



# Banking

## 2013

## 11th International Conference & Exhibition

I am pleased to inform you that TOTAL Communications is organizing "e-Banking 2013" 11th International Conference & Exhibition in Karachi on April 25, 2013.

This is the most established and popular e-Banking event taking place for the 11th consecutive year in Pakistan with the strong support and active involvement of Pakistan Software Export Board, Pakistan Software Houses Association and Government of Sindh. All previous ten e-Banking events have been immensely successful.

You will agree with me that financial sector of Pakistan has always welcomed all technological advancement related to the industry and has been the leading force in implementing digital mode of working in the industry. Special products have been designed for the industry and alternate delivery channels for traditional banking are now established facts of life in banking sector across the globe, whether it is ATM, online, mobile or web-based banking.

The Pakistani banking industry still has to go a long way to be reckoned as a modern banking industry in the world. State Bank of Pakistan is also directing and encouraging banks to go digital at the earliest. Banks in Pakistan are allocating enormous resources for Electronic Banking in their annual budgets.

Total Communications has been active in brining together various stakeholders, professionals, international experts and the industry together by organizing various events related to banking industry.

Kindly find below the participation package for your perusal. Your early confirmation will be beneficial for your organization to get the maximum mileage.

Kind regards,

Faisal Rahim  
Chief Executive  
TOTAL Communications

## SPONSORSHIP PACKAGE

**Exclusive Sponsorship** **Rs. 10,00,000/-**

### Exclusive Sponsor's Privileges:

- Stage Backdrop to carry the name and logo of the Exclusive Sponsor at a top position
- One article free of cost in Business Recorder
- Three stalls at a prominent location
- Pre and Post Event promotions will carry the name and logo of the Exclusive Sponsor
- Invitations will carry the name and logo of the Exclusive Sponsor
- The Chief Executive/Senior Executive of the Exclusive Sponsor will sit at the stage during the Inauguration Session
- One speaker from the Exclusive sponsor is entitled for a presentation
- Exclusive Sponsor will be provided 50 invitations for the Conference
- Exclusive Sponsor can also invite potential customers as one of the main stakeholder
- Display of 8 banners at the venue free of cost
- Shields will carry the name and logo of the Exclusive Sponsor

**Main Sponsorship** **Rs. 600,000/-**

### Main Sponsor's Privileges:

- Pre and Post Event promotions/material including one press advertisement in leading business daily will carry the name and logo of the Main Sponsor
- Invitations will carry the name and logo of the Main Sponsor
- Two complimentary stalls at the exhibition
- The Chief Executive/Senior Executive of the Main Sponsor will sit at the stage during the Inauguration Session
- 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 10 invitations for the Conference
- Main Sponsor can also invite potential customers as one of the main stakeholder
- Display of three banners at the venue free of cost
- Shields will carry the name and logo of the Main Sponsor

**Lunch Sponsor** **Rs. 450,000/-**

### Lunch Sponsor's Privileges:

- Pre and Post Event promotions/material including one press advertisement in leading business daily will carry the name and logo of the Lunch Sponsor
- Invitations 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 5 invitations for the Conference
- One complimentary stall at the exhibition
- 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
- Shields will carry the name and logo of the Lunch Sponsor
- Stall at a prominent location

**Co-Sponsorship** **Rs. 300,000/-**

### Co-Sponsor's Privilege

- Pre and Post Event promotions/material including one press advertisement in leading business daily will carry the name and logo of the Co-Sponsor
- Invitations 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 5 invitations for the Conference
- One complimentary stall at the exhibition
- Display of one banner at the venue free of cost
- Stall at a prominent location

**Tea Sponsorship** **Rs. 150,000/-**

### Tea Sponsor's Privileges:

- Pre and Post Event promotions/material including one press advertisement in leading business daily will carry the name and logo of the Tea Sponsor
- Invitations will carry the name and logo of the Tea Sponsor
- 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 2 invitations for the Conference
- MOC will announce the Tea Sponsor name just before the tea

**Stall** **Rs. 50,000/-**

Size 3 M x 2 M

**Banner** **Rs. 20,000/-**

Size 3 ft x 9 ft

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

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