



IBA
COREER
FAIR '17
partnering for success

11th March 2017
IBA MAIN CAMPUS

MEDIA PROPOSAL

Incentives and Opportunities for Media Partners

Promotion Through Official Publications and Communication:

- ✓ Media Partner's advertisement will be given in our event brochure/flyer that will be distributed to students before entering the Career Fair venue
- ✓ The Media Partner's name and logo will be used on all the plaques, emails and letters sent out in reference to the event- all event material will bear the Partner's logo and name.
- ✓ The Media Partner will also be recognized on the certificates that the management team of IBA Career Fair will be given.
- ✓ The invitations that will be sent out to corporate guests, key speakers, participants, as well as participant and Management ID cards and entry tickets for attendees will also bear the Media Partner's name and logo.

Onsite Promotion:

- ✓ Prime locations will be allocated to Media Partner for the placement of Panaflex-Standees
- ✓ The logo will also be placed in a prominent position on the backdrop of the event, and all the promotional material including posters and leaflets.

Promotion Through Electronic Media:

- ✓ Media Partner will be highlighted in social media website posts, updates and feedback, before, during and after the Career Fair
- ✓ The logo of the Media Partner will be used in all social media activities, including display on the IBA official website and the Facebook fan and event page.

Free Booth:

- ✓ The prospective media partner will have an opportunity to have their own free booth.

Opportunity to Market Vacancies:

- ✓ The prospective media partner will have an opportunity to market the vacancies in their company and the possible career opportunities for IBA students

Opportunity of Official Event Partnership:

All Prospective Media Partners have an opportunity to join hands with IBA Placement Society as our Official Event Partners for IBA Career Fair 2017.

PARTNERSHIP PACKAGES

Partner Tier	Options
Lead	PKR 600,000
Platinum	PKR 350,000
Gold	PKR 200,000
Bronze	PKR 100,000

Particulars	Lead	Platinum	Gold	Bronze
Partnership				
Number of Booths	2	2	1	1
Acknowledged as Exclusive Event Partner	Yes	Yes	No	No
Product Placement and Promotion				
Promotion on the official IBA Facebook Page	Yes	Yes	Yes	Yes
Promotion and recognition through email to be forwarded to all students and staff of IBA	Yes	Yes	Yes	Yes
Logo on Management Team shirts	Yes (both sides)	Yes (one side)	Yes (one side)	No
Separate LCD for displaying branded content	Yes	Yes	Yes	No
Banner	Yes	Yes	Yes	No
BTL Activation	Yes	Yes	Yes	No
Sponsorship Wall	Exclusive	Combined	Combined	No
Standeers during the event	10	5	3	2
Promotion on the Event Flyer/Brochure	Cover & Back Page	Inside (First Page)	Inside (Last Page)	Logo with other partners

BE A PARTNER. PROMOTE LEADERSHIP FOR TOMORROW.

We would be delighted to address any queries and concerns and provide further details.

Looking forward to hearing from you.

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APPENDIX

Example of how media can be engaged:

There are several ways in which media can be engaged but here is an example of how the media can make use of this event to get something worthwhile to air to their audience. A program can be organized within which Career Fair 2017 can be accommodated. This is explained below:

Program theme: *Effects of Youth Bulge in Pakistan – employment opportunities in various segments of the society.*

- A program on this theme can be organized which could be a talk show, where the representatives of Career Fair 2017 are called on the set to talk about this issue (theme) and other parts of the society, while promoting Career Fair 2017. The program would be organized pre-event so that the event can be promoted to potential employers through that platform.
- A program can be organized on site, on the event day. This would involve setting up a broadcast setup on the venue. Media representatives could go around the event as “**Master of Ceremonies**” and question students about the event, its success and its role in handling the issues of employment due to youth bulge.