

Marriott, Karachi
July 20, 2008

PC Hotel, Rawalpindi
Aug 2, 2008

Lahore Venue TBA
August 9, 2008

P@SHA Career Expo



www.pasha.org.pk

CONTENTS

Partner with P@SHA

Partnerships

Platinum, Gold, Silver & Bronze Partnerships

Exhibitors

Promotion

Key Elements of P@SHA Career Expo 2008

P@SHA
Career Expo



PARTNER WITH P@SHA

The P@SHA Career Expo has grown into a landmark Human Resource Capacity Building and Matchmaking event for the Information & Communication Technologies sector.

Young professionals and fresh graduates pile in by the thousands to:

- Apply for Job Openings posted by participating companies
- Appear for on-the-spot interviews
- Listen to eminent speakers
- Interact with CEOs, CIOs and HR heads of ICT companies and organizations with large IT departments regarding career opportunities
- Learn about the different career tracks in various segments of the ICT sector
- Participate in Interactive Workshops
- Listen to company presentations
- Attend Career Counseling sessions

What P@SHA is doing is creating a career experience for these young people so that they are more knowledgeable about the kind of careers that are available to them across the spectrum of ICT and are also aware of the growth and maturity of the sector they are either joining or are already a part of.

- Join P@SHA in helping to improve the quality of Human Resource available to the Technology sector
- Show talented young people that the IT and Telecom industry is vital and dynamic and offers them many exciting new career paths
- Hire some of the most talented people in the country
- Offer advice and counseling to youngsters who are in dire need of it



PARTNERSHIPS

- Platinum, Gold, Silver and Bronze Partners
 - Exhibitors
 - Professional Partner Organizations
 - Media Partner
 - Other partnership opportunities
-



BOOTH SPECIFICATIONS

- 3 metres x 3 metres
- One counter
- 2 chairs
- 3 spotlights
- One electric socket

PLATINUM

Platinum Sponsorship (For individual cities)

Rs. 850,000

Platinum Sponsorship (National)

Rs. 1,500,000

This package will make you the main partner of the P@SHA Career Expo and will give you the highest visibility:

- Booth (6m x 3m) in a prime spot
- Your logo to be used in all promotional material
- Your logo on the P@SHA website
- Three 6' x 3' banners at the entrance to the venue (banners to be provided by sponsor)
- 6 x 60sec spots running at intervals on the plasma within the expo area (advertisement to be provided by sponsor)

GOLD

Gold Sponsorship (For individual cities)

Rs. 700,000

Gold Sponsorship (National)

Rs. 1,200,000

This package will make you a major partner of the P@SHA Career Expo and will give you the exceptional visibility:

- A (6 m x 3m) booth in a good spot
- Your logo to be used in all promotional material
- Your logo on the P@SHA website
- Two 6' x 3' banners at the entrance to the venue (banners to be provided by sponsor)
- 4 x 60 sec spots running at intervals on the plasma within the expo area (advertisement to be provided by sponsor)

SILVER

Silver Sponsorship (For individual cities)	Rs. 500,000
Silver Sponsorship (National)	Rs. 950,000

This package will make you one of the important partners of the P@SHA Career Expo:

- A (3m x 3m) booth in a good spot
- Your logo to be used in all promotional material
- Your logo on the P@SHA website
- One 6' x 3' banner at the entrance to the venue (banners to be provided by sponsor)
- 2 x 60 second spots running at intervals on the plasma within the expo area (advertisement to be provided by sponsor)

BRONZE

Bronze Sponsorship (For individual cities)	Rs. 350,000
Bronze Sponsorship (National)	Rs. 600,000

This package will make you one of the visible partners of the P@SHA Career Expo:

- A (3m x 3m) booth in a fairly good spot
- Your logo on the P@SHA website
- 1 banner at the entrance to the venue (banner to be provided by sponsor)
- 1 x 60 sec spot running on the plasma within the expo area (advertisement to be provided by sponsor)



EXHIBITORS

Exhibitors (P@SHA members)	Rs. 35,000
Exhibitors (non-P@SHA members)	Rs. 70,000
National Exhibitors (P@SHA members)	Rs. 85,000
National Exhibitors (non-P@SHA members)	Rs. 150,000

Each exhibitor will be provided with a (3 m x 3 m) booth containing a counter, two chairs, a spot light and an electrical connection with the company name written on the Fascia



PROMOTION

- Projection on P@SHA Website
- P@SHA Career Expo Banner on various leading websites
- Roadside banners
- Email notification through Jobsite partners
- SMS notification two days prior to the event
- Media Coverage on various electronic channels and print media

Contact Us at 021-5418121 or secretariat@pasha.org.pk

www.pasha.org.pk