

MOBILE COMMERCE

20 24

17TH

INTERNATIONAL
CONFERENCE IN
PAKISTAN



09:00AM - 03:00PM (GMT +5)

MAY 23, 2024



Marquee Hall, PC Hotel, Karachi

+ Online

As you are aware that telcos and solution providers are now converging on variety of platforms and thus services are being created to enable mobile devices to perform many activities including financial transactions. Mobile banking provides yet another channel for banking services, and in emerging markets, provides some possibilities for becoming a primary channel, to outreach customers any where any time.

Pakistan has witnessed an unprecedented growth in its mobile subscriber's base. Till date more than 100 million cellular connections have been issued in Pakistan. Offering mobile banking services to such large base of customers has the potential to become a very effective and widely used channel for banking.

Realizing the potential of this upcoming trend TOTAL Communications is organizing 17th International Conference on Mobile Commerce in Pakistan on 23 May, 2024 at PC Hotel, Karachi Pakistan. This is Pakistan's most high profile and the only established annual event on Mobile Banking taking place for the seventeenth consecutive year in Karachi, Pakistan.

We feel it will be an excellent opportunity for your organization to project its corporate image in front of entire financial sector, telco's, utility industry, retail sector, regulators as well as the government. Please find below the participation package for your possible support. An early decision will ensure good placement of your organization in this premier event.

Regards,
Faisal Rahim
Chief Executive
TOTAL Communications
E-mail: faisal@totalcommunications.com.pk

PARTICIPATION PACKAGE

TITLE SPONSORSHIP

USD 20,000/-

(Exclusive of Tax)

PRIVILEGES:

- Event Name will carry the Logo of the Title Sponsor Exclusivity
- TVC to run 5 times during conference on main screen
- Invitations will carry the logo
- One speaker is entitled for a presentation
- Title Sponsor's representative will be a part of at least one panel discussion
- Stage Backdrop and Live Streaming Portal to carry the logo at a prominent position
- Event campaigns will carry the logo on all digital media platforms
- Dedicated paid marketing on social media platforms
- Title Sponsor can also invite potential customers
- Space to display 8 Vertical Standees at the venue
- Shields will carry the logo

PLATINUM SPONSORSHIP

USD 10,000/-

(Exclusive of Tax)

PRIVILEGES:

- TVC to run 3 times during conference on main screen
- Invitations will carry the logo of the Platinum Sponso
- One speaker is entitled for a presentation
- One speaker is entitled for a panel discussion
- Stage Backdrop and Live Streaming Portal to carry the logo at a prominent position
- Event campaigns will carry the logo on all digital media platforms
- Dedicated paid marketing on social media platforms
- Platinum Sponsor can also invite potential customers
- Space to display 6 Vertical Standees at the venue
- Display area at a prominent location
- Shields will carry the logo

GOLD SPONSORSHIP

USD 7,000/-

(Exclusive of Tax)

PRIVILEGES:

- Invitations will carry the logo of the Gold Sponsor
- One speaker is entitled for a presentation/panel discussion
- Stage Backdrop and Live Streaming Portal to carry the logo at a prominent position
- Event campaigns will carry the logo on all digital media platforms
- Gold Sponsor can also invite potential customers
- Space to display 3 Vertical Standees at the venue
- Shields will carry the logo
- TVC to run 2 times during conference on main screen

LUNCH SPONSOR

USD 5,000/-

(Exclusive of Tax)

PRIVILEGES:

- Invitations will carry the logo of the Lunch Sponsor
- Stage Backdrop and Live Streaming Portal to carry the logo at a prominent position
- Event campaigns will carry the logo on all digital media platforms
- Lunch Sponsor can also invite potential customers
- Space to display 2 Vertical Standees at the venue
- MOC will announce the Lunch Sponsor name just before the lunch

SILVER SPONSORSHIP

USD 4,000/-

(Exclusive of Tax)

PRIVILEGES:

- Invitations will carry the logo of the Silver Sponsor
- Stage Backdrop and Live Streaming Portal to carry the logo at a prominent position
- Event campaigns will carry the logo on all digital media platforms
- Silver Sponsor can also invite potential customers
- Space to display 1 Vertical Standee at the venue

TEA SPONSORSHIP

USD 2,500/-

(Exclusive of Tax)

PRIVILEGES:

- Stage Backdrop and Live Streaming Portal to carry the logo at a prominent position
- Event campaigns will carry the logo on all digital media platforms
- Invitations will carry the logo of the Tea Sponsor
- Tea Sponsor can also invite potential customers
- MOC will announce the Tea Sponsor name just before the tea
- Space to display 1 Vertical Standee at the venue