



# 2024 CAR-EXPO

## SPECIAL INVITATION

21-22 DECEMBER 2024

PAK-CHINA FRIENDSHIP CENTER ISLAMABAD

Organizer

ASIAN MULTI MEDIA & EXPO PVT LTD

Office No 20 1st Floor Muhammadi Plaza D Chowk  
Blue Area Jinnah Avenue Islamabad 051-2726525

For more visit: <https://asianexpo.com.pk>



ALL PAKISTAN ISLAMIC TRADERS  
AND INDUSTRIAL ASSOCIATION



MOD Consultancy

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Asian Multi Media & Expo Presents



## INVITATION TO CAR-EXPO 2024

### A Revolution in the Automobile Industry

Dear Sir / Madam,

On behalf of Asian Multi Media & Expo Pvt Ltd, we are delighted to invite you to **CAR-EXPO 2024**, a groundbreaking event that promises to redefine the landscape of the automobile industry. **CAR-EXPO 2024** will serve as a dynamic platform for industry professionals, emerging businesses, and enthusiasts to showcase and explore the latest automotive innovations. From cutting-edge technology to stunning designs, this event offers an immersive experience like no other.

#### Highlights of Car Mela:

- Vehicle Insurance:** Discover comprehensive vehicle insurance plans for ultimate peace of mind.
- Import Facilities:** Learn about hassle-free import services to bring in your desired vehicles from abroad.
- Car Financing / Leasing:** Explore flexible financing and leasing options to make your dream car a reality.
- Extensive Exhibition:** Discover a wide range of new and used automobiles, from luxury cars to affordable options.
- Sales and Purchases:** Buy or sell your vehicle directly at the event.
- Accessories and Parts:** Explore a variety of automotive accessories, spare parts, tires, and batteries.
- Industry Experts:** Attend informative seminars, workshops, and panel discussions led by renowned experts.
- Networking Opportunities:** Connect with potential partners, like-minded individuals, and import and custom professionals. Bank leasing financing will be available.

Car Mela is expected to attract a large crowd of 40-50 thousand visitors over two days. The event will receive extensive media coverage across various platforms, including multimedia, social media, and print media.

Following the success of the Islamabad event, we plan to organize similar Car Mela in major cities of Pakistan like Lahore, Gujranwala, Faisalabad, Sialkot, Karachi, and others.

We are confident that Car Mela will be a valuable opportunity for you to network, learn, and explore the latest trends in the automobile industry. We look forward to your participation and hope this event will contribute to the growth and development of the industry.

Sincerely,

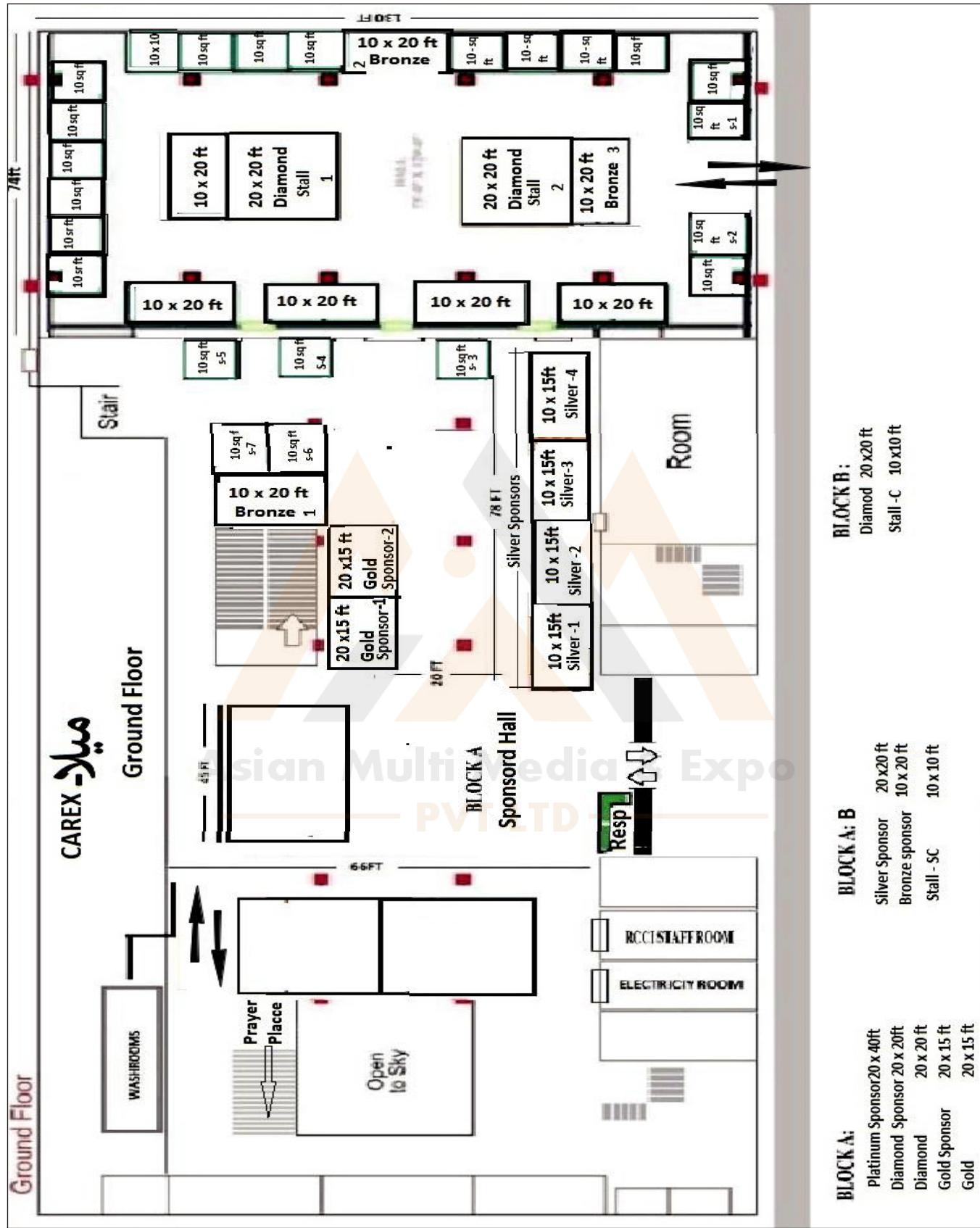
**Saeed Ahmad Qadri (Chairman)**  
Asian Multi Media & Expo Pvt. Ltd.  
Cell: +92-300-5052804



# GROUND FLOOR PLAN

Asian Multi Media & Expo Presents

# 2024 CAR-EXPO





## CAR-EXPO MARKETING PROPOSAL

Dated: 21-22 December 2024

PAK CHINA FRIENDSHIP CENTER ISLAMABAD

### • Block A (Ground Floor)

#### 1. Platinum sponsor Rs. 15 Million

- A complimentary 25ft x 40ft space for Company Display
- Display of Company logo on all stage backdrops, Media Wall
- Placement of logo on stands (2'x5' approx.) at all event halls
- Placement of logo on banner stands (2'x5' approx.) at all event entrances
- Placement of logo on all advertisements as Platinum sponsor
- Placement of logo on all promotional material as Platinum sponsor
- Placement of 150 steamers in city polls as Platinum sponsor
- Placement of logo as Platinum sponsor on the event website for 1 years
- Printing of logo on all invitation cards as Diamond Sponsor
- Award for sponsoring the event as Platinum sponsor
- Certificate for participation in the event as Platinum sponsor
- A desk to promote the company image at the event entrance
- A reserved table for 6 persons to attend the ceremony
- Hi-Tea invitation for 6 persons during all events
- 10 minutes of words of thanks during the organizer's address at the opening and closing ceremony

#### 2. Diamond sponsor (2 ) Rs. 10 Million

- A complimentary 25ft x 20ft space for Company Display
- Display of Company logo on all stage backdrops, Media Wall
- Placement of logo on stands (2'x5' approx.) at all event halls
- Placement of logo on banner stands (2'x5' approx.) at all event entrances
- Placement of logo on all advertisements as Diamond sponsor
- Placement of logo on all promotional material as Diamond sponsor
- Placement of 100 steamers in city polls as Diamond sponsor
- Placement of logo as Diamond Sponsor on the event website for 1 years
- Printing of logo on all invitation cards as Diamond Sponsor
- Award for sponsoring the event
- Certificate for participation in the event as Diamond sponsor
- A desk to promote the company image at the event entrance
- A reserved table for 5 persons to attend the ceremony
- Hi-Tea invitation for 5 persons during all events
- 7 minutes of words of thanks during the organizer's address at the opening and closing ceremony



### 3. Gold sponsor (2) Rs. 5 Million

- A complimentary 15ft x 20ft space for Company Display
- Display of Company logo on all stage backdrops, Media Wall
- Placement of logo on stands (2'x5' approx.) at all event halls
- Placement of logo on banner stands (2'x5' approx.) at all event entrances
- Placement of logo on all advertisements as Gold sponsor
- Placement of logo on all promotional material as Gold sponsor
- Placement of 75 steamers in city polls as Gold sponsor
- Placement of logo as Gold Sponsor on the event website for 1 years
- Printing of logo on all invitation cards as Gold Sponsor
- Award for sponsoring the event
- Certificate for participation in the event as Gold sponsor
- A desk to promote the company image at the event entrance
- A reserved table for 3 persons to attend the ceremony
- Hi-Tea invitation for 3 persons during all events
- 7 minutes of words of thanks during the organizer's address at the opening and closing ceremony

### 4. Silver sponsor (3) Rs. 3 Million

- A complimentary 10ft x 15ft space for Company Display
- Display of Company logo on all stage backdrops, Media Wall
- Placement of logo on stands (2'x5' approx.) at all event halls
- Placement of logo on banner stands (2'x5' approx.) at all event entrances
- Placement of logo on all advertisements as Silver sponsor
- Placement of logo on all promotional material as Silver sponsor
- Placement of 50 steamers in city polls as Silver sponsor
- Placement of logo as Silver Sponsor on the event website for 1 years
- Printing of logo on all invitation cards as Silver Sponsor
- Award for sponsoring the event
- Certificate for participation in the event as Silver sponsor
- A desk to promote the company image at the event entrance
- A reserved table for 3 persons to attend the ceremony
- Hi-Tea invitation for 3 persons during all events
- 5 minutes of words of thanks during the organizer's address at the opening and closing ceremony

### 5. Bronze sponsor (3) Rs. 1 Million

- A complimentary 10ft x 20ft space for Company Display
- Display of Company logo on all stage backdrops, Media Wall
- Placement of logo on stands (2'x5' approx.) at all event halls
- Placement of logo on banner stands (2'x5' approx.) at all event entrances
- Placement of logo on all advertisements as Bronze sponsor
- Placement of logo on all promotional material as



- Placement of 50 steamers in city polls as Bronze sponsor
- Placement of logo as Bronze Sponsor on the event website for 1 years
- Printing of logo on all invitation cards as Bronze Sponsor
- Award for sponsoring the event
- Certificate for participation in the event as Bronze sponsor
- A desk to promote the company image at the event entrance
- A reserved table for 3 persons to attend the ceremony
- Hi-Tea invitation for 3 persons during all events

#### • **Block -B**

- Stall size 20 x 20 sq/ft Rs. 5 Lac
- Stall size 10 x 20 sq/ft Rs. 3 Lac
- Stall size 10 x 10 sq/ft Rs. 1 Lac

#### • **Block -C (First Floor)**

- Silver Stall size 12 x 10 sq/ft Rs. 2.5 Lac
- Brownz Stall size 10 x 10 sq/ft Rs. 1.25 Lac
- Stall size 20 x 20 sq/ft Rs. 4 Lac
- Stall size 10 x 20 sq/ft Rs. 2 Lac
- Stall size 10 x 10 sq/ft Rs. 1 Lac

#### • **Block -D**

#### • **Food Court**

Stall size 10 x 10 sq/ft Rs. 35 Thousand

#### • **Block -E**

#### Multiple Promotional Packages Branding Options:

- Display Wall A Hall 8 x 10 Rs. One Lack Each
- Display Wall B Hall 8 x 10 Rs. 50 Thousand Each
- Display Wall Parking Lounge 8 x 10 Rs. 50 Thousand Each
- Company Logo on Media Wall – Rs. 25,000 Thousand
- Promotional Advertisement Video – Rs. 15,000 Thousand (3 slots; ads and promotional video will be displayed in the conference at a rate of Rs. 15,000 per 1-minute slot)

**Note: All rates are exclusive of all government taxes**

- **10% early bird discount is available only upon full payment before 10 October, 2024**
- **Booking will be done only on receipt of Registration form**
- **Last date for booking of stalls is November 30th, 2024.**

**For More Details, Please Contact:**

**MOD CONSULTANCY**

**Marketing Head: Tahir Siddiq (Event Manager) Cell: +92-300-9879495**

**Email: info@asianexpo.com.pk Email: modconsultancy2012@gmail.com**

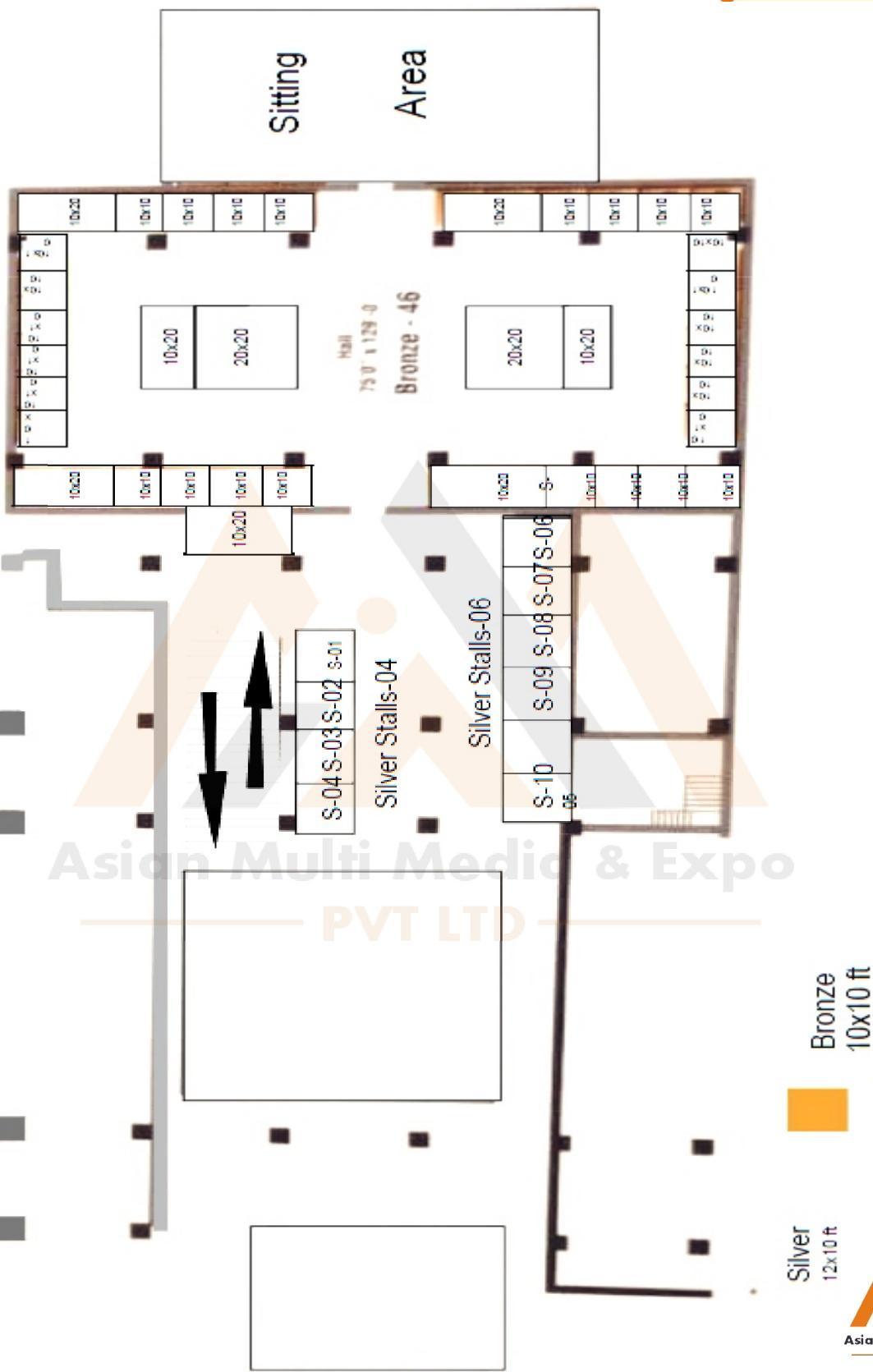


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# FIRST FLOOR



Bronze  
10x10 ft

Silver  
12x10 ft



MOD Consultancy



### SPONSORSHIP AND STALL REGISTRATION FORM

Name of Organization / Company: \_\_\_\_\_

Country: \_\_\_\_\_

Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Designation: \_\_\_\_\_

Phones(s) Office: \_\_\_\_\_ Residence: \_\_\_\_\_ Cell: \_\_\_\_\_

Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Brief Description of Exhibitor / Exhibition Goods: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Sponsorship: Description of Stall/Space/Sponsorship**

**Stall No. Sponsorship /Stall: Total Rs.\_\_\_\_\_**

**Note: Above rates are exclusive of 9% Income Tax**

Please make Payment through Crossed Cheque / Pay Order / Demand Draft or T.T., in favor  
of      **Account Title: ASIAN MULTI MEDIA & EXPO (PVT) LTD**

**BANK ALFALAH, G 8 MARKAZ Islamabad**

**Account Number 0403001009366687**

**IBAN: PK40ALFH0403001009366687**

On behalf of the Organization / Company named above, I hereby enclose a sum of

Rs. being 50% / Full non-refundable payment towards the cost of For Stalls or  
Sponsorship.

I understand and agree the allotment of bare Space/ stall be on a first –come-first-served basis and  
the decision of the organizers in this regard shall be final and binding.

I also agree to abide by the terms and conditions that have been formulated or may be  
formulated later by the organizers for participation in the event.

Signature: \_\_\_\_\_

Name and signature of authorized person and seal

Name: \_\_\_\_\_

Company seal: \_\_\_\_\_

Date: \_\_\_\_\_

**For Office Use Only**

Booking Executive's Name: \_\_\_\_\_  
Mr./Mrs./Miss Received (in words): \_\_\_\_\_ Title: (in figures) \_\_\_\_\_

Cheque/P. O/D.D. No. \_\_\_\_\_ Dated \_\_\_\_\_ Drawn on (Bank): \_\_\_\_\_

Balance Amount (in figures): \_\_\_\_\_ to be paid on \_\_\_\_\_

Account Manager \_\_\_\_\_

Approved by Event Manager

**TERMS AND CONDITIONS  
TO BE OBSERVED BY THE PARTICIPANTS OF THE EXHIBITION**

- The organizers of the exhibition shall have the right to inspect the stall/space at any time to ensure complete observance of the terms and conditions of allotment.
- The decision/action of the organizers shall be final and binding on the exhibitors and shall not be questioned during the duration of the exhibition.
- No indecent, unethical, or unlawful activity shall be allowed to be carried out at the stall.
- No activity contrary to the injunctions and spirit of the religion of Pakistan shall be allowed in any manner.
- It shall be the obligation of the participants to insure their employees with an insurance company if they so desire.
- The organizers will not be responsible for any claims made due to injury to employees/workmen of the exhibitor at the premises.
- Booking shall be done strictly on a first come, first served basis.
- The organizers reserve the rights to accept or refuse any booking, or change schedules, replace or reallocate the stalls or change the layout in the best interest of the exhibition.
- Once the booking of a stall has been confirmed, it cannot be cancelled, transferred, or shared.
- The organizers reserve the right to re-allot the stall/space if the payment is not received in due time. The exhibitors must also ensure that they don't create unnecessary and excessive noise which disturbs the neighboring stalls.
- In case of any dispute, the decision of the organizers will be considered final and binding on the parties concerned.
- Any central or provincial taxes (if any) will be solely payable by the exhibitors. Safety and security standards shall be strictly observed in the exhibition hall.
- The organizers reserve the right to demand additional charges for any additional services if specifically ordered.
- The organizers shall not be held responsible for any damage, breakdown, or failure of any of the services provided by the expo center.
- The exhibitors will not be allowed to display their products outside their designated stalls.
- The exhibitors will not be allowed to paste anything on the pillars/columns or hang their banners inside/outside the halls or any other areas except their designated space(s). No standees or other advertisements will be allowed to be placed outside the stall anywhere in the venue.
- Only the sponsors will be allowed to display their banners in their allocated spaces.
- Exhibitors who have booked open display areas will be allowed to have customized stalls, whereas the regular stallholders are entitled to space within the walls/structure allocated to them.
- Stalls will be booked upon receiving a 50% advance payment only.
- The balance payment will be made one month prior to the exhibition.
- The exhibitors will be charged for any damages to stalls provided by the organizers or to the surrounding area.
- In case of unavoidable circumstances like natural calamities, war, strikes, civil commotion, etc., leading to the cancellation or curtailment of the exhibition, the organizers shall not refund the payments made. However, the organizers reserve the right to adjust the payments to any future event.
- Under no circumstances will the exhibitors exceed the area allocated and marked for them. The maximum height of the stalls in the double-height space will not exceed 12 feet from the floor. The stalls under the mezzanine slab may go up to the ceiling.
- The stalls will be designed in a fashion that does not hinder the view of the other stalls around it.
- The construction work of the stalls will be done away from the Expo Centre. The allocated time will be used only for the installation of already constructed elements.
- Music, sound, or announcements will be allowed from the stall or as a part of the display.
- The exhibitors indemnify the organizers from all liabilities whatsoever. The participants will be exhibiting at their own risk and responsibility and organizer will be responsible
- Terms and Conditions will be signed and given at the time of payment.
- The organizers reserve the rights to delete, alter, or add any of the terms and conditions in the larger interest of the exhibition.

Company Name: \_\_\_\_\_

Signature: \_\_\_\_\_

