



ABAD INTERNATIONAL EXPO

12-14 August **2014**
Karachi Expo Centre

HORIZON FROM CONSTRUCTION TO LIVING



ORGANIZER



EVENT MANAGER





WELCOME TO THE ICONIC DEBUT, ABAD INTERNATIONAL EXPO 2014

ABAD INT'L EXPO will be held from 12th to 14th August, 2014 at Karachi Expo Centre. The event promises to be the most dynamic rendezvous of builders, remodelers, sales and marketing professionals, architects and other building industry professionals. The ABAD Int'l Expo is an initiative by the Association of Builders And Developers of Pakistan (ABAD) and will be jointly organized in conjunction with Pakistan's leading event management company, Badar Expo Solutions (BXSS).

ORGANIZER

ASSOCIATION OF BUILDERS AND DEVELOPERS OF PAKISTAN (ABAD) is a national level representative organization of builders and developers, registered under the Companies Ordinance 1984. It is affiliated with the Federation of Pakistan Chamber of Commerce and Industry (FPCCI). It was formed in the year 1972 with the aim and objective of unifying and streamlining the construction activities of the private sector. ABAD has made a valuable contribution in the formulation of National Housing Policy and Sindh Building Control Ordinance. As a socially responsible organization, in addition to the above core functions, ABAD also extends donations and other kinds of support to deserving institutions and welfare organizations.

EVENT MANAGER

BADAR EXPO SOLUTIONS (BXSS), the co-organizers of ABAD Int'l Expo - BXSS is a leading event management company in Pakistan, with more than 10 years of experience.

Over this period BXSS has catered for many dynamic and diverse events and campaigns, which has resulted in a particular expertise in exhibitions, seminars, festivals, design, PR and marketing solutions.

BXSS is a respected and innovative event management company and has been managing various corporate event needs of many market-leading brands as well as major government sector events. BXSS has long standing relationships within the government and business sectors and is credited with managing a number of Pakistan's high profile events such as IDEAS and Expo Pakistan.

WHY EXHIBIT?

No other marketing medium lets visitors touch, see and test your product in real life. When selecting a builder or buying building materials, your potential clients want to meet your team, see the product in real life and be informed about why your product is the best for them.

A strategic and targeted marketing campaign attracts builders, renovators, consumers and project managers to the ABAD Int'l Expo.

Reasons For Attending The Abad Int'l Expo Are Listed Below:

- Discover new products and suppliers
- Purchase products or services
- Confirm *quotes* for an upcoming project
- Seek *ideas and inspiration*
- Network with 'industry experts & professional

The plan for ABAD Int'l Expo has been strategically mapped out in order to meet the needs and objectives of its participants and visitors. We believe that ABAD Int'l Expo 2014 will provide a unique vehicle in reaching out to the elite in building and construction industry of Pakistan with the main objective to showcase products, projects and services to target audiences.

WHO WILL EXHIBIT?

Through the auspicious platform of ABAD and with the aggressive marketing, thousands of targeted consumer and trade visitors will attend the exposition to meet suppliers and manufacturers of:

- Building Materials
- Bathroom
- Kitchen
- Flooring
- Lighting
- Heating/Cooling
- Doors and Windows
- Energy Efficiency and Solar Products
- Roofing, Fencing and Gates
- Pools/Spas
- Sustainability Solutions
- Furnishing and Interiors

WHO WILL VISIT?

Key personnel from all construction related industry including:

- Architects, Consultants & Engineers
- Financial Institutions & Banks
- Miners & Contractors
- State Planners
- Property Developers
- Manufacturers, Exporters & Importers
- Wholesalers & Retailers
- Interior Designers
- Real Estate Professionals
- Home Builders
- Government Building Administrations
- Government Agencies

SEMINAR

The ABAD Int'l Expo will host a busy schedule of seminar and interactive sessions designed to educate and to entertain visitors. This informative feature is aimed to educate delegates and visitors by some of the industry leaders and experts in their field. The program will be developed to appeal to trade professionals as well as to home renovators who want to pick up the latest tips, techniques and industry trends.

PROMOTION

Effective promotions and comprehensive advertising campaigns for ABAD Int'l Expo are in the pipeline and will be pursued vigorously to ensure the participation of trade and general visitors at the highest level.

EXHIBITING OPPORTUNITIES

Taking a stand in the exhibition hall has many advantages. You get the chance to demonstrate your products to a qualified audience, which brings about perfect opportunities to launch a new product or provide solutions to the market.

STANDARD SHELL SCHEME: PKR 90,000

Booth on 3m x 3m space, electricity 3 kW, 2 chairs, 1 table, fascia board and booth cleaning. The price includes:

- Company description in exhibition catalogue (300 words)
- Company logo with active link on event's website

BARE SPACE: PKR 160,000

The "Space only" option offers you the chance to create and to build your own, unique stand. Booth on 6m x 3m space. Exhibiting at ABAD Int'l Expo will bring you the following benefits:

- Company description in exhibition catalogue (300 words)
- One full-page color advertisement in exhibition catalogue
- Company logo with active link on event's website

SPONSORSHIP OPPORTUNITIES

We have prepared sponsorship packages to achieve your goal of maximizing EXPOSURE AND REACH to TARGETED MARKETS. Contact sponsorship@abad.com and our representative from the exhibit staff will reply with solutions.



PLATINUM *Sponsor*

PKR 5,000,000

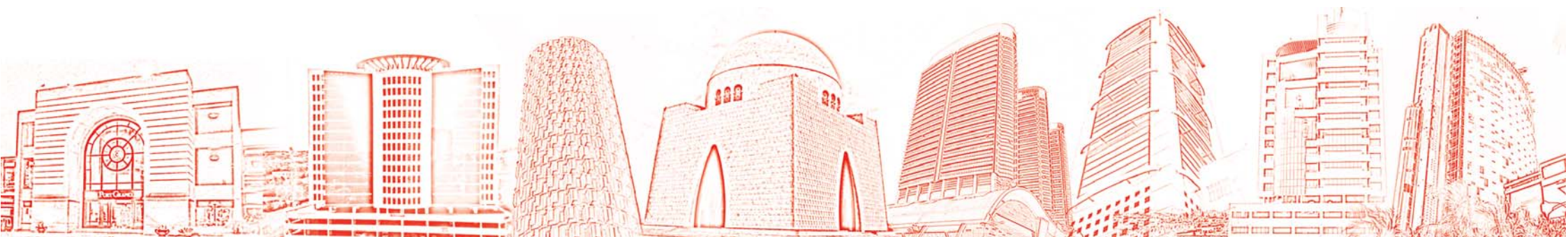
- Acknowledgement as “Platinum Sponsor”
- 12m x 6m size stall bare space only
- Two (02) building panels outside Hall 3
- One (01) panels (size 18ft x 8ft) at gate 1 & 2 of Expo Center
- Two (02) corridor panels (size 18ft x 8ft)
- One (01) atrium panel (size 18ft x 8ft)
- Two (02) vinyl floor brandings
- Five grill panels (size 10ft x 5ft) on exterior grill of the Expo Center
- Six (06) pole panels (size 3ft x 6ft) to be mounted on light poles of Expo Center
- Two (02) full page color advertisement in exhibition catalogue (one at prime position and the other one with profile)
- Sponsor’s marketing material can be distributed to Opening Ceremony delegates
- Sponsor will be acknowledged by the Chief Guest by presenting memento to CEO of the company at Opening Ceremony
- Sponsor will be acknowledged at exhibition pre-event Press Conference/Soft Launch (Applicable after sponsorship confirmation with payment)
- Sponsor will be acknowledged through print materials and e-promos. (Applicable after sponsorship confirmation with payment)
- Special coverage at print & electronic media
- Special coverage of stall at post show report
- Sponsor will get acknowledgement at exhibition corporate visitors pass
- Sponsor’s logo at back cover page of exhibition catalogue
- Sponsor’s logo will be placed at following venue brandings:
 - a. Main exhibition title monument facing the building
 - b. Main entry gate to Expo Center
 - c. Main reception backdrop
 - d. Opening ceremony backdrop
 - e. Conference backdrop (conditional)
- Sponsor’s logo at website main page with hyperlink
- Sponsor’s web banner at website main page
- Sponsor’s logo at expo hall layout directory & direction signs
- Sponsor’s logo on print ads in leading newspapers. (Logo will be placed with Sponsorship Category)



DIAMOND *Sponsor*

PKR 3,000,000

- Acknowledgement as “Pearl Sponsor”
- 900 sq. feet size stall bare space only in hall 3
- One (01) corridor panel (size 18ft x 8ft)
- One (01) building panels outside Hall 3
- One (01) atrium panel (size 18ft x 8ft)
- One (01) vinyl floor brandings
- Three (03) grill panels (size 10ft x 5ft) on exterior grill of the Expo Center
- Four (04) pole panels (size 3ft x 6ft) to be mounted on light poles of Expo Center
- One (01) full page color advertisement in Exhibition Catalogue
- Sponsor will be acknowledged by the Chief Guest by presenting memento to CEO of the company at Opening Ceremony
- Sponsor will be acknowledged through print materials and e-promos.
(Applicable after sponsorship confirmation with payment)
- Special coverage of sponsor at print and electronic media during the event
- Special coverage of stall at post show report
- Sponsor will get acknowledgement at exhibition corporate visitors pass
- Sponsor’s logo at back cover page of exhibition catalogue
- Sponsor’s logo will be placed at following venue brandings:
 - a. Main exhibition title monument facing the building
 - b. Main entry gate to Expo Center
 - c. Main reception backdrop
 - d. Opening Ceremony backdrop
 - e. Conference backdrop (conditional)
- Sponsor’s logo at website main page with hyperlink
- Sponsor’s web banner at website main page
- Sponsor’s logo at Expo Hall layout directory & direction signs
- Sponsor’s logo on print ads in leading newspapers.
(Logo will be placed with Sponsorship Category)



GOLD *Sponsor*

PKR 1,500,000

- Acknowledgement as “Gold Sponsor”
- 6m x 6m size stall bare space only
- One (01) corridor panels (size 18ft x 8ft)
- Four (04) grill panels (size 10ft x 5ft) on exterior grill of the Expo Center
- Three (03) pole panels (size 3ft x 6ft) to be mounted on light poles of Expo Center
- One (01) vinyl floor brandings
- One (01) full page color advertisement in exhibition catalogue
- Sponsor will be acknowledged by the Chief Guest by presenting memento to CEO of the company at Opening Ceremony
- Sponsor will be acknowledged through print materials and e-promos.
(Applicable after sponsorship confirmation with payment)
- Special coverage of sponsor at print & electronic media during the event
- Special coverage of stall at post show report
- Sponsor will get acknowledgement at exhibition corporate visitors pass
- Sponsor’s logo at back cover page of exhibition catalogue
- Sponsor’s logo will be placed at following venue brandings:
 - a. Main exhibition title monument facing the building
 - b. Main entry gate to Expo Center
 - c. Main reception backdrop
 - d. Opening Ceremony Backdrop
 - e. Conference backdrop (conditional)
- Sponsor’s logo at website main page with hyperlink
- Sponsor’s web banner at website main page
- Sponsor’s logo at Expo Hall layout directory & direction signs
- Sponsor’s logo on print ads in leading newspapers.
(Logo will be placed with Sponsorship Category)



SILVER *Sponsor*

PKR 700,000

- Acknowledgement as “Silver Sponsor”
- 6m x 6m size stall bare space only
- One (01) grill panels (size 10ft x 5ft) on exterior grill of the Expo Center
- One (01) full page color advertisement in exhibition catalogue
- Sponsor will be acknowledged by the Chief Guest by presenting memento to CEO of the company at Opening Ceremony
- Sponsor will be acknowledged through print materials and e-promos. (Applicable after sponsorship confirmation with payment)
- Special coverage of sponsor at print & electronic media during the event
- Special coverage of stall at post show report
- Sponsor will get acknowledgement at exhibition corporate visitors pass
- Sponsor’s logo at back cover page of exhibition catalogue
- Sponsor ‘s logo will be placed at following venue brandings:
 - a. Main exhibition title monument facing the building
 - b. Main entry gate to Expo Center
 - c. Main reception backdrop
 - d. Opening Ceremony Backdrop
 - e. Conference Backdrop (conditional)
- Sponsor’s logo at website main page with hyperlink
- Sponsor’s web banner at website main page
- Sponsor’s logo at Expo Hall layout directory & direction signs
- Sponsor’s logo on print ads in leading newspapers.
(Logo will be placed with Sponsorship Category)



BRONZE *Sponsor*

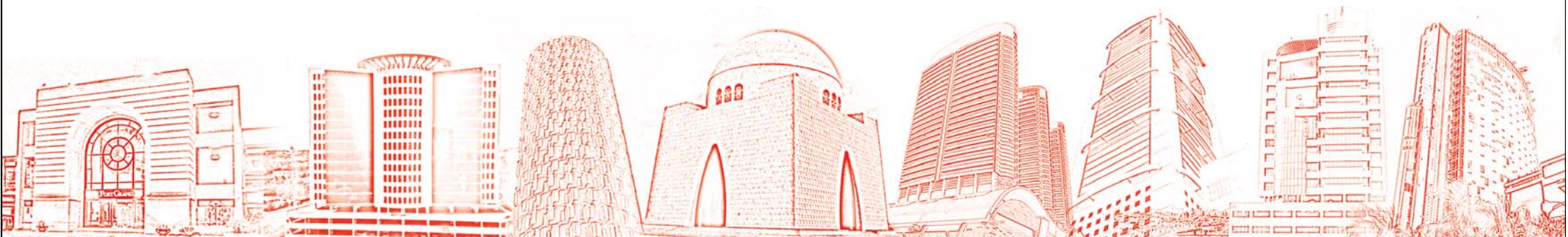
PKR 400,000

- Acknowledgement as “Bronze”
- 6m x 3m size stall bare space only
- One (01) grill panels (size 10ft x 5ft) on exterior grill of the Expo Center
- One (01) full page color advertisement in exhibition catalogue
- Sponsor will be acknowledged by the Chief Guest by presenting memento to CEO of the company at opening session of conference
- Sponsor will be acknowledged through print materials and e promos.

(Applicable after sponsorship confirmation with payment)

- Sponsor will get acknowledgement at exhibition corporate visitors pass
- Sponsor’s logo at back cover page of exhibition catalogue
- Sponsor’s logo will be placed at following venue brandings:
 - a. Main exhibition title monument facing the building
 - b. Main entry gate to Expo Center
 - c. Main reception backdrop
 - d. Opening Ceremony backdrop
 - e. Conference backdrop

- Sponsor’s logo at website main page with hyperlink
- Sponsor’s logo at Expo Hall layout directory & direction signs

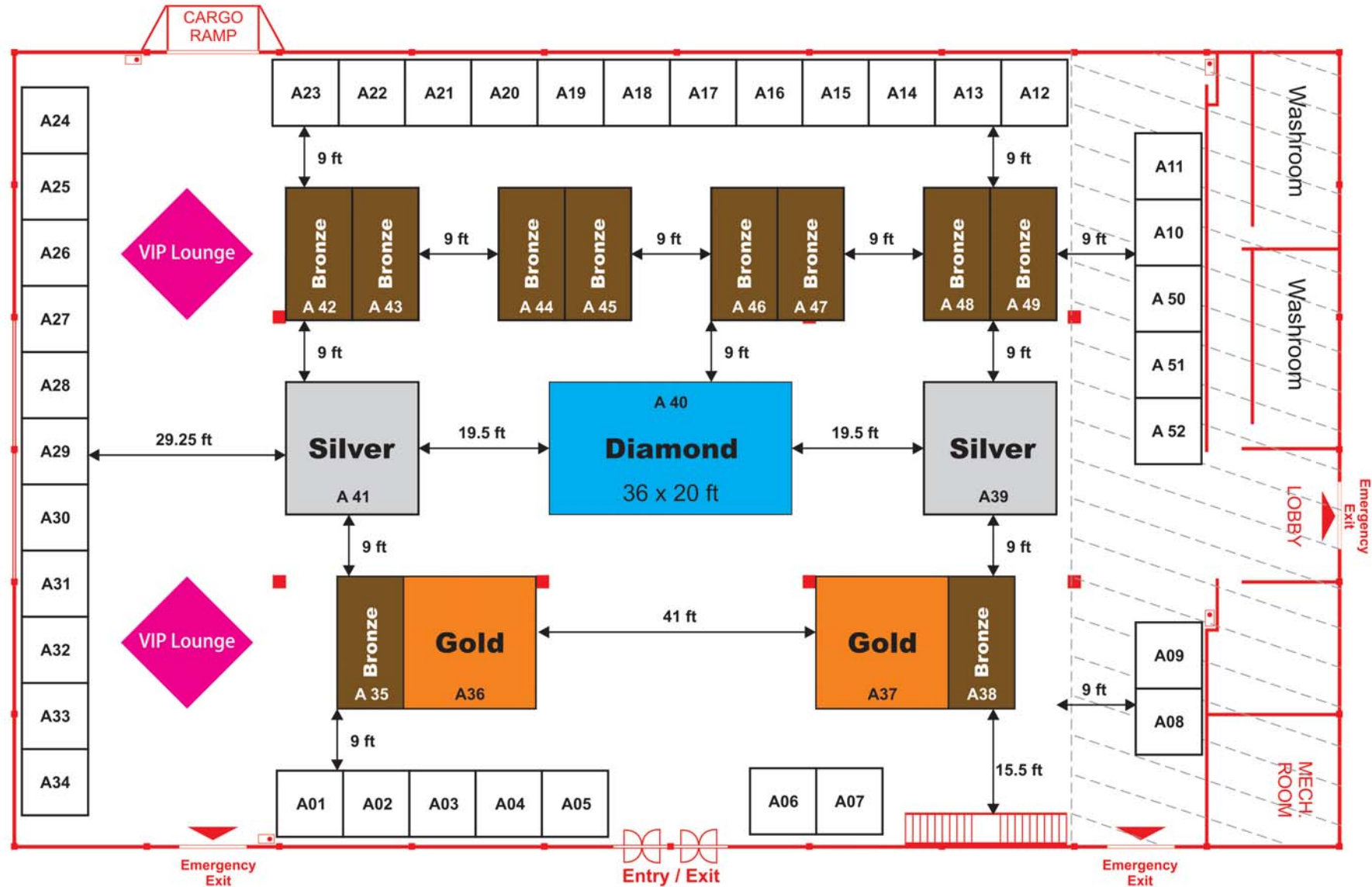


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Structure Material

Hall - 1

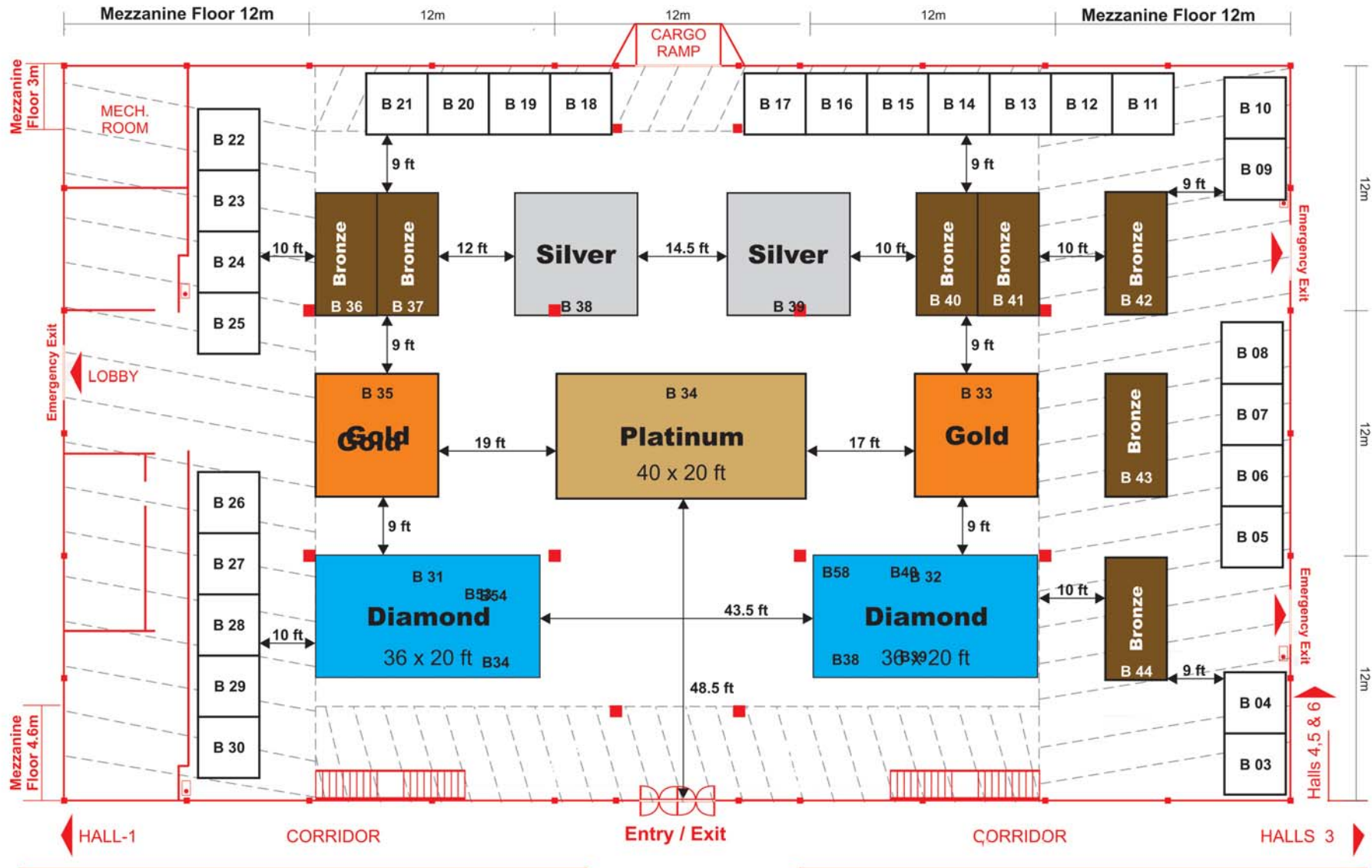


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Builders & Developers

Hall - 2

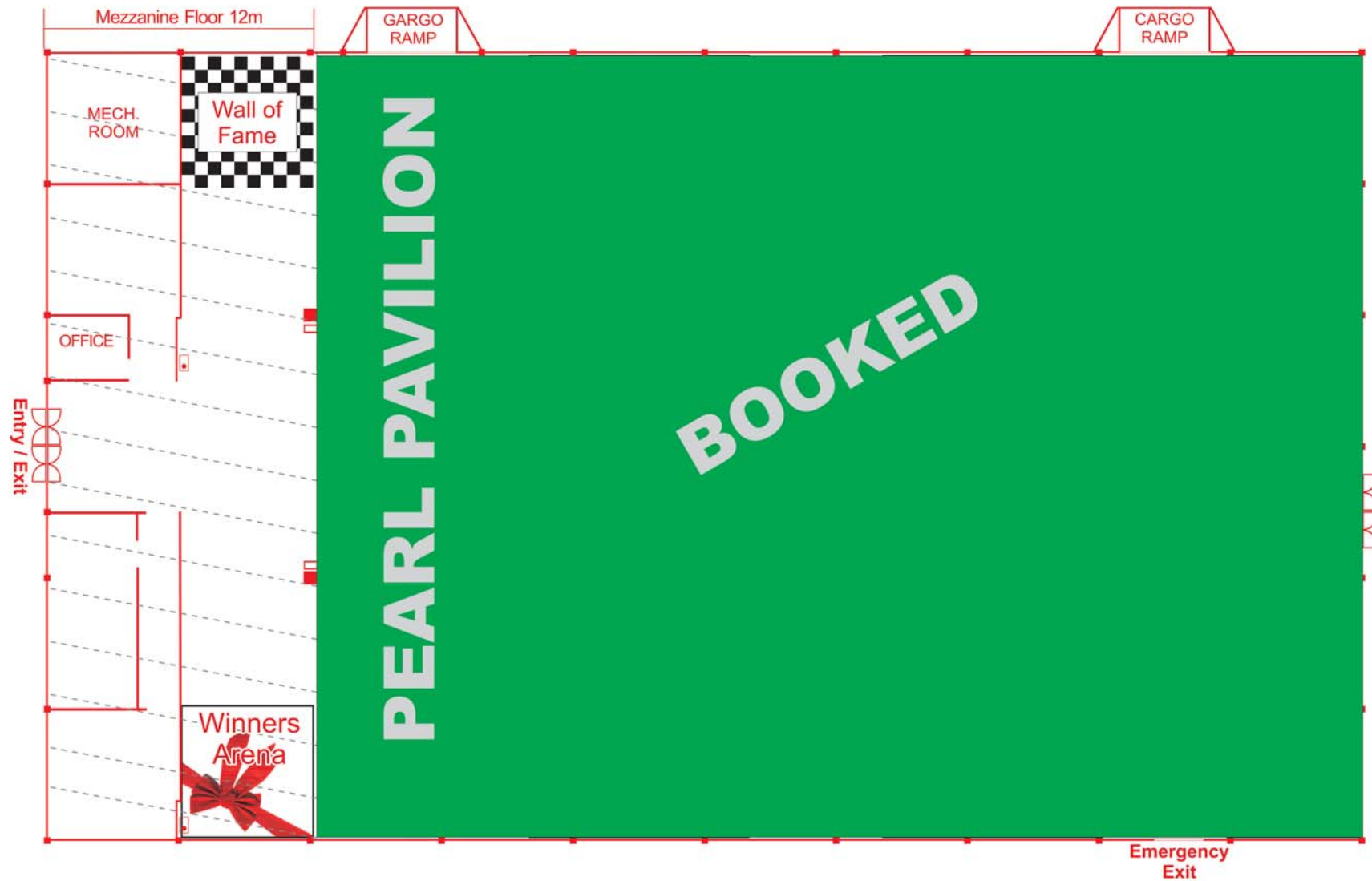


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Builders & Developers

Hall - 3

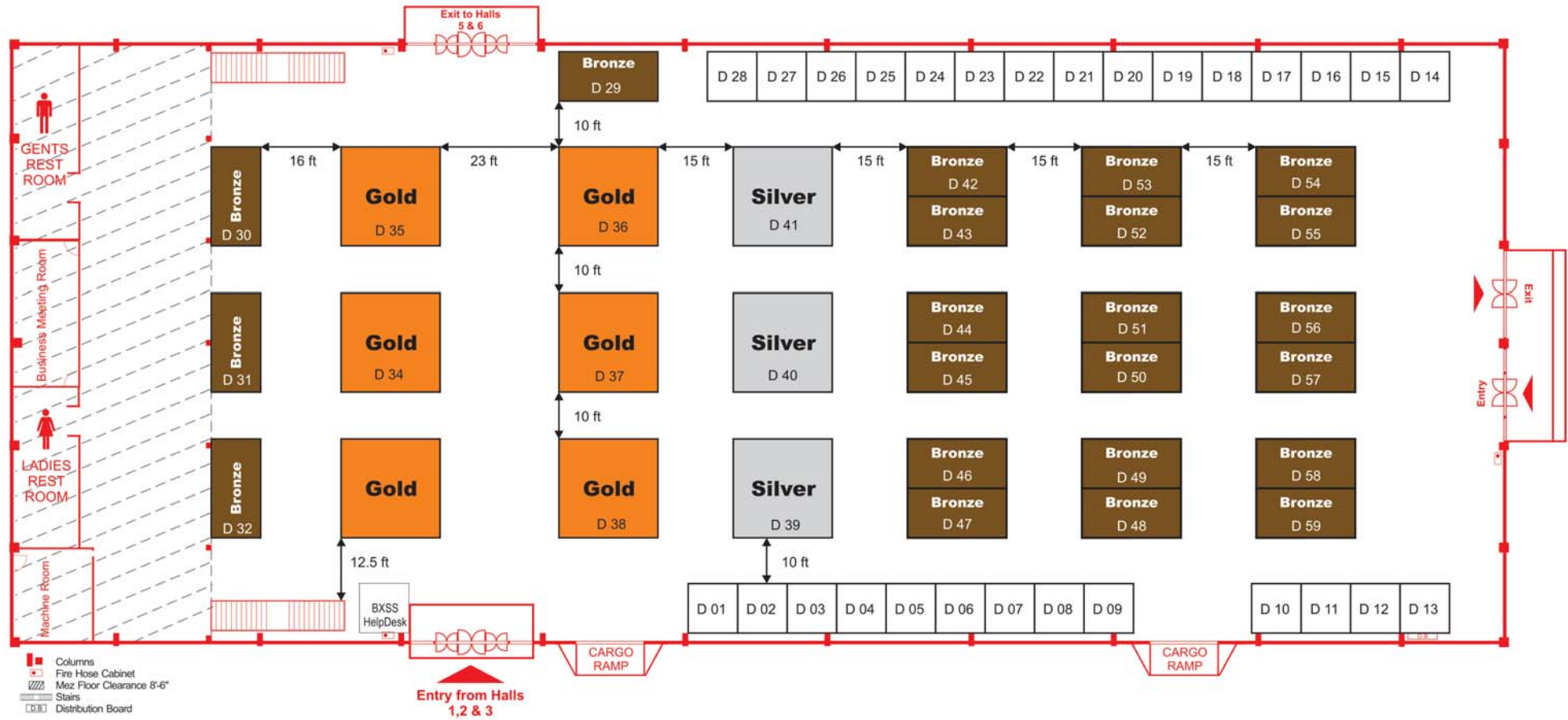


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Finishing Building Material

Hall - 4



SUPPORTED & ENDORSED BY



FOR BOOKING & DETAILS



Organizer

ASSOCIATION OF BUILDERS AND DEVELOPERS OF PAKISTAN (ABAD)

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Fax: 021-34613648
Web: www.abadexpo.com
E-mail: info@abadexpo.com,
abadsecretariat@yahoo.com

Event Manager

BADAR EXPO SOLUTIONS

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