



SPONSORSHIP PROPOSAL

February 3, 2016 - Streamed Live from Nashville, Tennessee
United States of America

LEAD 2016 is a platform to inspire the world. Touted as the "Oscars" of leadership, this event will bring leaders from across business, industry and education together to exchange with one another and witness life-changing inspirational speakers. On February 3rd, twelve high-profile speakers carefully

selected by HR.com and LEAD2016 will tell a story that will inspire EVERYONE, not just HR professionals.

IBP and Knowledge Now will broadcast live from this event via high definition web stream technology.





ABOUT LOCAL PARTNERS

ABOUT KNOWLEDGE NOW www.knowledgenow.info

Knowledge Now is a sister concern of Madinah Institute for Leadership and Entrepreneurship (MILE) the leading Executive Education institute in the Middle East. Knowledge Now is the digital arm of MILE and in Pakistan it has grown into a

collaborative initiative aiming to attract support and corporation from other academic institutions, companies, professional groups and research and consulting organizations.

ABOUT INSTITUTE OF BANKERS PAKISTAN (IBP) www.ibp.org.pk

The Institute of Bankers Pakistan (IBP) is Pakistan's only recognized Institute dedicated to providing technical training services for the financial sector in the country. IBP aims to provide a strong technical training platform for on-going personal growth and a reliable yardstick for assessing the quality and depth of knowledge and skills acquired. The

breadth of training, education and professional development programs at the Institute cover all major banking disciplines including: operations, branch banking, consumer, credit, risk, compliance, governance, Islamic Banking, SME, microfinance etc.





AGENDA

TIME	PROGRAM SCHEDULE
05:00 PM - 05:30 PM	Registration
05:30 PM - 05:40 PM	Welcome Speech

LOCAL SESSION	
05:40 PM - 06:10 PM	Keynote / Speaker 1
06:10 PM - 06:40 PM	Speaker 2
06:40 PM - 07:10 PM	Speaker 3
07:10 PM - 07:30 PM	Coffee and Networking Break

INTERNATIONAL LIVE STREAMING (USA)	
07:30 PM - 07:40 PM	Welcome (USA)
07:40 PM - 08:35 PM	Keynote / Speaker 4
08:35 PM - 09:05 PM	Speaker 5
09:05 PM - 09:35 PM	Speaker 6
09:35 PM - 09:45 PM	Closing
09:45 PM - 11:00 PM	Dinner and Networking



SPONSORSHIP OPPORTUNITIES

Main Packages	Audience	Official Partner	Platinum	Gold	Silver	Bronze
Value		Rs. 2,000,000Y	Rs. 1,500,000	Rs. 1,000,000	Rs. 500,000	Rs. 250,000
Address by CEO Maximum: 20 Minutes	Audience: 50-150 Focus: Corporate Leaders Mix: Corporate, Banks	Yes				
Main Event	Audience: 50-150 Focus: Corporate Leaders Mix: Corporate, Banks					
Full-color logo on the Backdrop		Size: Same as IBP Loc : Most Prominent	Size: 80% of IBP Loc : Prominent	Size: 60% of IBP Loc : Vey Good	Size: 40% of IBP Loc : Good	Size: 20% of IBP Loc : Fair
Premium recognition on screens		10-15 (10 seconds each)	10-15 (10 seconds each)	0-5 (05 seconds each)		
Preferred seating		Front Row	Front Row	Second Row		
30-60 second video shown during simulcast (first 5 only)		3	2	1	0	
Standees		6	3	2	1	1
Company Brochure		With Conference handout and at the Registration Desk	With Conference handout and at the Registration Desk	At the Registration Desk	At the Registration Desk	At the Registration Desk

SPONSORSHIP OPPORTUNITIES

Main Packages	Audience	Official Partner	Platinum	Gold	Silver	Bronze
Invitations (Passes)		4	3	2	1	1
Advertisement – Logo*	2-3 ads in Major Newspaper(s)	Size: 80% of IBP Loc : Prominent	Size: 80% of IBP Loc : Prominent	Size: 60% of IBP Loc : Vey Good	Size: 40% of IBP Loc : Good	Size: 20% of IBP Loc : Fair
Website -- Logo	Duration: 0.5-1 Months Focus: Corporate Leaders Mix: Corporate, Banks	Size: Same as IBP Loc : Most Prominent	Size: 80% of IBP Loc : Prominent	Size: 60% of IBP Loc : Vey Good	Size: 40% of IBP Loc : Good	Size: 20% of IBP Loc : Fair
Website -- Logo, Posters, Brochures and Other Printed Material -- Logo		Size: Same as IBP Loc : Most Prominent	Size: 80% of IBP Loc : Prominent	Size: 60% of IBP Loc : Vey Good	Size: 40% of IBP Loc : Good	Size: 20% of IBP Loc : Fair
Online , Social Media and Fmailer	Duration: 0.5-1 Months Focus: Corporate Leaders Mix: Corporate, Banks	-Branding on the homepage -Acknowledgment as a Sponsor and logo on all program emails during pre event marketing period - Announcement on Face book, Twitter and other social media platforms.				



NOTE:

1. The size of logo will be measured in terms of area of the smallest rectangle that encloses the logo.
2. It would be the responsibility of the sponsors:
 - ✓ To have the standees at the site of any event, as per the provided schedule, well before the start of any event and then collect from the site at the end of the event.
 - ✓ To ensure that the Standees stand and skin are in proper working order. No attempt will be made by the organizers to fix any problem and put up broken standees.
3. Depending on terms and conditions to be discussed.

Other Options	
Official Media Partners:	The package terms by discussion
Official Courier	The package terms by discussion
Other options -- Lunch, Tea, etc:	The package terms by discussion





SPONSOR CONTRACT FORM

SPONSORSHIP LEVELS

OTHER SPONSORSHIP OPPORTUNITIES

- ☐ Official Partner
- ☐ Platinum
- ☐ Gold Level
- ☐ Silver Level
- ☐ Bronze Level

Company Name: _____

Contact Name: _____

Address: _____

Phone: _____ Fax: _____

E-Mail: _____ Signature: _____

☐ Check (enclosed) ☐ Bank Transfer





Mail Sponsor Contract along with payment, an electronic version of your logo or PowerPoint slide(s) to:

KNOWLEDGE NOW

**Spring North, Chaudhry Arcades, Above NIB Bank
Phase-7, Bahria Town Rawalpindi**

For further information or inquiries on the sponsorship opportunities, please contact:

Asghar Azmi -Director Sales & Marketing

Mobile: +92 (300)9252-885

E-Mail: asghar@knowledgenow.info

THIS IS THE PROFESSIONAL EVENT OF THE YEAR. To ensure your participation, return this Sponsor Contract as soon as possible!

PAYMENT TERMS:

1. Full payment should accompany this completed application form.
2. Payments from sponsors should be made by company cheque only in favor of **The Institute of Bankers Pakistan**

Account Number : 07860074435401
Bank Name : Habib Bank Limited
Branch : HBL Plaza Branch
Branch Code : 0786





3. All details aforementioned is for one account and should be fully used for the transfer, without which transfers cannot be effected to our account.
4. All transfers made should be net amount exclusive of bank transfer charges and for all purposes amount received in our bank account will be considered the transferred amount.
5. Payment proof to be sent by email to info@knowledgenow.info or asghar@knowledgenow.info
6. Payment is to be made directly to the organizer without exception and should not be made to agents or any third party.

SPONSORSHIP CONDITIONS:

1. Definitions: The term 'Sponsor' & 'Partner' shall mean any company, partnership firm, organization or individual to whom space has been allocated for the purpose of exhibiting and or provided with main or supporting sponsorship benefits and shall include their employee, contractors, suppliers and agents. The term 'Program' shall mean any event run by KN and in particular shall mean the event detailed on the Sponsorship Application Contract (SAC). The term 'Organizer' shall mean KN and their employees. The term 'Venue' shall mean any conference hall, land or area, program facility, hotel or other such building and in particular shall mean the venue listed in the SAC and anywhere within the precincts of such location under the control of the organizer for the purposes and duration of the event. The term 'Contract' shall mean the SAC, which is formed by the acceptance and signing of the SAC form.
2. The date, time and duration of the program shall be at the discretion of the organizer. In the event of any change the organizer shall notify the partner/sponsor of the opening and closing times not later than 7 days prior to the date of program.
3. NO cancellation of the sponsorship will be accepted once it is confirmed. KN reserves the right to claim full money as per the Sponsorship Application Contract (SAC) if the same is not paid.
4. The agreement to Partner/Sponsor is irrevocable by partner/sponsor and in the event of cancellation or no show full participation fees is liable to be paid.
5. An invoice will be sent upon receipt of the completed sponsorship form duly signed and stamped.
6. A high resolution corporate logo of the partner/sponsor should be submitted within a week of signing the contract. The organizer will use the logo as per the colors specified and will not be held responsible for any negligence of the printer, publisher, advertising agency or any subcontractor of the organizer. If the logo is not provided in the requested format the organizer will not be held responsible for poor quality reproduction of the logo in any marketing materials.



7. The organizer shall not be responsible for loss or damage to any property of the partner/sponsor or any person before/during/after the program caused by theft, fire, defect in the venue, storm, tempest, lightning, government decision, national emergency, national mourning, riots, strikes, civil unrest, war, labor disputes, lockouts, explosions, acts of God, government order cancelling the event, terrorism, communicable diseases, biological or chemical materials incidence and general cause of force majeure whether or not ejusdem generis with foregoing or any cause not within the organizer's control or for any loss or damage sustained in the event that the opening or holding of the program is prepones, cancelled, prevented, postponed, abandoned or duration changed. The partner/sponsor is advised to take out an appropriate insurance cover for the purpose of indemnifying the organizer as aforesaid and also cover themselves against all risks anticipated / associated with their participation and more explicitly, with respect to the conditions herein for which the organizer has expressed not be responsible.

8. The organizer retains the right to change the venue or duration or dates without prior notification including if they deem it to be in the interest of the event, or for reasons beyond their control. In no event shall the partner/sponsor have any claim for damages of any kind against the organizer with respect to any loss or damage consequent upon cancellation, breakdown, prevention or any postponement or abandonment of the program by reason of the happening of any of the events referred to in condition 7 or otherwise the hall or the venue becoming wholly or partially unavailable for the holding of the program for reasons which may be within or beyond the organizer's control and organizer shall be entitled to retain the full amount paid by the partner/sponsor or such part thereof as the organizer shall consider

necessary. If in the opinion of the organizer by rearrangement or postponement of the period of program or by substitution of another hall, building, venue or in any other reasonable manner, the program can be carried out, these conditions shall be binding upon the parties except as to size and position as to which any modification or rearrangement shall be determined by the organizer.

9. All display and advertising arrangements shall be appropriate to the subject matter of the program in the sole opinion of the organizer and shall be tasteful and of a suitable high standard and shall not contravene or conflict with any moral or local custom and if in the opinion of the organizer, the partner/sponsor is in breach of the clause, the organizer may direct the partner/sponsor to rectify any such breach

and the sponsor shall act immediately accordingly. Due to unforeseen circumstances the program may change and KN reserves the right to alter the venue, program and / or speakers without any prior notice and the organizer shall not be held responsible for any claims whatsoever.

