

March 15, 2012  
Marriott Hotel Karachi

# mobile Commerce

5th International Mobile Commerce Conference in Pakistan

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 trend, State Bank of Pakistan, Pakistan Telecommunication Authority and TOTAL Communications, are jointly organizing 5th International Conference on Mobile Commerce in Pakistan on March 15, 2012 at Marriott Hotel, Karachi Pakistan. This is Pakistan's most high profile and the only established annual event on Mobile Banking taking place for the fifth 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. I am attaching 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  
Tel (Dir): +92213 2275139  
Cell: +92300 9214098  
faisal@totalcommunications.com.pk

## Participation Package

**Title Sponsorship** **PKR. 3,000,000/-**  
**US\$ 34,884/-**

**Title Sponsor's Privileges:**

- Event Name will carry the name of the Title Sponsor.
- Invitation cards will carry the name and logo of the Title Sponsor
- The Chief Executive of the Title Sponsor will sit at the stage during the Inauguration Session
- One speaker from the Title sponsor is entitled for a presentation
- Stage Backdrop to carry the name and logo of the Title Sponsor at a prominent position
- Title Sponsor will be provided 75 invitations for the Conference
- Display of five banners (Vertical Standees) at the venue free of cost
- Shields will carry the name and logo of the Title Sponsor

**Main Sponsorship** **PKR. 800,000/-**  
**US\$ 9,303/-**

**Main Sponsor's Privileges:**

- Invitation cards will carry the name and logo of the Main Sponsor
- One speaker from the Main sponsor is entitled for a presentation
- Stage Backdrop to carry the name and logo of the Main Sponsor at a prominent position
- Main Sponsor will be provided 25 invitations for the Conference
- Display of three banners (Vertical Standees) at the venue free of cost
- Shields will carry the name and logo of the Main Sponsor

**Lunch Sponsor** **PKR. 600,000/-**  
**US\$ 6,977/-**

**Lunch Sponsor's Privileges:**

- Invitation cards will carry the name and logo of the Lunch Sponsor
- Stage Backdrop to carry the name and logo of the Lunch Sponsor
- Lunch Sponsor will be provided 15 invitations for the Conference
- Display of four banners at the venue free of cost (two in the lunch area, two in the Conference area)
- MOC will announce the Lunch Sponsor name just before the lunch

**Co-Sponsorship** **PKR. 400,000/-**  
**US\$ 4,651/-**

**Co-Sponsor's Privilege**

- Invitation cards will carry the name and logo of the Co-Sponsor
- Stage Backdrop to carry the name and logo of the Co-Sponsor
- Co-Sponsor will be provided 10 invitations for the Conference
- Display of one banner at the venue free of cost

**Tea Sponsorship** **PKR. 200,000/-**  
**US\$ 2,326/-**

**Tea Sponsor's Privileges:**

- Display of two banners at the tea area free of cost
- Stage Backdrop to carry the name and logo of the Tea Sponsor
- Tea Sponsor will be provided 5 invitations for the Conference
- MOC will announce the Tea Sponsor name just before the tea

**Delegation Participation Fee** **PKR. 10,000/-**  
**US\$ 116/-**

Note: Payments to be made in the name of "Total Communications".

## Organizers



For Details Contact: Farhan Rahim

Tel: (+ 92-213)2217539 | Fax: (+ 92-213)2212263 | Cell: + 92-300-2359102

E-mail: farhan@totalcommunications.com.pk