



27-28 November 2021
KARACHI MARRIOTT HOTEL

Sponsorships

Why sponsor HVAC Trends 2021

Organized by



THE EVENT



The HVAC Trends provides an exceptional opportunity to HVAC industry players to join with each other to share thoughts and display the latest features of HVACR innovations.

HVAC Trends is a networking platform for engineers, consultants, developers, builders and users. It focusses on technology and products that emphasize on healthy and sustainable built environment for all.

THE ORGANIZER

ASHRAE Pakistan Chapter, the one of the more active chapters in RAL – Region At Large, is the organizer of HVAC Trends Expo, Tech-Talks & Forum (2021).

ASHRAE

ASHRAE (founded in 1894), is a global society advancing human well-being through sustainable technology for the built environment. The Society and its members focus on building systems, energy efficiency, indoor air quality, refrigeration and sustainability within the industry.



WHY SPONSOR HVAC TRENDS

EXPO · TECH TALKS · FORUMS

HVAC Trends 2021 is a great marketplace connecting exhibiting companies with potential customers and vice versa.

In the large crowded events it's easy for customers to get lost in the noise. Not only will our sponsorship levels help you stand out from the competition, but as your company becomes more widely recognized, sponsorship deals should begin to correlate directly with your sales growth. Like all forms of marketing, the ultimate aim of sponsorship is to increase your ROI, brand awareness & visibility to keep you ahead of your competition.

Choose from our carefully crafted packages to meet your business and marketing requirement or discuss with us your objectives to make a very personalized sponsorship package for yourself. Our marketing experts are ready to meet your every requirement to maximize your participation outcomes.

Let's Check who will be attending HVACR Trends 2021

Decisions makers from following sectors will be attending HVAC Trends 2021

- Major Consulting Firms from Pakistan
- Top Mechanical Engineers
- Top Contractors
(HVAC, Refrigeration, Mechanical, Controls)
- Famous Architects
- TOP Builders
- Wholesalers/Distributors
- Importers/Exporters
- Public Utilities
- Government Agencies
- Purchasing Departments
- Design/Build
- Facility Engineers
- Building Operations Managers
- End Users (commercial, industrial and domestic)
- Top Businessmen

DIAMOND Sponsor



Value: PKR 3,000,000 + Tax

Diamond level sponsorship offers the leading distinguishability at the event. As a Diamond sponsor, your company will have the exposition space in the most prime location of the marquee hall. Your company will also have a banner that will be displayed at entrance of the main corridor of the exhibition hall, so that you can begin to build a brand image in the minds of visitors and other stockholders before they enter into the exhibition hall and also when they will be leaving. Your company profile video* will be played on the large SMD Screen clearly visible from all corners of exhibition hall. Your logo will be included in all marketing and promotional material prominently with a high precedence. Your company will receive the exclusive recognition as the Diamond sponsor at the opening and closing session. Your logo will be included as the Diamond sponsor in all social media campaigns, press-releases, invitations and other media campaigns*. In addition, Diamond sponsors CEO/Chairman will be invited to special dinner program along with the spouse. This does not limit here, see the below summary of benefits that you will exclusively receive as being the Diamond sponsors of the event:

Summary of benefits

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| <ul style="list-style-type: none">▪ Allocation of 6x6 sqm stall space at the most prime locations of the marquee hall▪ Placement of sponsor company banner at the entrance of the main corridor of exhibition hall▪ Placement of Sponsor Company Banner in the Conference Hall▪ Placement of Sponsor Company Banner in the Conference Hall▪ 3 minutes company or product video commercial that will be played on the main SMD Screen clearly visible from all corners of the hall▪ Sponsoring company logo will be included with highest precedence at<ul style="list-style-type: none">✓ Side banner of conference area✓ Media wall✓ In all social media, other media campaigns✓ In press-releases✓ Invitation cards, brochures✓ On website at with hyper link to your company website▪ Special recognition of sponsoring company in the opening and closing sessions | <ul style="list-style-type: none">▪ VIP Dinner invitation to the CEO/Chairman of the company along with the spouse▪ Special recognition of the sponsoring company at the VIP Dinner program▪ Presentation of Shield of Thanks to the CEO/Chairman of the Diamond sponsors at the Dinner▪ 10 complimentary registration at the conference and technical sessions |
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Total No. of opportunities: Four (04)

GOLD SPONSORSHIP



Value: PKR 1,500,000 + Tax

Gold level sponsorship offers the sponsoring company a great level of visibility. As a Gold sponsor, your company will have the exposition space in the foremost locations of the marquee hall. your company profile video will be played on the large SMD Screen clearly visible from all corners of exhibition hall. Your logo will be included in all marketing and promotional material noticeably with the high precedence. Your company will receive the exclusive recognition as the Gold sponsor at the opening and closing session. In addition, Gold sponsors CEO/Chairman will be invited to special dinner program along with the spouse. See the below summary of benefits that you will exclusively receive as being the Gold sponsors of the event:

Summary of benefits

<ul style="list-style-type: none">▪ Allocation of 3x6 sqm stall space at the foremost location at the entrance of the marquee hall▪ 3 minutes company or product video commercial that will be played on the main SMD Screen clearly visible from all corners of the hall▪ Placement of Sponsor Company Banner in the Conference Hall▪ Sponsoring company logo will be included with the high precedence at<ul style="list-style-type: none">✓ Side banner of conference area✓ Media wall✓ In important social media, other media campaigns✓ Invitation cards, brochures✓ On website at with hyper link to your company website▪ Special recognition of sponsoring company in the opening and closing sessions	<ul style="list-style-type: none">▪ VIP Dinner invitation to the CEO/Chairman of the company▪ Group recognition of the sponsoring company at the VIP Dinner program▪ 5 complimentary registration at the conference and technical sessions
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Opportunities Available: Two (02) only.



SILVER Plus SPONSORSHIP



Value: PKR 900,000 + Tax

Silver Plus Sponsor will be included in the sponsors category of HVAC Trends 2021. As a Silver Plus sponsor, your company will have the 27 SQM stand at the corners of the marquee hall. your company logo will be included in important marketing and promotional material sponsors page of the event website. Your company will receive the recognition as the silver sponsor at the opening and closing session. See the below summary of benefits that you will exclusively receive as being the Silver Plus Sponsors of the event:

Summary of benefits

<ul style="list-style-type: none">▪ Allocation of a 27 sqm (Corner) sqm stall space at the prime corner locations of the marquee hall▪ Sponsoring company logo will be included at<ul style="list-style-type: none">✓ Side banner of conference area✓ Media wall✓ On website at with hyper link to your company website	<ul style="list-style-type: none">▪ 5 complimentary registration at the conference and technical sessions
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Total No. of opportunities: Three (03)

SILVER SPONSORSHIP



Value: PKR 750,000 + Tax

Silver Sponsor will be included in the sponsors category of HVAC Trends 2021. As a Silver sponsor, your company will have the exposition space at one of the main locations of the marquee hall. your company logo will be included in important marketing and promotional material sponsors page of the event website. Your company will receive the recognition as the silver sponsor at the opening and closing session. See the below summary of benefits that you will exclusively receive as being the Silver sponsors of the event:

Summary of benefits

<ul style="list-style-type: none">▪ Allocation of a 3x6 sqm stall space at the most prime locations of the marquee hall▪ Sponsoring company logo will be included at<ul style="list-style-type: none">✓ Side banner of conference area✓ Media wall✓ On website at with hyper link to your company website	<ul style="list-style-type: none">▪ 5 complimentary registration at the conference and technical sessions
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Total No. of opportunities: Five (05)

VIP DINNER SPONSORSHIP



Value: PKR 700,000 + Tax

ASHRAE Pakistan Chapter is hosting VIP Dinner in honor of Engineering Consultants, HVAC Engineers, Businessmen, Architects and VIP citizens. Choose sponsorship of VIP Dinner Program and get the matchless opportunities to network with the highly influential people, companies and organizations in HVAC and related sectors in Pakistan.

Summary of benefits

- A large advertisement banner at the dinner site
- Exclusively placed your company logo on the Dinner invitation card
- Sponsoring company logo will be included at
 - ✓ Media wall
 - ✓ On website at with hyper link to your company website
- Special recognition of sponsoring company in Dinner program
- 2 complimentary invitations of VIP dinner to the sponsoring company

Opportunities Available: Exclusive (01) only.



EXHIBITORS' LUNCH SPONSORSHIP



Value: PKR 300,000 + Tax

ASHRAE Pakistan Chapter will host two (02) VIP Lunches in honor of Exhibitors and important dignitaries. Choose sponsorship of Exhibitors Lunch Program and get the matchless opportunities to target the highly influential people, companies and organizations in HVAC and related sectors in Pakistan.

Summary of benefits

- A large advertisement banner at the lunch site
- Exclusively placed your company logo on the lunch invitation
- Sponsoring company logo will be included at
 - ✓ Media wall
 - ✓ On website at with hyper link to your company website
- Special recognition of sponsoring company during the lunch
- 2 complimentary invitations of lunch to the sponsoring company

Opportunities Available: Three (03) only.

OTHER SPONSORSHIPS



Advertisement Panel (at Entrance Corridor)	Advertisement Panel at the Conference Venue (Dampukht Hall)	Standee Placement	Badges & Lanyards
100,000 + Tax	100,000 + Tax	30,000 + Tax	300,000 (RS.) + Tax USD 3,000

Products Presentation	Digital / Video Advertisement
20 minutes slot during the conference session. USD 500	You can play your product and company promo videos in the large SMD screen that will be visible from every corner of the marquee hall. PKR 30,000 + Tax for Two Days. Sponsor would provide the video before 22 Nov 2021.

*** All artwork and video commercials will be provided by the sponsoring company before 22 November 2021**

CONTACT FOR BOOKING



IBAD HASAN

Coordinator Sponsorships

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