

ROSHAKT

The Magic of
Technological
Innovation in
Pakistan

Annals

2009

Sponsors Kit

P@SHA ICT Awards

The Magic of
Technological
Innovation in
Pakistan
2009

October 14, 2009
Sheraton Hotel,
Karachi, Pakistan

P@SHA ICT Awards aim to provide recognition to software and service applications that have been developed in Pakistan, by providing companies an opportunity to gain local, regional and international exposure through on-going promotional activities. Hence, it is meant to acknowledge creativity, innovation and excellence in the Pakistan Information and Communication Technologies sector. The Magic of Technological Innovation in Pakistan is what is enabling our local businesses to survive in these challenging times. Through the awards, we hope to showcase the best products and services to the local and international market.

The objective of the P@SHA ICT Awards is to provide recognition to software and service applications that have been developed in Pakistan. It is meant to acknowledge creativity, innovation and excellence in the Pakistan Information and Communication Technologies sector. This annual Awards program also provides an opportunity and an ideal environment for companies to gain local, regional and international exposure through on-going promotional activities, and through participation

at the international Asia Pacific ICT Awards (APICTA).

The top winners of the P@SHA ICT Awards (only product categories) will be nominated for representation at the annual Asia Pacific Awards.

Benefits of the Awards Program:

- ✓ Stimulate innovation and creativity;
- ✓ Provide recognition and a platform for the benchmarking of innovations in the industry;
- ✓ Create an opportunity for the top winning companies to represent Pakistan at the Asia Pacific awards;
- ✓ Provide participants with networking opportunities so that strategic business alliances can be formed;
- ✓ Winners to be brought to the notice of venture capitalists and investors;
- ✓ Create a larger pool of knowledge workers that is essential for the development of the ICT industry;
- ✓ Increase the general awareness of the development in the ICT industry.

Platinum Sponsor

- ✓ Logo on Backdrop as Platinum Sponsors in Awards Ceremony
- ✓ One Roundtable Conference
- ✓ Two mini-Conferences
- ✓ 4 Standees placed at key locations across all events
- ✓ Company Introduction (100 words) and thanks by MoC
- ✓ Branding message in event diaries Inside front (Full page)
- ✓ Logo on Event diary back page
- ✓ Logo and mention in all Pre-event coverage
- ✓ Logo and mention in all Post-event coverage
- ✓ Logo on Event Badges
- ✓ One back page, full color advertisement in Tech Talk, P@SHA's bi-monthly newsletter
- ✓ 2m x 2m Stall (bare space) near the registration desk for the whole event with a table and 2 chairs
- ✓ Banner Ad placed on Event Website

PKR 1, 500, 000

Gold Sponsor

- ✓ Logo on Backdrop as Gold Sponsors in Awards Ceremony
- ✓ One Roundtable Conference
- ✓ Two mini-Conferences
- ✓ Video Showcase produced by CIO Pakistan
- ✓ 3 Standees placed at key locations across all events
- ✓ Company Introduction (50 words) and Thanks by MoC
- ✓ Branding message in event diaries inside back (half page)
- ✓ Logo on Event diary back page.
- ✓ Logo and mention in all Pre-event coverage
- ✓ Logo and mention in all Post-event coverage
- ✓ Logo on Event Badges
- ✓ One inside-back, half page full color advertisement in Tech Talk, P@SHA's bi-monthly newsletter
- ✓ 2 Page Inserts placed in the Event Handouts
- ✓ 2m x 2m Stall (bare space) near the registration desk for the whole event with a table and 2 chairs.
- ✓ Banner Ad placed on Event website Main page for 6 months

PKR 1, 000, 000

Silver Sponsor

- ✓ Logo on Backdrop as Silver Sponsors in Awards Ceremony
- ✓ One Roundtable Conference
- ✓ Two mini-Conferences
- ✓ Video Showcase produced by CIO Pakistan
- ✓ 2 Standees placed at key locations across all events
- ✓ Mention by MoC
- ✓ Branding message in event diaries inside back (Half page)
- ✓ Logo on Event diary back page
- ✓ Logo and mention in all Pre-event coverage
- ✓ Logo and mention in all Post-event coverage
- ✓ Logo on Event Badges
- ✓ One inside Back, Half page full color advertisement in TechTalk, P@SHA's bi-monthly newsletter
- ✓ 2 Page Inserts place in the Event Handouts

PKR 750,000

Bronze Sponsor

- ✓ Logo on Backdrop as Bronze Sponsors in Awards Ceremony
- ✓ One Roundtable Conference
- ✓ Two mini-Conferences
- ✓ Video Showcase produced by CIO Pakistan
- ✓ 1 Standees placed at key locations across all events
- ✓ Company Introduction and thanks by MoC
- ✓ Logo on Event diary back page.
- ✓ Logo and mention in all Pre-event coverage
- ✓ Logo and mention in all Post-event coverage
- ✓ Logo on Event Badges
- ✓ One inside Back, Half page full color advertisement in Tech Talk, P@SHA's bi-monthly newsletter
- ✓ 1 Page Inserts place in the Event Handouts
- ✓ Half-Banner Ad placed on Event website Main page

PKR 500,000

Conference Sponsor

- ✓ Logo on Backdrop as Conference in One Roundtable Conference
- ✓ Two mini-Conferences
- ✓ 1 Standees placed at a key location
- ✓ Logo on Event diary back page
- ✓ Logo and mention in all Pre-event coverage
- ✓ Logo and mention in all Post-event coverage
- ✓ Logo on Event Badges
- ✓ Logo Ad placed on Event website Main page

PKR 250,000

Offline Sponsor

- ✓ 1 Standees placed at key locations in the roundtable
- ✓ Logo on Event diary back page.
- ✓ Logo and mention in all Pre-event coverage
- ✓ Logo and mention in all Post-event coverage

PKR 150,000

Online Sponsor

- ✓ Logo displayed in Showcase Produced by CIO Pakistan
- ✓ Logo and mention in all Pre-event coverage
- ✓ Logo and mention in all Post-event coverage
- ✓ Logo Ad placed on Event website Main page

PKR 50,000