



## KARACHI CHAMBER OF COMMERCE & INDUSTRY

کراچی چیمبر آف کامرس اینڈ انڈسٹری

**Abdul Majid Haji Muhammad**  
President

FE/MK2010/09-10  
26<sup>th</sup> Rabi-us-Sani Hijri '1431  
April 12<sup>th</sup> 2010

MR. WAQAR ALAM  
CHAIRMAN  
TOWEL MANUFACTURERS ASSOCIATION OF PAK  
KARACHI

Sub: 7<sup>th</sup> "MY KARACHI-OASIS OF HARMONY EXHIBITION-2010"

Dear Mr. Waqar Alam,

We are very proud to present "7<sup>th</sup> MY KARACHI-OASIS OF HARMONY EXHIBITION-2010" after a resounding success of the six events that were held consecutively from 2004 to 2009.

Taking this opportunity please allow me to inform you that Karachi Chamber of Commerce & Industry is the largest and the premier trade body of the country, having over 16000 direct members including industrialist, traders and representing the main stream of economic activities by virtue of its location in industrial and commercial hub of the country.

Karachi Chamber of Commerce & Industry is organizing its seventh annual event "My Karachi-Oasis of Harmony" Exhibition 2010 from 11-12-13 June 2010 at Karachi Expo Center. KCCI has designed this event to act as the avenue for interactive business-to-business linkages and business-to-consumer relationship.

### EVENT DETAILS

- A three day event in Karachi on 11<sup>th</sup>, 12<sup>th</sup> & 13<sup>th</sup> June 2010 at Expo Centre.
- The sponsors and exhibitors will include national and multinationals companies, and many other companies encompassing small traders to big industrialists of Pakistan and abroad.
- In tune with the theme, Oasis of Harmony will be entertaining for the entire family where special discounts, children pavilion, food-street and other attractions will be a part of the festivity.

The event will be extensively publicized in print, electronic and broadcast media. This year we plan to make the event 'bigger and better', in terms of its participation, media coverage and presentation. Adding to our portfolio, more than 200 companies will be participating in the exhibition. We are expecting more than 600,000 people to be visited in this exhibition. To make this event unforgettable, an extensive media campaign is also developed for an unparalleled publicity.

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Off. Shahrah-e-Liaquat,  
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Handwritten signature and initials.

Karachi Chamber of Commerce & Industry

KARACHI CHAMBER OF COMMERCE AND INDUSTRY cordially invites your member organizations to be its partner as a **LEAD PARTNER** in "My Karachi-Oasis of Harmony", exhibition, 2010 and requested you to kindly disseminate the same among your leading business houses.

We have also offered other partnership packages as well which are mentioned in the enclosed brochure / catalogue of "My Karachi-Oasis of Harmony, Exhibition 2010 for your kind perusal. It will not only enhance the image of this event but also will be a great success for your member companies in terms of exposure, promotion and direct interaction with consumers.

**PACKAGE DETAIL OF LEAD PARTNER**

**2 Million**

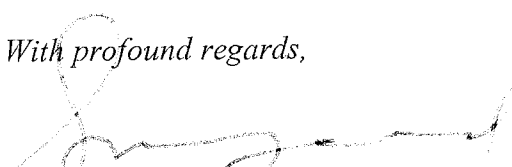
**PACKAGE BENEFITS:**

- Stall Space of 6m x 6m prominent location in the exhibition.
- Stall Space of 3m x 3m prominent location in each hall of the exhibition.
- Stall space of 10x20 in reception area.
- Category exclusivity – competitor will not allow to participate in the event.
- Logo on the Inaugural Ceremony backdrop.
- Logo in the promotional material
- Space for 25 Grill Banners 6ft x 3ft.
- Two full pages for company profile in exhibition souvenir.
- Back page color advertisement shall publish in exhibition souvenir.
- Advertisement DVD shall be viewed at plasma displayed by KCCI at reception during exhibition days.
- Exclusive corridor branding.
- Logo on the Monument of Expo Center.
- 15 Invitations for the Inauguration Ceremony
- Plaque presentation at the Inauguration Ceremony of My Karachi-Oasis of Harmony, Exhibition.

**For further assistance and information please contact:**

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With profound regards,

  
Abdul Majid Haji Muhammad  
President  
Karachi Chamber Of Commerce & Industry