



14th — 16th October, 2022

REAL 4

PROPERTY EXPO 2022



Real Estate
Projects, and
Agencies



Construction,
Builders,
and Building
Materials



Solar
Energy



Investment
and Financial
Institutions



MEP
Services



Building
Interiors
& Finishes

PAKISTAN REAL ESTATE IN NUMBERS

Real estate industry is the backbone of the Pakistan's economy. Market capitalization of the industry is over \$1trillion (Dawn, 2020). The contribution of the real estate sector to GDP has been more than 9% per cent. More than 200 industries are connected with real estate such as cement, timber, building, sanitary fittings, glass manufacturing, steel, furniture, paint, plastics, electric fittings, cables, and electronics. According to the World Bank estimate, the size of a country's real estate assets constitutes between 60 to 70% of its total wealth. In that case, Pakistan's real estate sector is worth around \$1.5 to \$2 trillion (Dawn, 2020).

DEMAND GAP

According to the 11th five-year plan, Pakistan's housing shortage is assessed to be about nine million units. This implies that more than 33% of 32m families in Pakistan do not have sufficient housing while the valuation of residential land is increasing exponentially. The year 2021 was truly an outlier. The total amount of money that flowed into empty urban plots of land was \$19bn last year, which is higher than the previous four years combined.

OVERSEAS PAKISTANI'S

Pakistan received highest ever remittances in 2022 which is over \$31b.. Interest of overseas Pakistanis in Real Estate industry in Pakistan is represented by World Bank report, which says an increase in foreign investments and remittances directly relates to the worth of real estate in a country (Khurram, 2020).



60 to 70% of country's wealth in Real Estate



Market Capitalization of over \$1trillion



Shortage of 9 million units in housing sector



More than 200 industries are connected with Real Estate



More than 9% contribution to GDP



Over \$31 remittances in 2020

SHARE YOUR STORY, ACCESS NEW OPPORTUNITIES, GROW YOUR BUSINESS!

Real 4 Property Expo brings unmatched platform for Real Estate industry to secure new business opportunities across global. The event will be marketed nationally, and internationally (targeting overseas Pakistanis)

The event is a key platform bringing all real estate connected industries under one roof. Join the industry's buyers, suppliers, and stakeholders at Real 4 to accelerate your business today.



“ Don't wait to buy real estate,
buy real estate and wait ”

T. Harv Eker

WHY EXHIBIT AT REAL 4?



Target overseas Pakistanis online with one-to-one meetings



Generate new business opportunities and get leads



Get insights into booming property market



Meet suppliers and agents to increase your national and international presence



Gain direct access to key industry stakeholders

GROW YOUR BUSINESS

IN-PERSON

Meet targeted buyers at your stand & increase your sales pipeline



Showcase your offering by letting buyers see, touch, & experience your products



Build long-lasting relationships



Face-to-Face networking



ONLINE

Network with buyers across the globe



Connect instantly through pre-scheduled meetings



Meet buyers who can't attend the live in-person event



Plan, promote, & follow up with clients in your own time & from anywhere



TITANIUM SPONSERSHIP

In addition to naming rights to the Expo, the following benefits will be provided as part of this sponsorship package:

- ☑ 40ft x 20ft stall (bare space only)
- ☑ Naming rights to the Expo
- ☑ Logo in campaigns
- ☑ Branding on hoardings and streamers (selective)
- ☑ Wallpaper takeover (Titanium only)
- ☑ Logo on opening/closing ceremony backdrop
- ☑ Sponsor's logo in online marketing campaigns (selective)
- ☑ Sponsor's logo will be placed on media wall
- ☑ Sponsor's web banner on event website

3
MILLION

PLATINUM SPONSERSHIP

The following benefits will be provided as part of this sponsorship package:

- ☑ 30ft x 20ft stall (bare space only)
- ☑ Logo in campaigns
- ☑ Branding on hoardings and streamers (selective)
- ☑ Logo on opening/closing ceremony backdrop
- ☑ Sponsor's logo in online marketing campaigns (selective)
- ☑ Sponsor's logo will be placed on media wall
- ☑ Sponsor's web banner on event website

2.5
MILLION

DIAMOND SPONSERSHIP

The following benefits will be provided as part of this sponsorship package:

- ☑ 30ft x 20ft stall (bare space only)
- ☑ Logo in campaigns
- ☑ Branding on hoardings and streamers (selective)
- ☑ Sponsor's logo in online marketing campaigns (selective)
- ☑ Sponsor's logo will be placed on media wall
- ☑ Sponsor's web banner on event website

2
MILLION

GOLD SPONSERSHIP

The following benefits will be provided as part of this sponsorship package:

- ✓ 30ft x 20ft stall (bare space only)
- ✓ Logo in campaigns
- ✓ Sponsor's logo in online marketing campaigns (selective)
- ✓ Sponsor's logo will be placed on media wall
- ✓ Sponsor's web banner on event website

**1.5
MILLION**

SILVER SPONSERSHIP

The following benefits will be provided as part of this sponsorship package:

- ✓ 20ft x 20ft stall (bare space only)
- ✓ Logo in campaigns
- ✓ Sponsor's logo in online marketing campaigns (selective)
- ✓ Sponsor's logo will be placed on media wall
- ✓ Sponsor's web banner on event website

**1
MILLION**

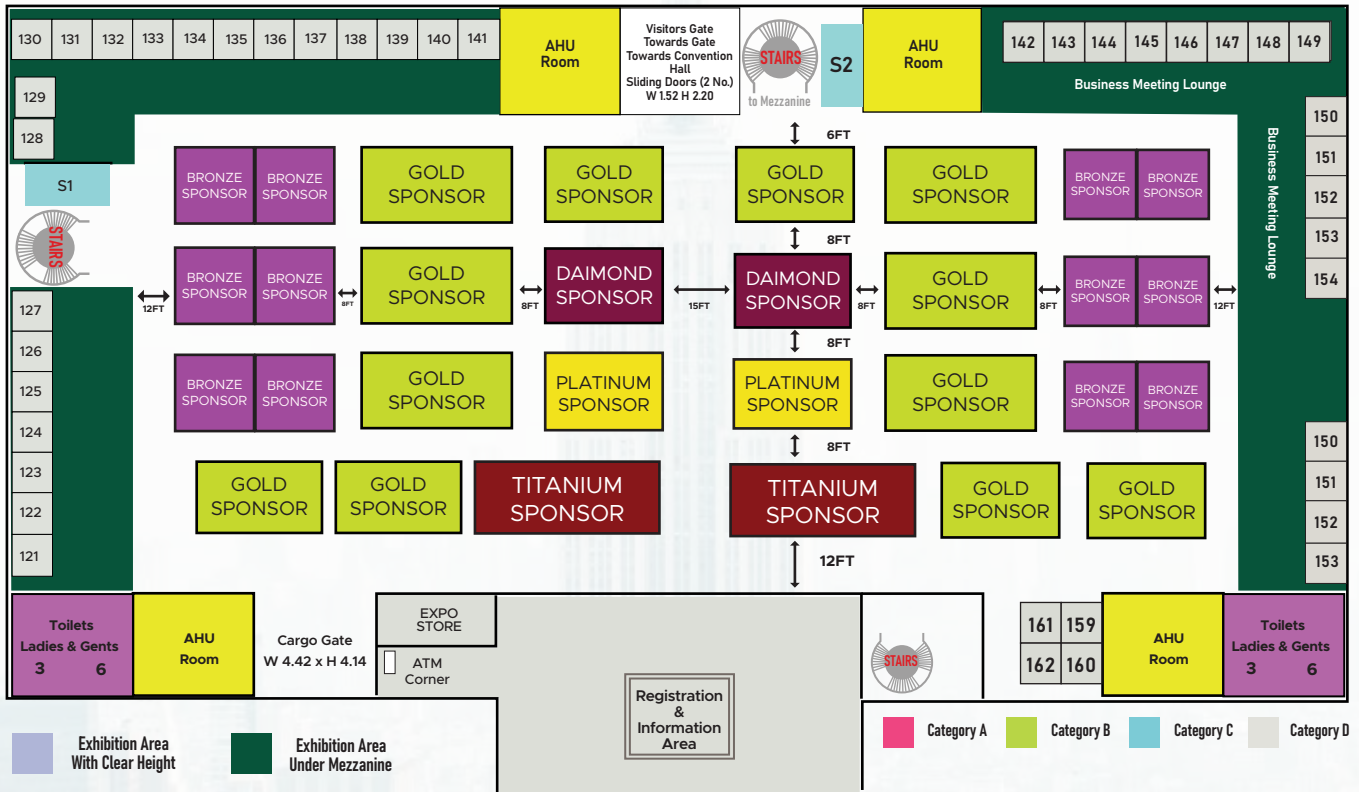
BRONZE SPONSERSHIP

The following benefits will be provided as part of this sponsorship package:

- ✓ 10ft x 10ft stall (bare space only)
- ✓ Sponsor's logo in online marketing campaigns (selective)
- ✓ Sponsor's web banner on event website

**5
LAC**

FLOOR PLAN



Titanium Sponsor (40ft x 20 ft) Qty 02
Platinum Sponsor (30ft x 20 ft) Qty 02
Diamond Sponsor (30ft x 20 ft) Qty 02
Gold Sponsor (30ft x 20 ft) Qty 12
Silver Sponsor (20ft x 20ft) Qty 12
Bronze Sponsor (10ft x 10 ft) Qty 40



**BOOK YOUR STALL
AT REAL 4
PROPERTY EXPO 2022**

14th, 15th, 16th OCTOBER

FOR MORE DETAILS:

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