

NOTICE FOR TREC HOLDERS

Opportunity for Securities Brokers to Increase Outreach at Money Matters Expo

Pakistan Stock Exchange (PSX) invites participation from TREC Holders in Money Matters Expo. The Expo has been organised by Brand Accord, an event and advertising company, in collaboration with PSX. The event aims to connect traditional finance with emerging trends and technological advancements. It aspires to increase the level of financial literacy and smart money management amongst the general public through a collaborative approach by the key players of Pakistan's financial sector. The expo will showcase latest innovations in Fintech, digital investment platforms, AI-driven financial analytics and wealth management solutions.

The two day event, scheduled for **February 08-09, 2025, at Expo Center Karachi**, will feature Asset Management Companies, Insurance/ Takaful companies, Investment firms, and other key players from Pakistan's financial industry. Your interest, as securities brokers, is solicited for participation in the expo, as TREC Holders form an integral part of the capital market ecosystem. The expo is expected to attract high net worth individuals, small business owners, young professionals, entrepreneurs, retirees and pre-retirees, and middle & upper middle class families, among others. As a TREC Holder, you are urged to seize this opportunity to increase your outreach, visibility, and growth by sponsoring the Money Matters Expo. This will not only lead to added business for your firm but will also help increase UINs and add depth to the capital market.

Details of the sponsorship plan and contact persons are given in the attached proposal.

In case of any queries for further clarification, you may contact the PSX Marketing department at info@psx.com.pk

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Raeda Latif
Chief Marketing &
Business Development Officer



February 08 - 09, 2025
Karachi Expo Center
Pakistan

Event Organizer



www.brand-accord.com

Contact Us

 www.moneymattersexpo.com

 info@moneymattersexpo.com

 Plot No 10 C, Stadium lane 3,
Phase 5, DHA Karachi

About The Money Matters

Be a part of this exceptional initiative of Money Matters Expo, hosted by Brand Accord – Pakistan's leading Event & Advertising Companies, set to redefine Pakistan's financial landscape. Scheduled for February 08-09, 2025, at Expo Centre Karachi, this must-attend event marks a pivotal moment in connecting traditional finance with emerging trends and technological advancements. This two-day event will feature Asset Management Companies, Insurance/Takaful companies, Brokerage houses, Investment firms and other key players from Pakistan's financial spectrum, showcasing their latest innovations in Fintech, digital investment platforms, AI driven financial analytics and wealth management solutions. This Expo aims to bridge the gap in market where our majority of population lacks financial literacy and smart money management. This can only be possible through a holistic collaboration of the key players in the financial industry. We can seize this opportunity of interaction between institutions and public, making this event an inevitable milestone for Pakistan's financial growth.

Why to Sponsor:

- ✓ Only 24% of Pakistanis understand basic financial concepts (Source: World Bank)
- ✓ 70% of Pakistanis rely on informal savings methods (Source: SBP)
- ✓ 50% of Pakistanis use informal financial services (Source: SBP)

The Audience

- ✓ High-Net-Worth Individuals
 - ✓ Small Business Owners
 - ✓ Young Professionals
 - ✓ Entrepreneurs
 - ✓ Retirees and Pre-Retirees
 - ✓ Middle & Upper Middle-Class Families
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- ★ That make up the Total Potential Audience of: 600,000 – 800,000.
 - ★ 15,000+ potential investors with PKR 5.5 billion – 20.5 billion/year investment potential.
 - ★ Expected Expo Attendance: 10,000 – 20,000 (2% – 4% of the total potential audience).

Why to Sponsor:

- ✓ Product Presentations
- ✓ Seminars & Workshops
- ✓ Networking Sessions
- ✓ Smart Income Opportunities
- ✓ Media Coverage
- ✓ Ambiance & Branding



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Marketing Plan:

Digital Marketing – Targeting 1 Million+ Audience

- ✓ Social Media: Facebook, Insta & Whatsapp
- ✓ LinkedIn Promotion
- ✓ Influencers & Affiliate Campaigns
- ✓ Event Website

BTL Activations – Targeting 5000+

- ✓ Universities Drive
- ✓ On Ground Pamphlets

ATL – Targeting 1 Million +

- ✓ Billboards
- ✓ Streamers
- ✓ Street Banners
- ✓ Newspaper & Radio

"Empower Your Financial Future"

Learn about 50+ investment opportunities and grow your wealth by up to 20%
Get personalized advice from 50+ industry experts with a proven track record of success

Network with 5,000+ like-minded individuals and potential business partners

Stay updated on market trends and economic insights from 25+ renowned speakers

Take control of your financial future and secure your tomorrow with our expert guidance

Sponsorship

Brand Accord invites you to seize this exclusive opportunity to elevate your brand's presence, forge strategic partnerships, and drive growth amidst Pakistan's evolving financial ecosystem. you will gain unparalleled visibility among industry leaders, professionals, and potential investors. By sponsoring the Wealth Investment Expo, together, let's elevate financial literacy, empower decision-making, and propel Pakistan towards a prosperous future.

When you confirm your participation, we can discuss the details of the proposed terms and finalize an agreement of sponsorship.

We look forward to your confirmation of whichever of the proposed packages suits you and will be delighted to welcome you on board for this grand event.

If you have any further questions, please contact me. I look forward to hearing from you soon.

Jibran Siddiqui

CEO, Brand Accord

Email : jibransiddiqui@moneymattersexpo.com

Pakistan's First Wealth Expo For Public.

February 08–09, 2025 at Karachi Expo Center, Pakistan

Partnership Benefit Chart					
Benefits	Title Partner PKR 2.5 million	Platinum Partner PKR 2 million	Gold Partner PKR 1 million	Silver Partner PKR 500,000	Bronze Partner PKR 250,000
Promotion & Recognition through Various Media Platform					
Placement of Logo on Main Building Banner*	✓	✓	-	-	-
Placement of Logo on Outer Grill Banner*	✓	✓	✓	✓	✓
Placement of Logo on Corridor Atrium *	✓	✓	✓	✓	✓
Color Advertisement in the Exhibition's eCatalogue*	4	3	2	1	1
Facilitation for Press Releases	✓	✓	-	-	-
Profile will be published in Exhibition's eCatalogue*	Up to 800 words	Up to 400 words	Up to 300 words	Up to 200 words	Up to 200 words
Exhibition Space					
Allocation of Bare Space in Exhibition hall	54sqm (06 Bare Space Booths)	54sqm (06 Bare Space Booths)	36sqm (04 Bare Space Booths)	36sqm (04 Bare Space Booths)	18sqm (02 Bare Space Booths)
Electrical Access	✓	✓	✓	✓	✓
Conference					
Product Presentation/Seminar	✓	✓	-	-	-
Onsite Signage & Recognition					
Recognition of logo on the Main Entrance Backdrop*	✓	✓	✓	✓	✓
Recognition of logo on Main Reception Backdrop*	✓	✓	✓	✓	✓
Recognition of logo on the Visitors Registration Backdrop*	✓	✓	✓	✓	✓
Recognition of logo on Guest of Honor Desk*	✓	✓	✓	✓	✓
Promotion & Recognition through Pintables & E-marketing collators					
Acknowledgement on Event Website*	✓	✓	✓	✓	✓
Recognition on trade passes*	✓	✓	✓	✓	✓
Acknowledgement in Event Social Media Pages	✓	✓	✓	✓	✓
Placement of Web Banner on Event Website	✓	✓	✓	✓	✓
Exhibition & Conference Passes					
Exhibition Passes	1000	500	200	100	100
VIP Passes	50	50	20	10	10

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Hall # 2

Stalls Layout Plan

