



PARTNERSHIP PROPOSAL



Wednesday
January 31, 2024

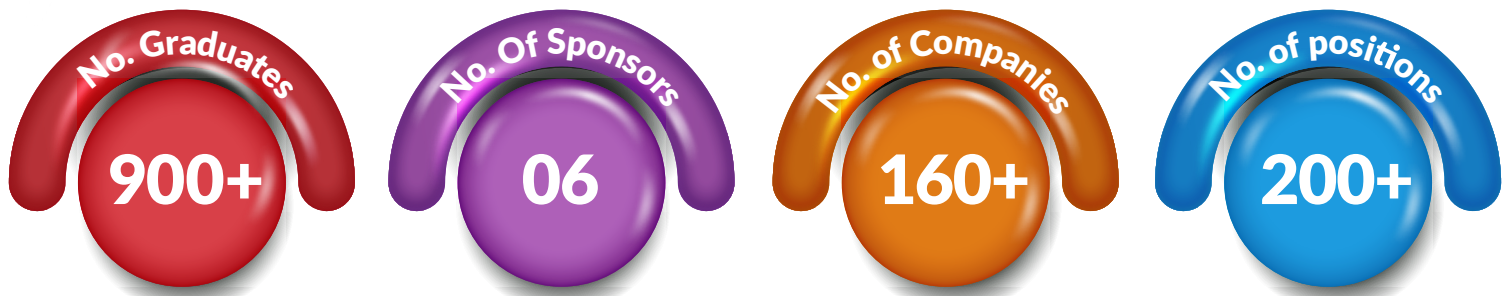
CAREER DEVELOPMENT CENTER, IBA

The Career Development Center (CDC) is a cornerstone of IBA's commitment to nurture the professional growth and success of our students and alumni. CDC offers a wide range of services, including career and grad counselling, resume and interview preparation, and access to internship and placement opportunities. Additionally, the center hosts workshops, seminars and awareness sessions on career development and other academic themes, empowering students to make informed decisions about their future professional journeys.

For our esteemed alumni, the CDC remains a valuable resource for career transitions and lifelong learning. Whether graduates are seeking new job opportunities, considering a change in career direction, or pursuing further education, the CDC provides guidance, access to networking events, and job postings tailored to their needs.

Having said that, services CDC offers will not be possible without esteemed partnerships with the respective employers, organizations and institutions across various industries. By way of such partnerships, not only our graduates steps into their professional lives, partners too gain access to valuable pool of talented and motivated resources that eventually contributes towards their productivity. Our partners, throughout the year participate in various interventions to build stronger industry academia linkages. One of the key interventions is IBA's Annual Career Fair.

CAREER FAIR 2023 HIGHLIGHTS



About IBA Career Fair'24

For over 60 years, IBA has been the premier contributor of human resources to the corporate landscape of Pakistan and around the world. The annual Career Fair plays a significant role in maintaining the edge in graduate employability - bridging the gap between the leaders of today and tomorrow.

IBA Career Fair connects the students and the employers to benefit both and achieve their future goals. Through recruitment, on-spot interviews, mentoring, counselling, and interaction with company representatives, students are able to determine their paths for professional growth and experience.

What to expect from this year's Career Fair:



This year Career Fair will be held on January 31, 2024 at IBA, Main Campus. Interested organizations are invited for partnership opportunities.

PARTNERING POSSIBILITIES

A. Sponsorship*

Platinum Rs. 30,00,000/-
Gold Rs. 20,00,000/-
Silver Rs. 12,00,000/-
Bronze Rs. 600,000/-

**Partners can opt for lead and in-kind sponsorships as well*

B. Recruitment Booths*

Tier 1 Booth Rs. 95,000/-
Tier 2 Booth Rs. 65,000/-

C. Career Vista

Opportunity to invest in knowledge sharing, one-on-one career counselling and mentoring sessions.

**Exclusive of taxes.*

OUR PREVIOUS PARTNERS



A. SPONSORSHIP PACKAGES

Organizations interested in partnering with IBA's Career Fair 2024 are invited for sponsorships.

Media and Promotions

PACKAGE SPECIFICS

Platinum
Rs. 30,00,000/-

Gold
Rs. 20,00,000/-

Silver
Rs. 12,00,000/-

Bronze
Rs. 600,000/-

Pre-Fair

| | Platinum | Gold | Silver | Bronze |
|-----------------------------------------------------------------------------|------------|---------------------|--------|--------|
| Sponsorship message on our social media handles | Powered By | In Partnership with | ✓ | ✓ |
| Sponsorship message from the company's spokesperson on social media handles | ✓ | ✓ | | |
| Product ad on our social media handles | ✓ | ✓ | | |
| Recruitment details available to prospective graduates before the event | *20 Days | *10 Days | | |

On the Career Fair

| | | | | |
|----------------------------------------------------------------|---|---|---|---|
| Promotional activity with product placement options at 'arena' | ✓ | ✓ | | |
| Sponsor's logo on our media wall | ✓ | ✓ | ✓ | ✓ |
| Special Mention during the welcome and the thank you note | ✓ | ✓ | | |
| Promotion on IBA Job Portal and CDC website | ✓ | ✓ | ✓ | ✓ |
| Media Coverage (1-minute video message) | ✓ | ✓ | | |
| Logo Display on the backdrop / SMD and Banners | ✓ | ✓ | ✓ | ✓ |
| Standees at the career vista site | ✓ | ✓ | | |
| Visibility at our lunch/dine area | ✓ | ✓ | ✓ | |
| Opening of the Fair as chief guest | ✓ | | | |
| Closing of the Fair as guest of honor | | ✓ | | |

Visibility on Merchandise

| | | | | |
|----------------------------------------------|---|---|---|--|
| Logo imprinted on the souvenirs and T-Shirts | ✓ | ✓ | ✓ | |
| Product Ads in the Career Fair Brochure | ✓ | ✓ | | |

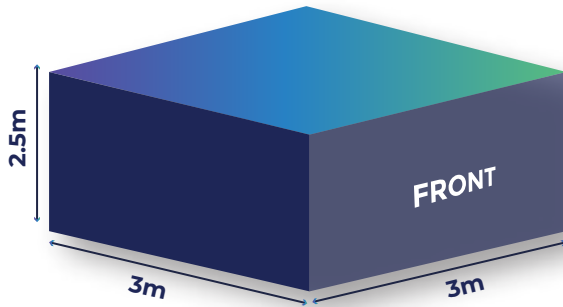
Other Benefits

| | | | | |
|----------------------------------------------------|---|---|---|---|
| Certificates for Management Team | ✓ | ✓ | ✓ | ✓ |
| Souvenirs to Management Team | ✓ | ✓ | ✓ | |
| T-Shirts to Management Team | ✓ | ✓ | ✓ | ✓ |
| Slot for Speaker session at our Career Vista | 4 | 3 | 2 | 1 |
| Slots for mentoring and counselling sessions | 3 | 2 | 1 | 1 |
| Dedicated space for assessment test and interviews | ✓ | ✓ | | |
| Hotspot Booths | 3 | 2 | 1 | 1 |

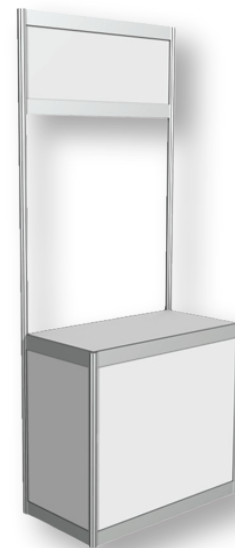
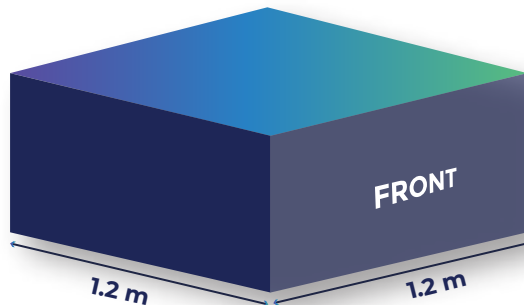
**Please kindly note that we have reserved additional sponsorship opportunities beyond those mentioned above, including the prestigious LEAD Sponsorship and in-kind sponsorship that include lunch sponsorship, partnership in display and other logistics setups. Please contact careerfair@iba.edu.pk or directly call our representatives for further assistance.*

B. Recruitment Booths

Tier 1 Booth - 3x3 x 3x3 x 2.5 Meters - Rs. 95,000/-*



Tier 2 Booth - 1.2 x 1.2 Meters - Rs. 65,000/-*



**Exclusive of Taxes*

**15% Early bird Discount
(Valid till Nov 30th)**

C. Career Vista

Career Vista will be special learning and development opportunity for our students to gain insights from industry professionals. Expert professionals will be available for one-on-one counselling, informative sessions, and CV reviews. Partnering companies can nominate suitable candidates that can support and provide guidance to our students on various matters of their professional lives.

Tentative Program for Career Vista:

| Time | Agenda | Venue |
|---------------|-------------------------------------------------------|-------|
| 11:00 – 12:00 | Workshop on Resume writing | TBD |
| 11:00 – 12:00 | One-on-one counselling | TBD |
| 12:00 – 1:00 | Workshop on mastering interviews | TBD |
| 12:00 – 1:00 | Demo interview | TBD |
| 2:00 – 3:00 | Networking and connecting circle | TBD |
| 3:00 – 4:00 | Workshop on building your brand | TBD |
| 3:00 – 4:00 | One-on-one counselling | TBD |
| 4:00 – 5:00 | Future of work / Diversity and Inclusion at Workplace | TBD |

Terms and Conditions*

1. Placement Opportunities:

- The partnering company agrees to bring at least 2 current vacant positions or potential internship program by contributing to the career fair, offering meaningful opportunities to the attending job seekers and students.
- The company shall provide detailed information about the positions available, including job descriptions, requirements, and application processes prior to the career fair.
- All positions and company profile must be completed at least 20 days before the event.

2. Attendee Information:

- The Partnering company will provide the names and contact details of the representatives or colleagues who will be attending the event on behalf of the company.
- Partnering company will be responsible to ensure conduct of the nominated attendee and ensure adherence to IBA's code of conduct.

3. Setup and Preparation:

- The Partnering company and sponsors will be responsible for setting up their booths or exhibit area prior to the scheduled start time of the event. CDC will inform about the security protocol for setup and preparation in due course.

4. Vehicle Restrictions:

- No heavy vehicles, including trucks or large commercial vehicles, will be allowed at the venue on the day of the event.
- The company should make arrangements for any necessary equipment or materials to be transported and set up using appropriate vehicles that adhere to the venue's policies.

5. Payment and Confirmation:

- All Partnership fees, if applicable, should be paid in accordance with terms mention in the partner agreement.
- The partnership fees will be considered confirmed upon receipt of payment and the acceptance of the terms and conditions mentioned in the partner agreement.

6. Cancellation Policy:

- Any cancellation of partnership must be communicated in writing to the event organizers at least 20 days before the event. Any cancellation after this date will be subject to 25% cancellation charges.

7. Compliance with Event Rules:

- The partnering company agrees to adhere to all rules and regulations set forth by the event organizers, including but not limited to event timings, booth setup guidelines, and code of conduct.

8. Liability and Insurance:

- The Partnering company is responsible for its own liability and insurance coverage for the event. The event organizers will not be held liable for any loss or damage incurred by the partnering company during the event.

***IBA reserves the right to change / alter any terms mentioned above.**

Contact Details

Should you be interested in any of the partnership packages, please contact:

IBA Career Development Center:

For sponsorship: Shiraz Ahmed

Assistant Manager, Career Development Center (CDC)

Email: Shirazahmed@iba.edu.pk

For Recruitment Booths: Fahad Hanif

Senior Executive, Corporate Relations (CDC)

Email: Fahadhanif@iba.edu.pk

Tel: 111-422-422 (Ext: 1176, 1177)

For Career Vista: Maryam Shaikh

Executive, CDC

Email: maryamshaikh@iba.edu.pk

All other General queries

careerfair@iba.edu.pk