



Pakistan's most credible &
largest media house
Jang Group, once again brings
Dream Home Expo 2019
an encompassing exhibition of
real estate industry &
its allied solutions.

ORGANIZER



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HONORARY PARTNER
FOR INTERNATIONAL
PAVILLION

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ORGANIZER



THE LARGEST REAL ESTATE EXPO
OF THE COUNTRY



DREAM HOME



APRIL 05-06-07, 2019

PAK-CHINA FRIENDSHIP CENTRE, ISLAMABAD

CONTEMPORARY CONCEPT FOR

BUILDING - FURNISHING - LIVING

WELCOME TO YOUR DREAM HOME





ORGANIZER

JANG MEDIA GROUP

In the course of 24 hours, nearly 35 million Pakistani consumers read, watch, listen or browse a brand owned by the Jang Group. Jang Group enjoys 50% of total readership in Pakistan and total advertising revenues of the group account for almost 34% of total ad spend in Pakistan.

The Group is now the largest and the fastest growing media group in Pakistan with a diversified portfolio of media properties. With six newspapers, two weekly magazines, five TV channels and number of digital properties, JANG Group is by far the number one media conglomerate in the country. Jang Group started its journey by launching 'Daily Jang' from Delhi in 1939 and now Jang Group and its affiliate companies employ over 5,500 people across Pakistan.

The Group's print flagship brand Daily Jang is published from Karachi, Lahore, Rawalpindi, Quetta and Multan and is country's largest newspaper with the widest newspaper readership. The News is one of Pakistan's premier English daily and is published from Karachi, Lahore and Islamabad.

Both Jang and The News also publish their overseas edition from London. In fact Jang London is the largest ethnic newspaper in the UK. Other daily titles include Awaz – Lahore, Waqt – Lahore, Inquilab – Lahore, Awam – Karachi, Daily News – Karachi and Pakistan Times . In the consumer magazines sector, the group's two magazines Akhbar-e-Jahan and MAG account for nearly 50% of the total magazines readership in the country.

The Group's broadcast portfolio includes the largest and most popular satellite television network in Pakistan having majority share of cable & satellite television viewership. GEO TV network is the largest television network in Pakistan, comprising 5-channels: GEO News, GEO Tez, GEO Entertainment, GEO Kahani and GEO Super.

Jang Group's news website www.jang.com.pk, www.geo.tv and www.thenews.com.pk are Pakistan's top most visited websites.



THE IDEA

Investment opportunity
for general public to dream home
by one stop investment and purchase option

Provision of multiple options for the people of twin cities to gather the facts of real estate, weigh their options and make their choice under one roof. Dream Home Expo 2018 is an all encompassing exhibition of real estate industry and its allied solutions. The event aims at highlighting the immense potential of real estate sector in Pakistan which is one of the major contributors to the growth of the economy with rising standards of residential and commercial construction ventures.

**PROPERTY | TOWN PLANNING | DEVELOPMENT
CONSTRUCTION | RENOVATION | INFRASTRUCTURE
INTERIOR DECOR**



HOME TO HOMELAND – *BUILDING TOMORROW*

This expo symbolizes the spirit of Pakistanis who have a dream of building their homes and eventually the homeland. All individuals and institutional stakeholders will get together in this expo to exhibit the solidarity to the cause of nation building through high ambitions and lofty dreams. Dream home is not confined to self interest rather a bigger purpose of national interest drives this entire deed.

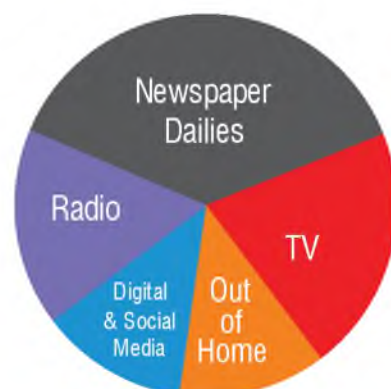


What Makes This Event **EXCLUSIVE?**

- An unprecedented expo of its kind in the Twin Cities of Pakistan.
- Grand opportunity for the entire real estate industry to showcase new solutions.
- Opportunity to inspire elite clientele of individual, institutional and industrial investors.
 - 360° solutions from Town Planning to Interior Decoration under one roof.

Prospective Visitors to Dream Home Expo

The event is expected to be attended by over 30,000 visitors from domestic and industrial spheres. We ensure to bring the right audience in the arena through 360° Media & PR campaign:



GLIMPSES OF LAST YEAR EXPO



EXHIBITOR'S PROFILE

CONSTRUCTION & BUILDING MATERIAL



Waterproofing & Insulation, Sealants & Adhesives, Air Conditioning Plants & Equipment, Bathroom Fittings & Fixtures (Sanitary wares), Building Materials, Builders & Developers Construction Chemicals/Concrete Technology Construction Equipment, Tools & Hardware, Doors & Windows Aluminium Steel, Wood, PVC & UPVC) Electrical Cables & Wires Emergency Standby Generators Environmental & Landscape Consultants, Interior Designers & Decorators, Infrastructural Developers/ Contractors Kitchen Cabinets & Equipment Steel & Cement Manufacturers

INFRASTRUCTURAL DEVELOPMENT



Ministries of Planning, Housing & Construction, Science & Technology, Industries, Communication, Commerce and Investment

- HBFC
- PHA
- TDAP
- IESCO
- CDA
- PEC
- ICT Administration

Sui Southern/Northern Council for Works and Housing Research

- SMEDA
- NPO
- FWO
- CWHR
- LDA
- NHA
- RDA
- PEC
- EDB

Water Management Company

REAL ESTATE MANAGEMENT CONSULTANTS



Property Dealers | Real Estate Agents / Realtors Overseas Real Estate Project Owners Property Developers Hi-Rise Builders Building / Construction Material Dealers

FURNISHING & INTERIOR



Furniture-Home . Office, School, Hospital, Garden Furniture-Wood, Steel, Aluminum, PVC, Pipe, Fiber Glass, Glass Furniture-Antique / Victorian, Classic / Rusty, Ethnic styles Bed, Wears Adhesive, Glues, Resins, Epoxies & Preservatives Paints, Pigments, Wax, Polishes & Varnishes, Marble & Onyx Handicrafts Floor & Wall Tiles & Claddings

HOME FINANCING INSTITUTIONS



Mortgage Companies Banks / Home Financing COs Leasing Companies Insurance Companies Building Societies

DURABLES



Home Appliances / Manufacturer:- Refrigerators / LEDs / Washing Machines, Water Equipments, Solar Energy Solutions, Security Equipment, Internet and Telecom Solutions, Transport & Auto Mobiles

FOOD PAVILION



For those coming to attend the festivity and Expo, the Food Pavilion will offer different cuisines that are famous, it will include the dine in and take-away options of a wide range of food.

LIVE CONCERT



Grand music night to acknowledge the efforts of all the partners as well as to celebrate the success of the event. Main stage will serve as the music concert stage with leading celebrity performing.

KIDS PLAY AREA



Families can experience a one-of-a-kind play destination, conveniently located next to Food pavilion, so they can enjoy a bite to eat before or after. Parents of the children can enjoy the Food Pavilion while the kids play in complete safety.







INTERNATIONAL PAVILLION

INVESTMENT: \$3000 (USD)

Stall space at the venue

- Shell scheme 12'x10' feet. Space will be awarded on the first come first serve basis
- 2 tables 4 chairs along with light

Media & Publications

- 1 Qtr page color ad in Daily The News (Rwp/Lhr/Khi)
- 1 Qtr page color write up in Daily The News (Rwp/Lhr/Khi)
- Interview in Daily The News (Rwp/Lhr/Khi)

Web Advertising

- Company logo on Dream Home Expo website as Gold Sponsor

Citywide Branding

- Placement of logo on Dream Home Expo hoardings
- Placement of logo on all City Branding

Recognition at and Beyond the Expo

- Placement of logo on stage backdrop (award ceremony)

Digital Impressions

- 69,000 Impressions Home+ ROS

Company Exposure at the Expo

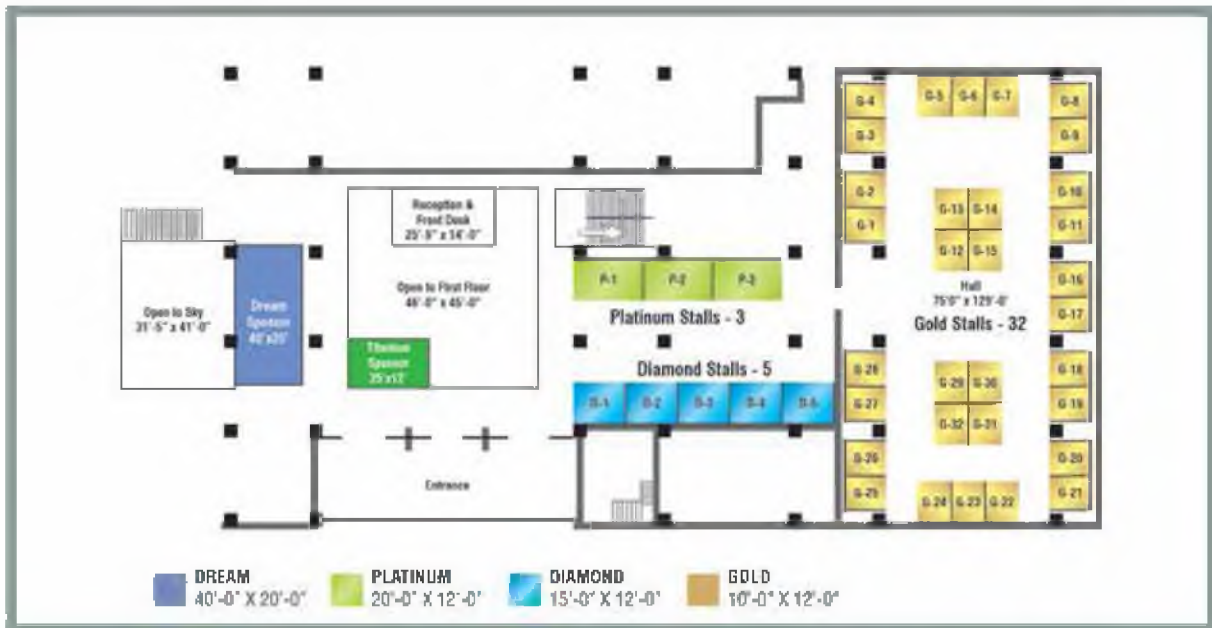
- 1 standee with company logo at the event
- 30 Seconds 50 Promos on Multi-media large screen
- SMD (content provided by the client)



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PAK-CHINA FRIENDSHIP CENTRE, ISLAMABAD

FLOOR PLAN

PAK-CHINA FRIENDSHIP CENTRE GROUND FLOOR



PAK-CHINA FRIENDSHIP CENTRE FIRST FLOOR





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PAK-CHINA FRIENDSHIP CENTRE, ISLAMABAD



TERMS AND CONDITIONS

EXHIBITOR'S PARTICIPATION

- Event Sponsorship Forms will be processed on a 1st come, 1st served basis. Any potential sponsor providing full payment and signed agreements will receive priority.
- Dimensions on the floor plan are believed to be accurate, but some adjustments may be required at the Event. In this case decision taken by administration of Jang Group will be final. Duplicate requests will be determined by date of payment of applicable fees with initial priority granted to those participating at Sponsor level. The organizer reserves the right to relocate display areas at any time before or during the Event.
- The minimum size of the stall will be 9 square meters.
- Exhibitor can only display such products / services as are related to its nature of business / operations.
- Display of messages / pictures on stalls by exhibitor must be in accordance with the local, social cultural and religious values.
- Exhibitors will be solely responsible for the protection of their products / accessories at stall during the exhibition time.
- The exhibitors are allowed to build their customized stalls with the prior consultation with officially hired Event Managers before commencement of any work at their stalls.
- Shell Scheme Stalls are all uniform in design including fascia with Exhibitors' names. No alteration or addition is allowed to be made to the standard fascia & lettering by Exhibitors.
- All standard shells are framed with high quality material and the Exhibitors are forbidden to apply any poster, wallpaper, paint, drilling, nail or screw on the panels; the Exhibitors may however apply single or double-sided tapes on the existing panels of shell walls only.
- If required, the Exhibitor of Bare Space Scheme shall erect his own wall at edge and shall in no case use the partition wall of the adjacent exhibitor for any purpose.
- Height of the bare space stalls shall not exceed 8 feet at edge. In case of noncompliance with the Rules & Regulations; the Organizer reserves the right to modify the stall layout during or after erection at the cost of Exhibitor.
- For Stall confirmation, full payment will be submitted through pay order/demand draft/Cross Cheque in favor of Jang Media Group.
- No glue, scotch tape, self-adhesive paper, screw, nail, spike, pin or paint shall be used on floors, walls, pillars or any part of the permanent Exhibition Hall Structure.
- No pressurized container shall be used in the Exhibition Hall without the prior written approval of the Organizer.
- The Organizer reserves the right to accept or refuse any application to take part in the Exhibition or regarding displaying any exhibit without assigning any reason what so ever. All decisions of the Organizer to such effect shall be final. No reason for any such decision shall be given and no claim or objection from any Exhibitor in relation there to shall be entertained.
- The Organizer reserves the right to cancel the Exhibition due to any forced (security, political turmoil, storm, tempest, lightning, national emergency, civil unrest, war, labor disputes, defect in the Exhibition Halls, lockouts, explosions, acts of God) and general cases of force reasons. No booking amount received from the exhibitors will be refunded due to the above mentioned forced reasons. No claim, damages or compensation will be entertained on account of event cancellation or dates or venue change.

CANCELLATION OF BOOKINGS

- In case of cancellation of the booking by the Exhibitor from the date of application till 30 days prior to event, 50% rental paid shall be forfeited.
- In case of non-receipt of full amount 10 days prior to the Event, Organizer reserves the right to cancel the Exhibitor's booking. No Claim whatsoever, of the Exhibitor shall be entertained in this respect.

SETTLEMENT OF ACCOUNTS

- All outstanding accounts must be settled before taking over possession of the Space for Stall Build-up. Possession Form/Gate Passes will be issued only after all accounts are settled and cleared.

SPACE ALLOCATION & USE EXCLUSIVELY BY EXHIBITOR NO SUBLETTING

- Any payment made does not necessarily guarantee allocation of the space until the Organizer has approved the booth location. The Organizer would do its utmost to allocate stalls/booths in the order of choices given on the Space Reservation Form. However, in case these choices are not available, alternative space will be allocated in a manner the Organizer deems best and all decisions to such effect taken by the Organizer shall be final and binding upon the Exhibitor.
- The Organizer is entitled in its absolute discretion to change, withdraw or otherwise deal with Exhibition Space allocated to an Exhibitor or change the dates and/or venue of the Exhibition or alter the size and dimension of the Exhibition space or change/close entrances, exits and accesses to the Exhibition space, even if such matters have been confirmed, and in such circumstances, the Contract between the Organizer and the Exhibitor shall continue to bind the parties as appropriate. Any commitment in any correspondence, which does not conform to or is in addition to these Terms and Conditions, shall not bind the Organizer unless such variation is expressly agreed in writing between the Organizer and the Exhibitor.

LOADING/UNLOADING EXHIBITS/OPERATION OF STALLS/ BARE SPACE

- The Exhibitor shall be responsible for damage to the permanent structure or any part of it or other Exhibitor or Exhibits resulting from loading/unloading his Exhibits and bear the entire costs and consequences of the same.
- The Exhibitor shall be responsible for the good conduct of his stall attendants. The stall/bare space shall not be left unattended at any time during the opening hours of the Exhibition. The Exhibitor's staff must be present at the relevant stall/booth at least 30 minutes before opening and leave the Exhibition Hall not later than 30 minutes after closing.
- All exhibits shall be confined to the area of the Exhibition space allocated to the Exhibitor; any exhibit place outside shall not be allowed.
- Direct advertising by Exhibitor is not allowed outside his allocated stall space in the entire Expo Center premises including Boundary Grills, unless contracted for in written.
- Any activity, particularly loud noise which in the opinion of the Organizer, causes nuisance or annoyance to others, shall not be undertaken by the Exhibitor, in particular, by the audio visual equipment. The Organizer reserves the right to confiscate any such equipment, which in its opinion, is creating loud noise and is offensive to others. The Organizer also reserves the right to disconnect power supply to such Exhibitors.

MOVING IN AND OUT OF THE EXHIBITION HALLS

- All containers, packing items and any item so are articles not for display, must be removed by the Exhibitor or from the Exhibition Hall before the day of opening.
- The Exhibitor shall be responsible for removal of all packaging waste and rubbish materials resulting from erection or dismantling from the Exhibition Hall. Storage facilities shall not be provided for packaging cases, surplus materials or other belongings of the Exhibitor.
- All exhibits/component materials shall be removed by at the end of the event. Any materials left behind shall be deemed forsaken. The costs incurred for removal of any such item shall be borne by the Exhibitor.

SAFETY MATTERS

- The Exhibitor's articles brought into the stall and taken out shall be entirely at the Exhibitor's own risk, which shall hold full responsibility for the safety of its belongings at all the times.
- The Organizer shall not be liable for any losses (including consequential losses), damages, demands, costs, claims, charges or other expenses of any kind suffered or incurred by the Exhibitor in connection with the Exhibition including but not limited to any theft, etc whatsoever caused for whatever reason.
- The Organizer shall not be responsible for the loss or damage to any property of the Exhibitor or any other person caused by storm, tempest, lightning, national emergency, civil unrest, war, labor disputes, defect in the Exhibition Halls, lockouts, explosions, acts of God and general cases of forced reasons, not within the Organizer's control or for any loss or damage sustained in case that the opening or holding of the event is prevented, postponed or abandoned or if any Hall becomes totally or partially unavailable for the holding of the event due to any of the foregoing causes.

GENERAL TERMS & CONDITIONS

- The Exhibitor hereby agrees to accomplish all the requisite formalities in the prescribed time limit as instructed by the Organizer. The information received within the prescribed time will be treated as final and authentic. Any information received after the deadline shall not be entertained.
- All works carried out by the Exhibitor must be in accordance with the current local Laws and Regulations. Any contravention of these Regulations will be entirely at Exhibitor's own risks, costs or consequences in respect of participation in the Exhibition.
- Failure of the Exhibitor at any time before or during the Exhibition to comply with any of the Exhibition Rules & Regulations shall automatically deprive the Exhibitor of his right to participate any further in the Exhibition and no claim what so ever for refund of any rental paid shall be entertained by the Organizer.
- The Organizer reserves the right to alter and amend any of the Rules & Regulations and issue additional rules it deemed necessary for the orderly conduct of the Exhibition. Any dispute or difference arising out of the interpretation of these Rules & Regulations regarding the rights, duties and obligations of the Exhibitor, shall be decided by the Organizer whose decision shall be final and binding upon the Exhibitor.
- For the purpose of these Rules & Regulations, the expressions Organizer, Exhibitor, Exhibition & Exhibition Halls etc. mean the respective parties, event and the venue.
- Exhibit or includes any of its employees, agents, contractors, sub-contractors and assignees.

