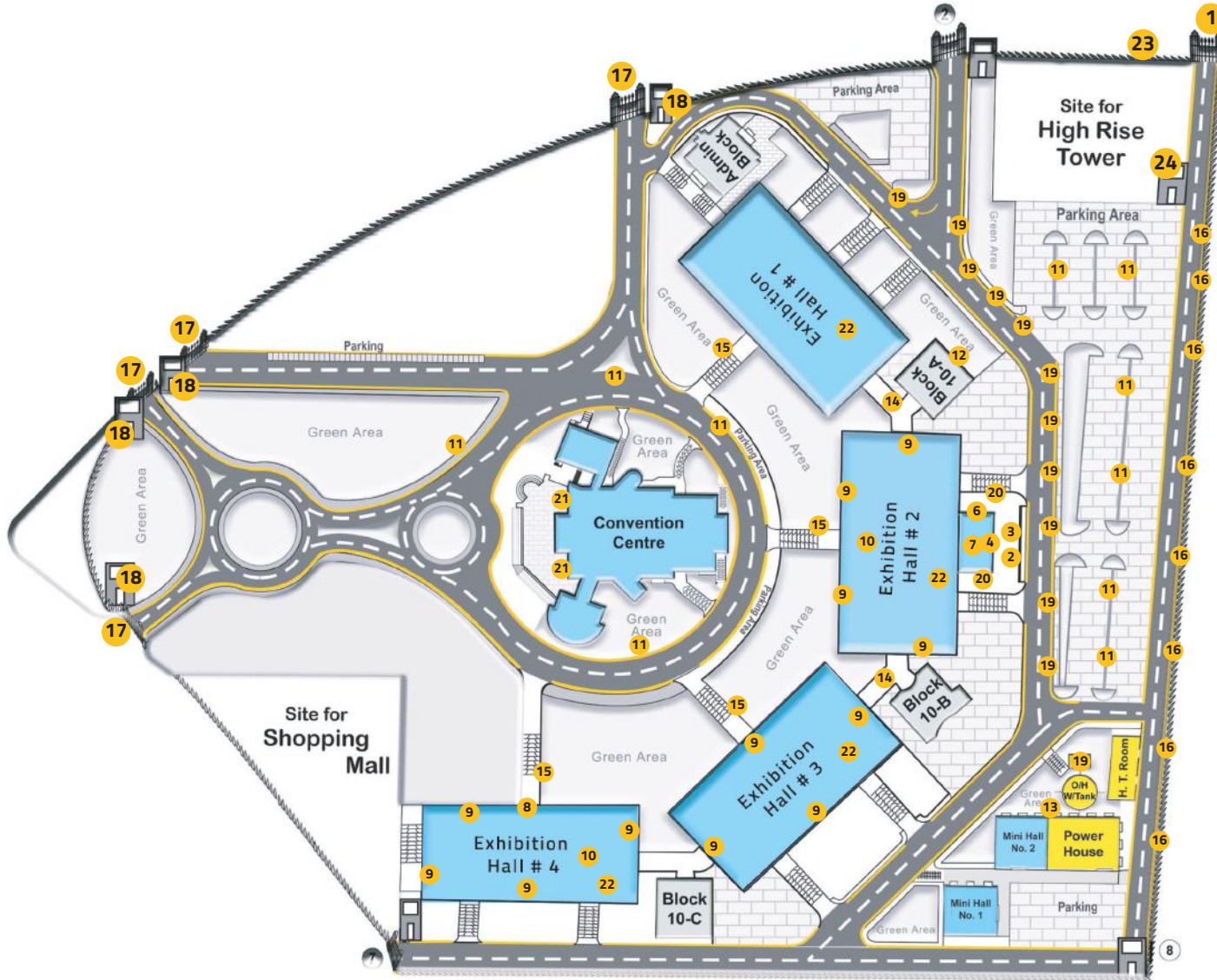
ORGANIZED BY
PAKISTAN ASSOCIATION OF AUTOMOTIVE PARTS & ACCESSORIES MANUFACTURERS (PAAPAM)

*Good advertising does not just circulate information.
It penetrates the public mind with desires and belief.*

Leo Burnett



POINT OF SALES (POS) at the Lahore International Expo Centre during Pakistan Auto Show 2020



CATEGORY	POS #	DESCRIPTION
A	1	Expo Entrance Gate
A	2	Backlit Wooden & Acrylic Structures
A	3	Backlit Wooden Structures
A	4	Hall 2 Exterior Glass
A	5	Registration Desk Hall 2 Balcony
A	6	Hall 2 Reception (Side Walls)
A	7	Hall 2 Registration Desk Front
A	8	Hall 4 Registration Desk
B	9	Hall 1, 2, 3, 4 Balconies Display
A	10	LED AD Spots
B	11	Streamers on Poles, Expo Premises
A	12	Exterior Branding (Block 10-A)
B	13	Exterior Branding (Outside Generator Room)
A	14	Hall Interlinks
A	15	Hall 1, 2, 3, 4 Exit Points
B	16	Exterior Boundary Grills
B	17	Expo Entrance Gate 3, 4, 5, 6
B	18	Guard Rooms at Gate 3, 4, 5, 6
A	19	Water Tank
A	20	Metal Grills in front of Hall 1 & 2
B	21	Convention Centre Front
B	22	Human Back Hanging Boxes
A	23	Digital Screen at Gate 1 Metal Grill
A	24	Digital Screen at top of Guard Room



**POS -2 | Category A
Hall 2 Deck**

POSITION
Hall 2 Entrance

AVAILABILITY	8
DOUBLE-SIDED	Yes
MEASURES	6' x 3'
MATERIAL	Wooden with Lights Acrylics Sides
PRICE	PKR.160,000



**POS -4 | Category A
Hall 2**

POSITION
Front Hall Glass Entrance

AVAILABILITY	3
DOUBLE-SIDED	NO
MEASURES	25' x 10'
MATERIAL	Vinyl
PRICE	PKR. 315,000

**POS -1 | Category A
Expo Centre Entrance**

POSITION
Main Gate Expo Centre
(Gate 1)

AVAILABILITY	2
DOUBLE-SIDED	NO
MEASURES	15' x 4'
MATERIAL	FLEX
PRICE	PKR. 94,500



**POS -3 | Category A
Hall 2 Deck**

POSITION
Hall 2 Entrance

AVAILABILITY	4
DOUBLE-SIDED	NO
MEASURES	4' x 6'
MATERIAL	Wooden with lights
PRICE	PKR.185,000



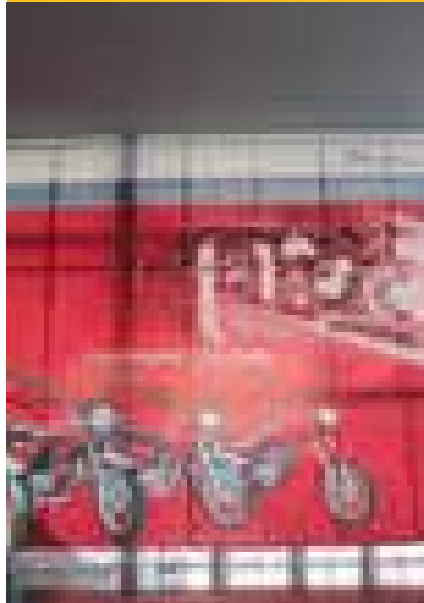


**POS -5 | Category A
Hall 2**

POSITION
Hall Reception Area

AVAILABILITY 3
DOUBLE-SIDED NO
MEASURES 28' x 3'
MATERIAL FLEX

PRICE PKR.126,000



**POS -6 | Category A
Hall 2**

POSITION
Reception Side Wall

AVAILABILITY 2
DOUBLE-SIDED NO
MEASURES 35' x 30'
MATERIAL Flex With
Frame

PRICE PKR. 250,000



**POS -7 | Category A
Hall 2 Reception Area**

POSITION
Reception Counter

AVAILABILITY 1
DOUBLE-SIDED NO
MEASURES 32' x 3'
MATERIAL Wooden
Structure

PRICE PKR. 160,000

**POS -8 | Category A
Hall 4 Reception Area**

POSITION
Reception Counter

AVAILABILITY 1
DOUBLE-SIDED NO
MEASURES 32'x3'
MATERIAL Flex with
Frame

PRICE PKR. 160,000



POS -9 | Category B
Hall 1, 2, 3, 4

POSITION

Hall Interior Balconies

AVAILABILITY	112
DOUBLE-SIDED	NO
MEASURES	30x3
MATERIAL	Flex with Frame
PRICE	PKR. 18,900

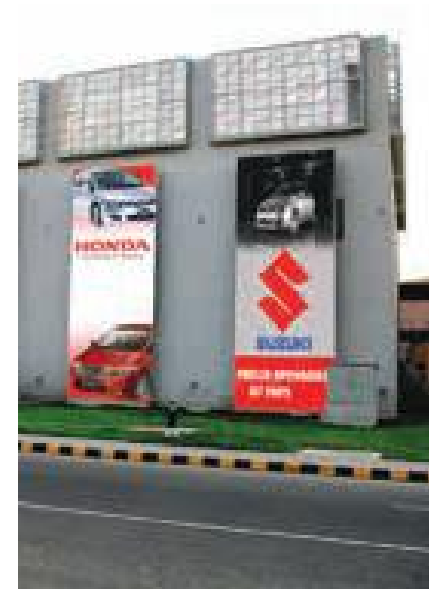


POS -11 | Category B
Parking Areas

POSITION

Streamers inside Expo

AVAILABILITY	50
DOUBLE-SIDED	YES
MEASURES	3' x 6'
MATERIAL	Flex With Frame
PRICE	PKR. 16,800



POS -10 | Category A
Hall 2, 4

POSITION

SMD AD Spots

AVAILABILITY	60 Sec Spots
PRICE	PKR. 6,300 per 60 sec spot



POS -12 | Category A
Outside Hall Area

POSITION

Building 10-A

AVAILABILITY	3
DOUBLE-SIDED	NO
MEASURES	36' x 12'
MATERIAL	Flex with Frame
PRICE	PKR. 126,000



**POS -13 | Category B
Exterior Area**

POSITION
Outside Generator Room

AVAILABILITY	5
DOUBLE-SIDED	NO
MEASURES	36x12
MATERIAL	Flex with Frame
PRICE	PKR. 100,000



**POS -15 | Category A
Hall 1,2,3, 4 - Exit Point**

POSITION
Exit Area

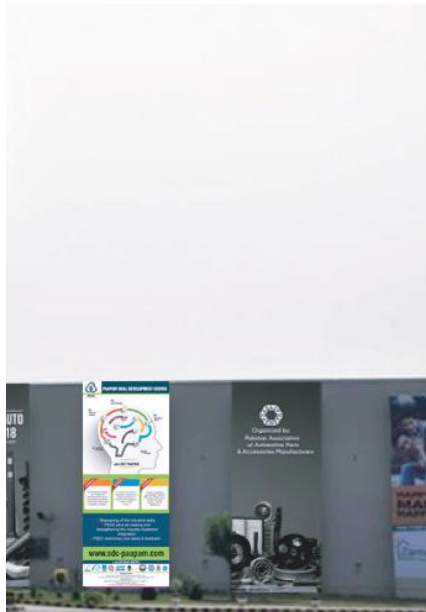
AVAILABILITY	2
DOUBLE-SIDED	NO
MEASURES	28x12
MATERIAL	Flex with Frame
PRICE	PKR. 126,000



**POS -14 | Category A
Hall 2 to 1 & 2 to 3 Walkway**

POSITION
Hall Interlinks

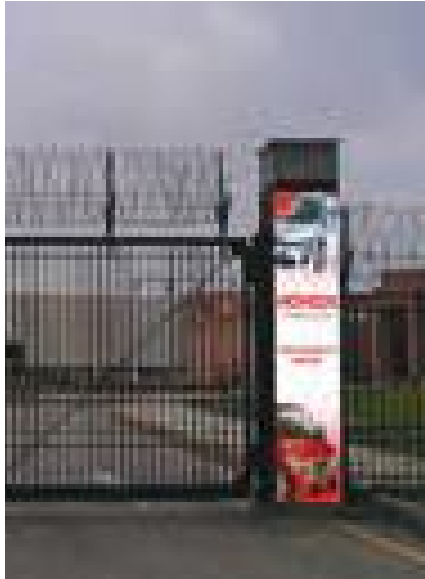
AVAILABILITY	8
DOUBLE-SIDED	NO
MEASURES	28x12
MATERIAL	Flex with Frame
PRICE	PKR. 189,000



**POS -16 | Category B
Boundary Grills**

POSITION
Exterior Wall

AVAILABILITY	60
DOUBLE-SIDED	NO
MEASURES	10' x 5'
MATERIAL	Flex With Frame
PRICE	PKR. 44,100



POS -18 Category B Gate , 1,3,5,6	
POSITION Guard Rooms	
AVAILABILITY	4
DOUBLE-SIDED	NO
MEASURES	12x12
MATERIAL	Flex with Frame
PRICE	PKR. 50,400



POS -20 Category A Metal Grills	
POSITION Infront of Hall 1 & 2	
AVAILABILITY	25
DOUBLE-SIDED	NO
MEASURES	12' x 4'
MATERIAL	Flex With Frame
PRICE	PKR. 63,000

POS -17 Category B Gate 3, 4, 5, 6	
POSITION Expo Entrance Gates	
AVAILABILITY	8
DOUBLE-SIDED	NO
MEASURES	15' x 4'
MATERIAL	Flex with Frame
PRICE	PKR. 63,000



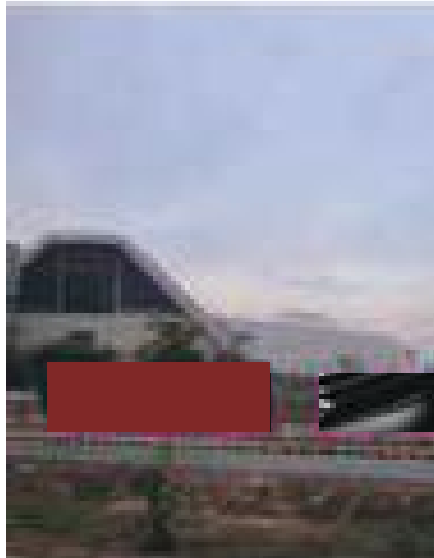
POS -19 Category A Water Tank	
AVAILABILITY	1
DOUBLE-SIDED	NO
MEASURES	100'x20'
MATERIAL	Flex
PRICE	PKR. 500,000





**POS -22 | Category B
Back Hanging Streamer**

POSITION	
Roaming around in expo	
AVAILABILITY	12
DOUBLE-SIDED	NO
MEASURES	4' x 2'
MATERIAL	Backlit Box
PRICE	PKR. 100,000



**POS -24 | Category A
Expo Entrance Gate 1, 3, 6**

POSITION	
Top of Guard Rooms	
AVAILABILITY	3
DOUBLE-SIDED	NO
MEASURES	8'x8'
MATERIAL	SMD SCREEN
PRICE	PKR. 200,000

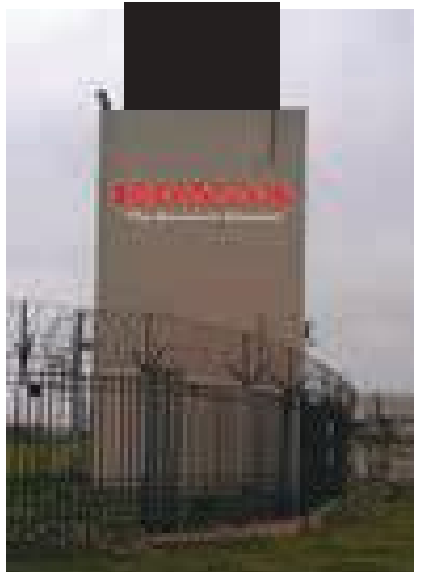
**POS -21 | Category B
Convention Center**

POSITION	
Front of Convention Centre	
AVAILABILITY	2
DOUBLE-SIDED	NO
MEASURES	40x30
MATERIAL	Flex
PRICE	PKR. 94,500



**POS -23 | Category A
Digital Screen - Gate 1**

POSITION	
Outer Grills	
AVAILABILITY	3
DOUBLE-SIDED	NO
MEASURES	12' x 5'
MATERIAL	SMD SCREENS
PRICE	PKR. 150,000



Technical requirements for submission of data for Point of Sale Selection

1. All design work is required in 300 DPI. (Minimum resolution)
2. All designs are required with source files (PSD, AI)
3. Designs must be sent with relevant fonts enclosed in the CD.
4. Please send all Artwork and advertisements latest by 25 January, 2020.

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