

HVACR TRENDS

INNOVATION - TECH TALKS - FORUMS



SPONSORSHIP PROPOSAL

2ND EDITION HVACR TRENDS EVENT

REDUCING ENERGY COSTS
IN A TIME OF
**EXPLODING ENERGY
PRICES**

**ENERGY
EFFICIENCY**



03 - 04 December 2022, Karachi,



Marriott Hotel

Organized by



THE EVENT

The HVACR Trends Event is a two day technical conference, that focusses on subjects of vital importance to Pakistan's HVACR market and built environment, whilst displaying all its related products and technologies. This provides an exceptional opportunity to all of the industry's stakeholders to come together on a single platform, to discuss, debate, educate, learn and become aware of the latest HVACR Trends and Innovations that impact our lives in the built environment and the world we live in, and to allow us to make the positive and responsible changes that are required, to build a healthy and sustainable built environment for all.

The theme for the HVACR Trends Event 2022, is "Reducing Energy Costs in a time of Exploding Energy Prices", a topic whose relevance and criticality in Pakistan has recently skyrocketed with close to a 50% hike in all electricity, gas and water rates.

THE ATTENDEES

All stakeholders of the built environment will be present - from the manufacturers, to the designers, the decision makers and the purchasers all across to academia.

These include but are not limited to engineers, consultants, developers, contractors, builders, architects, facility owners, managers, government bodies, utility companies, end users, educators and students.

WHAT IS 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. Through research, standards writing, publishing and continuing education, ASHRAE shapes tomorrow's-built environment today. ASHRAE is dedicated to advancing the arts and science of heating, refrigerating, air conditioning, ventilation, all their allied arts and sciences, and related human factors for the benefit of the public and humanity in general. <https://www.ashrae.org>

ASHRAE's over 57,000 members are the grassroots of the organization and belong to any of the 180 chapters in over 130 countries organized in 15 geographical regions. In ASHRAE, nourishment comes from local chapters, each supported by volunteer effort. Chapters bring the latest in technical information from ASHRAE and around the world to the local level. They conduct technical seminars, conferences, trainings, career guidance, mentorship, and even sponsorship and scholarship of students in student branches.

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WHY SPONSOR



VISIBILITY AND MARKET OUTREACH IN PAKISTAN AND ASHRAE

HVACR Trends 2022 is a great opportunity to connect with stakeholders, other companies and potential customers and be recognized for your significance in this industry. The presence of ASHRAE Speakers and participants from other countries in ASHRAE RAL will allow exposure and visibility beyond Pakistan.



ENHANCING YOUR IMAGE

Participating in this event shows your commitment to shape Energy efficient, Sustainable and Healthy built environment for all. This will increase your brand image and value.



GROWTH, DEVELOPMENT AND ADVANCEMENT OF PAKISTAN'S HVACR INDUSTRY

Local manufacturers will be able to showcase their products and technologies and be benchmarked against international offerings. This will spur healthy competition and a drive to enhanced quality in our local products and technologies.



GIVING BACK TO YOUR INDUSTRY AND COUNTRY

You will be supporting education and the transfer of knowledge and experience between all Industry stakeholders, as well as developing both current and future young engineers in the HVACR field.



NETWORKING AND RELATIONSHIP BUILDING

Everyone relevant to you and the Industry will be in that room! Unlike large events where there is more noise, the smaller and more focused subject event ensures the right people are there at the right time for more successful and mutually beneficial relationships to be made.

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Diamond Sponsor

Value: PKR 3,000,000 + Tax

Summary of Benefits

- **36 m2 (6m X 6m) space with the best approach and visibility**
 - **Sponsor's banner near the entrance of the main corridor of event hall**
 - **15 minutes company or product video on the main SMD Screen**
 - **Sponsor's logo will be included in**
 - ✓ **Welcome Banner at main Entrance**
 - ✓ **Mediawall**
 - ✓ **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 sponsor in the opening and closing sessions**
-
- **VIP Dinner invitation to the Sponsoring CEO/Chairman along with spouse**
 - **Special recognition of the sponsor at the VIP Dinner program.**
 - **Presentation of Shield of Thanks to the sponsoring CEO/Chairman at the Gala Dinner**
 - **10 complimentary registrations for the conference and technical sessions**

Total No. of opportunities: Four (04)

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Gold Sponsor

Value: PKR 2,000,000 + Tax

Summary of Benefits

- 18m² (3m X 6m) space with the best approach and visibility
 - Special discount for company or product video on the main SMD Screen
 - Sponsor's logo will be included in
 - ✓ Welcome Banner at main Entrance
 - ✓ Mediawall
 - ✓ In important social media, other media campaigns
 - ✓ Invitation cards, brochures
 - ✓ On website at with hyper link to your company website
 - Special recognition of sponsor in the opening and closing sessions
-
- VIP Dinner invitation to the Sponsoring CEO/Chairman
 - Group recognition of the sponsor at the VIP Dinner program
 - 5 complimentary registrations for the conference and technical sessions

Total No. of opportunities: Five (05)

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SILVER Plus SPONSORSHIP

Value: PKR 1,500,000 + Tax

Summary of Benefits

- **27 sqm (Corner) space with the good approach and visibility**
 - **Sponsor's logo will be included in**
 - ✓ **Banner outside of conference room**
 - ✓ **Mediawall**
 - ✓ **On website at with hyper link to your company website**
-
- **VIP Dinner invitation to the Sponsoring CEO/Chairman**
 - **5 complimentary registrations for the conference and technical sessions**

Total No. of opportunities: Three (03)

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SILVER SPONSORSHIP

Value: PKR 1,200,000 + Tax

Summary of Benefits

- 18m² (3m X 6m) prime corner spaces
 - Sponsoring company logo will be included at
 - ✓ Mediawall
 - ✓ On website at with hyper link to your company website
-
- VIP Dinner invitation to the Sponsoring CEO/Chairman
 - 5 complimentary registrations for the conference and technical sessions

Total No. of opportunities: Four (04)

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GALA DINNER SPONSORSHIP

Value: PKR 600,000 + Tax (non-exclusive)

ASHRAE Pakistan Chapter will host a Gala Dinner with a Musical/entertainment performance in honor of all valued participants, consultants, business owners of the HVACR and relevant industries, VIPs, Government Officials etc. Sponsoring the Gala Dinner will provide you an opportunity to be recognized as influential and active stakeholders of our industry.

Summary of Benefits

- Dinner will be acknowledged as sponsored by your company in a banner at the venue
- Sponsors logo on the dinner invitation
- Sponsors logo will be included at
 - ✓ Mediawall
 - ✓ On website at with hyper link to your company website
- Special recognition of sponsor during the dinner

Total No. of opportunities: Four (04)

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LUNCH SPONSORSHIP

Value: PKR 450,000 + Tax

ASHRAE Pakistan Chapter will host two (02) VIP Lunches in honor of Participants and important dignitaries. Sponsoring this Lunch Program will allow a unique opportunity to network with the highly influential people, companies and organizations in the HVACR and related sectors in Pakistan.

Summary of Benefits

- **A large acknowledgment banner at the lunch site**
- **Exclusively placed Sponsors logo on the lunch invitation**
- **Sponsors logo will be included at**
 - ✓ **Mediawall**
 - ✓ **On website at with hyper link to your company website**
- **Special recognition of sponsor during lunch**
- **2 complimentary invitations for lunch to the sponsoring company**

Opportunities Available: Four (04) only

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COMPANY OR PRODUCT PRESENTATION

VALUE: PKR 100,000+TAX (FOR EXHIBITORS, GOLD, SILVER+ AND SILVER SPONSORS)
PKR 150,000+TAX (FOR NON-EXHIBITORS)

ASHRAE Pakistan Chapter invites HVACR companies to conduct their company or product presentation. ASHRAE Pakistan will provide you fully equipped training hall and the audience to attend the sessions. This will provide an opportunity to attract the industry professionals towards your products and technology, understand the benefits of using them.

OTHER SPONSORSHIP OPPORTUNITIES

A. BADGES

VALUE: PKR 350,000 + TAX

Backside of Participant and Visitors Badges will be customized by material provided by the sponsor

B. ASHRAE RESEARCH PROMOTION LUCKY PRIZE SPONSOR

VALUE: PKR 250,000 + TAX

ASHRAE raises money for Research, Scholarships and Young Engineers. This money funds all the research work and helps in the creation of the guides and publications that help keeps ASHRAE's global technological edge in the HVACR and Built Industry. A lucky draw will help raise some donation to RP the prizes of which will be sponsored. Sponsor will get acknowledgement in ASHRAE Pakistan and ASHRAE as donor.

C. DIGITAL VIDEO

VALUE: PKR 125,000 + TAX

D. BRANDING IN MAIN CORRIDOR

VALUE: PKR 100,000 + TAX

E. AD IN THE EVENT CATALOG

VALUE: PKR 30,000 + TAX

CONTACT FOR BOOKING:

IBAD HASAN (Coordinator Sponsorships and Sales)

Call on: 0321-824 1652 | ashraepakistanchapter072@gmail.com

www.ashraepakistan.com

All artwork and video commercials will be provided by the sponsoring company before 25th November 2022.

Tariff mentioned above do not include FBR and Sindh Revenue Board Taxes. The Taxes will be added in your invoice.

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