

NED Women Conference

19

Perspectives on Women
Development

#nedwc19

NEDUET, KARACHI
20th- 21st December 2019



Conference
SPONSORSHIP PROPOSAL

About – NED Women Conference 19

NED University of Engineering & Technology in collaboration with the Higher Education Commission of Pakistan (HEC) will host NED - Women Conference 2019: **Perspectives on Women Development**. The theme of the conference is **PERCEIVING WOMEN EMPOWERMENT IN THE CHANGING GLOBAL SCENARIO**

About the conference host – NEDUET

NED University of Engineering & Technology [NEDUET], since its inception in 1922, has remained a **pioneer in professional education** and has been producing quality engineers, scientists, technology experts, architects, urban planners, engineering management experts that are serving diverse industries, corporations, organizations across all continents globally.

Aim of this Conference – NED WC 19

- to provide a forum for academic discussion and framing an action plan that would help in supporting women
- to “**create a better world for everyone.**”
- to set strategic objectives and actions for:
 - **gender equality**
 - **health**
 - **nutrition**
 - **education**
 - **rights**
 - **economic**
 - **political representation**
 - **empowerment**
 - **well-being of women**

The event brings together women and men to understand the **constraints, struggles of women and the way addressing them will positively impact communities, society and the country.**



The conference will also offer an opportunity for women from Pakistan and around the world to share stories, life-time experiences, and strategies for future women.



Our Exceptional line up of

Speakers at the Conference 19

Professionals from various fields and backgrounds have inspired and motivated young women to use their talents and abilities to shape their own definitions of a womanhood, particularly in the context of today's world.

For complete list visit:

https://nedwc2019.neduet.edu.pk/invited_speakers



Why Sponsor the Women Conference 19?

Opportunity to **ENGAGE** with the community

NED Conference Sponsors are exposed to a highly engaged local and international audience.

What is in it for me?

Sponsoring the NED Women Conference 19 gives you:

- Access to influential professionals
- Internal and external networking opportunities
- Unique marketing and brand exposure
- Opportunity to make valuable contacts and increase sales

Reach the multimillion dollar market of women who make over 80% of household buying decisions

INCREASE SALES

You will have unparalleled in-person access to hundreds of the area's leading women when you become an integral part of the conference, having your brand featured on stage and throughout the venue as well as many other customer reaching channels.

TELL YOUR STORY AND WIN NEW CUSTOMERS

Tell a whole new audience how much your company cares about the women of country.

CONNECT WITH YOUR CUSTOMERS

Customers are becoming more and more discerning in their brand selections. What better way to communicate your values than by sponsoring an event that matches theirs?

BOOST BRAND AWARENESS

Event sponsorship gives your brand the opportunity to generate awareness, boost the perceived image of your business and gain media exposure. The more your brand name is associated with positive experiences or emotions the stronger your brand awareness will be.

PREVIOUS CONFERENCE SPONSORS

We value strong, ongoing relationships with each of our sponsors and work closely with them to ensure their individual needs are met to receive a good return on their investment.

Respected names in the Internet industry regularly support NED conferences and have gained valuable exposure.



Benefit/Tier	Platinum	Gold	Silver	Bronze
Sponsorship Amount	Rs 500,000/=	Rs 300,000/=	Rs 200,000/=	Rs 100,000/=
Logo on the conference website	✓	✓	✓	✓
Logo on all Conference cards worn by guests, members, participants and volunteers	✓	✓	✓	
Logo on Conference publications – Program book	✓	✓		
Logo on all promotional videos and social media activities	✓	✓	✓	✓
Logo on Conference Volunteers Shirt & Swag bags	✓	✓	✓	
Brand flyers/voucher distribution	✓	✓	✓	✓
Interview with media coverage partners	✓			
Special coverage – post conference marketing	✓			
Lunch with the Conference executive team	✓	✓	✓	✓
Display Stalls space in the exhibit area	8 feet	6 feet	4 feet	
Display of Company Pull-Up/standees at selected areas – Conference venue, Main Auditorium, University Entrance	4 standee 2 banners	2 standee 2 banners	2 standee 1 banners	1 standee
Special acknowledged in the convener’s opening and closing remarks	✓	✓	✓	✓
Acknowledgement in Official dept. magazines and newsletters	✓	✓		
Introductory multimedia presentations will be run during the inauguration session	✓	✓		
Opportunity to supply Company Branded Material (Pens, Notebooks, Stickers)	✓	✓	✓	✓
The representatives will be presented souvenir at the closing ceremony	✓	✓	✓	✓
No. of complimentary invitation cards/passes	8	4	2	

Other Promotional Options

Promotional/Sales Stalls: Space for stall (Size: 5 feet with banners at a location in the conference venue specified by the organizers) for selling your products Rs. 40,000/-

Company Publicity: Through Banners & Standees: One banner (size: 4 feet) at a location specified by the organizers- and one standee (standard size) Rs 25,000

Company Sponsored Conference Bags & Material: Company's File cover, Folders, writing pad, stationery items, clearly mentioning the event, organizers, and the Company's Logo and name as a sponsor (min 250 Nos.) can be provided by mutual consent.

**Sponsoring Student Registrations: For sponsoring five student registrations for the conference (each registration = Rs. 2000).
For 15 Registrations: one standee on the stage; logo will be included in the conference programme book and conference permanent website and one banner.
For 10 Registrations: one standee on the stage; logo will be included in the conference programme book.**

Sponsoring Specific Conference Activity: You may consider sponsoring any of the following conference activities and the company's promotional activities and modalities may be planned with mutual discussion:

- Inauguration Hi Tea Day 1 [for 250 people]
- Morning Tea Day 2 [1 to be arranged by us for 200 people]
- Evening Tea Day 1& 2 [2 to be arranged by us for 200 people]
- Shields & Honoraria [40 international/national speakers and distinguished guests]
- Lunch [2 days of the conference; for 250 people]
- Dinner [1 days of the conference for only 50 people]
- Hotel Accommodation: [10 International speakers and for Speakers from Other cities]
- Air Travel (Tickets): [National Speakers and for Speakers from Other cities]
- Conference Programme Book: [300 to be printed]

For Details and Queries Contact

For all Sponsor related queries contact:

Ms Taranum Ghaffar *Co-Chair Logistics*

Designation : Deputy Controller, Student Affairs, NED University of Engineering & Technology

Contact: 0092-21-992-261261 Ext: 2238

Email: tarannum@neduet.edu.pk

For Conference Exhibit related queries contact:

Ms Naveen Ali *Chair Exhibit*

Designation: Snr. IT Manager, Engr. Abul Kalam Library, NED University of Engineering & Technology

Contact: 0092-21-992-261261 Ext: 2428

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