

R.K. MARKETING NETWORK  
PRESENTS

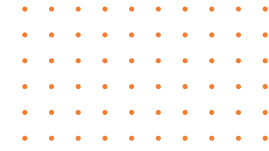
# SINDH PROPERTY

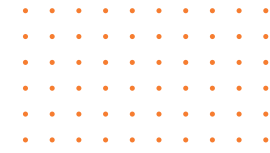
Home Decor & Building Material



WHERE BUSINESS MEETS BUSINESS

NOVEMBER 29th TO DECEMBER 1st, 2024  
ABDULLAH MALL HYDERABAD



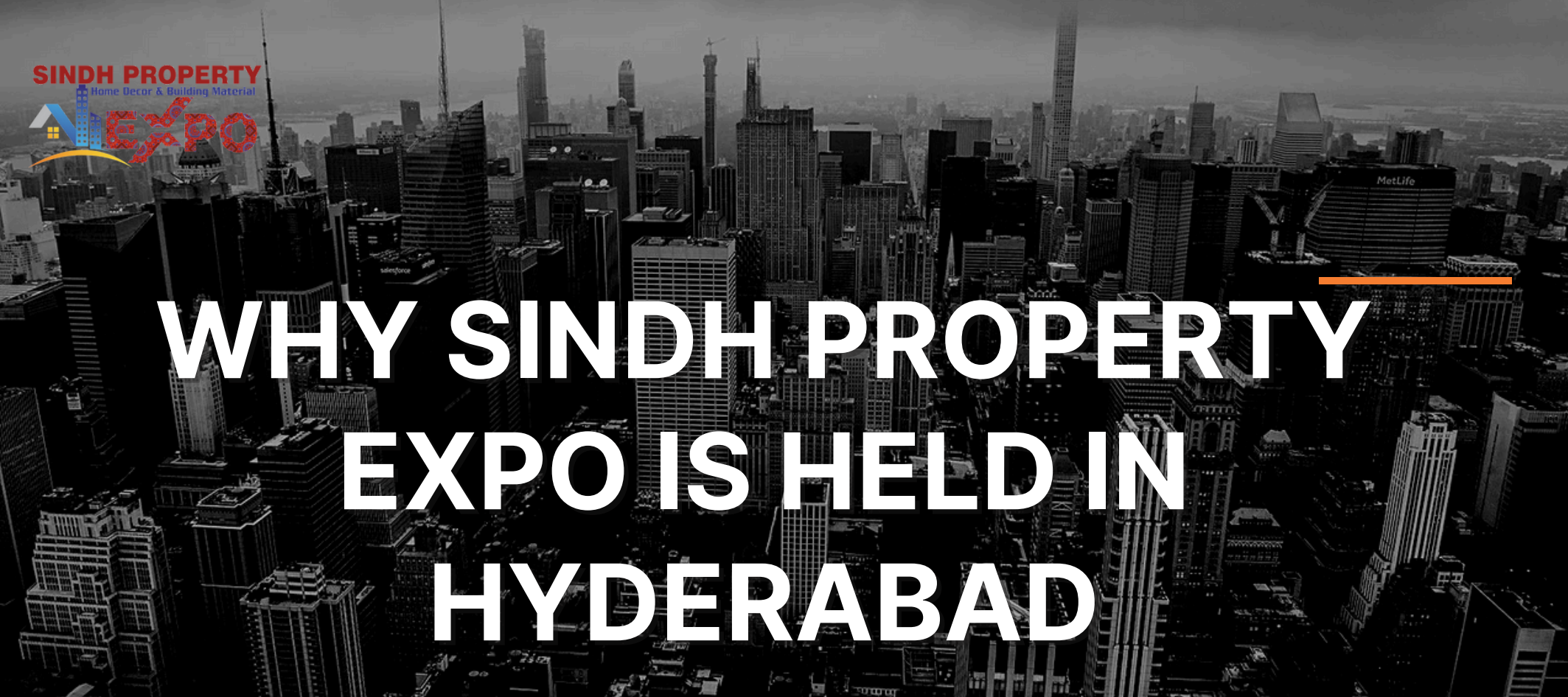


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## WELCOME TO SINDH PROPERTY, HOME DÉCOR AND BUILDING MATERIAL EXPO

- **SINDH PROPERTY EXPO**, is the brainchild of Mr. Rizwan Kazi who is a prominent figure in the field of Real Estate Marketing, Media Advertising and Event Management sectors. Sindh Property Expo 2024, is the 2nd edition of **BIGGEST EVER REAL ESTATE AND BUILDING MATERIAL EXHIBITION** in the history of interior Sindh region.
- The first ever event was held in April 2018 in Hyderabad Club, Hyderabad. The event proved to be a great success and a great platform for exhibitors to introduce and market their products to the targeted audience. It was the biggest property show of the region encapsulating a huge portfolio of Builders, Developers, real estate aficionados, property consultants, investment guides who had showcased their projects and services and had direct interaction to a large customer base from across Sindh region.
- The event was massively advertised through a substantial ATL and BTL marketing plan to attract maximum footfall in the event from almost every city of Sindh. Around 8,000 people visited the event during 3 days.

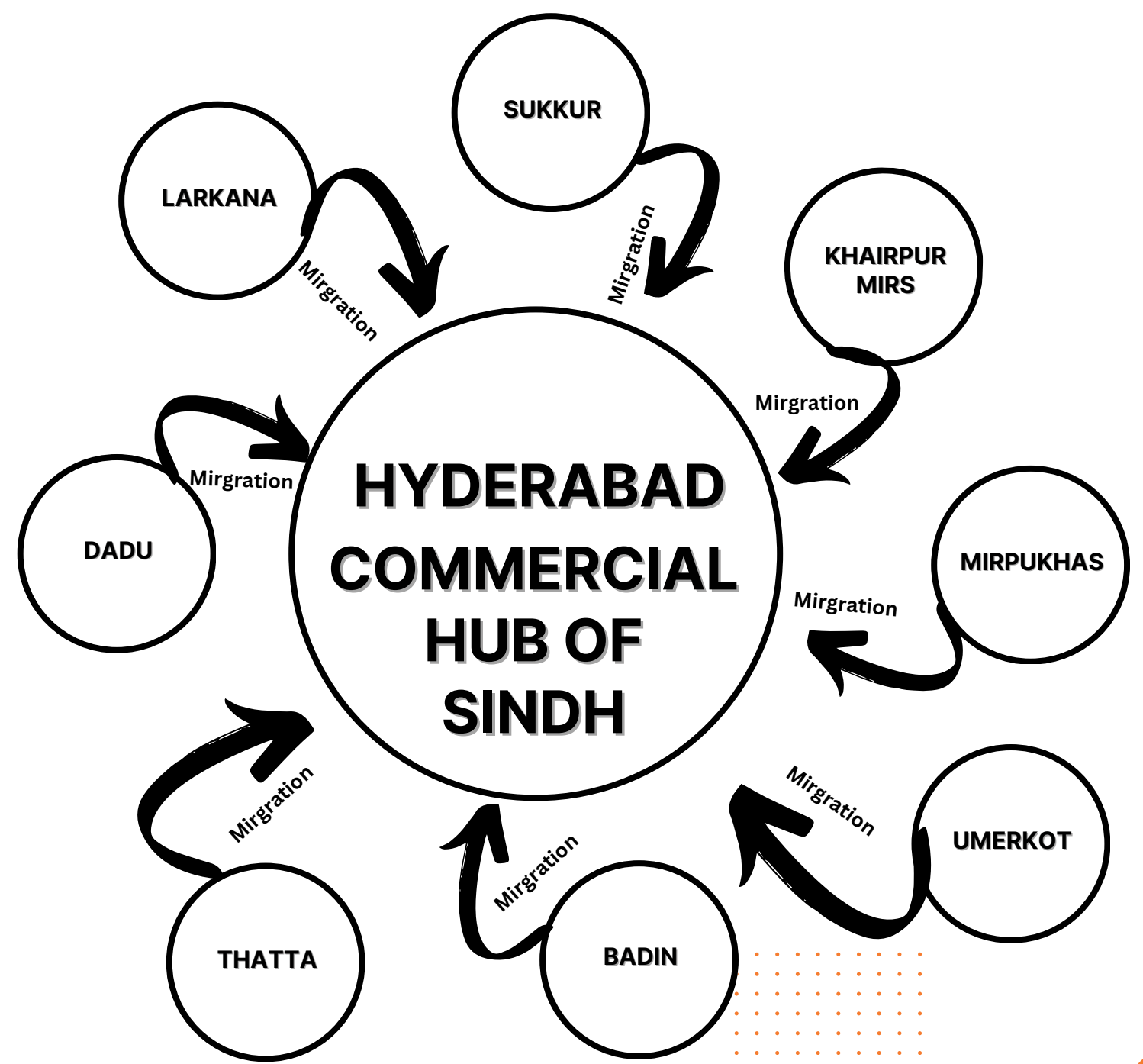




# WHY SINDH PROPERTY EXPO IS HELD IN HYDERABAD

- Hyderabad has always been the hub of commercial activity for population across the interior Sindh region. Whether, it is personal shopping, recreation activity, educational advancement, home décor or dining out- the first and most suitable option for a family from Interior parts of Sindh is to rush towards Hyderabad city to fulfill their needs.
- This is one of the main reason that Hyderabad city has experienced an exponential growth in the real estate sector for the last 2 decades and builders and developers have shifted their focus on creating vertical urban clusters in the city centers and sprawling gated communities at the outskirts. These developments have resulted in increasing investor interests in the smaller cities and organized residential communities have cropped up redefining the real estate landscape in the region.
- There is great affluence and buying power in these parts of the province due to flourishing agrarian economy and a huge number of public sector servants so whenever such projects are announced, not only investors but genuine buyers take great interest to book the unit as per their requirement

## URBANIZATION THE KEY FACTOR



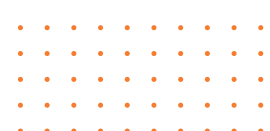
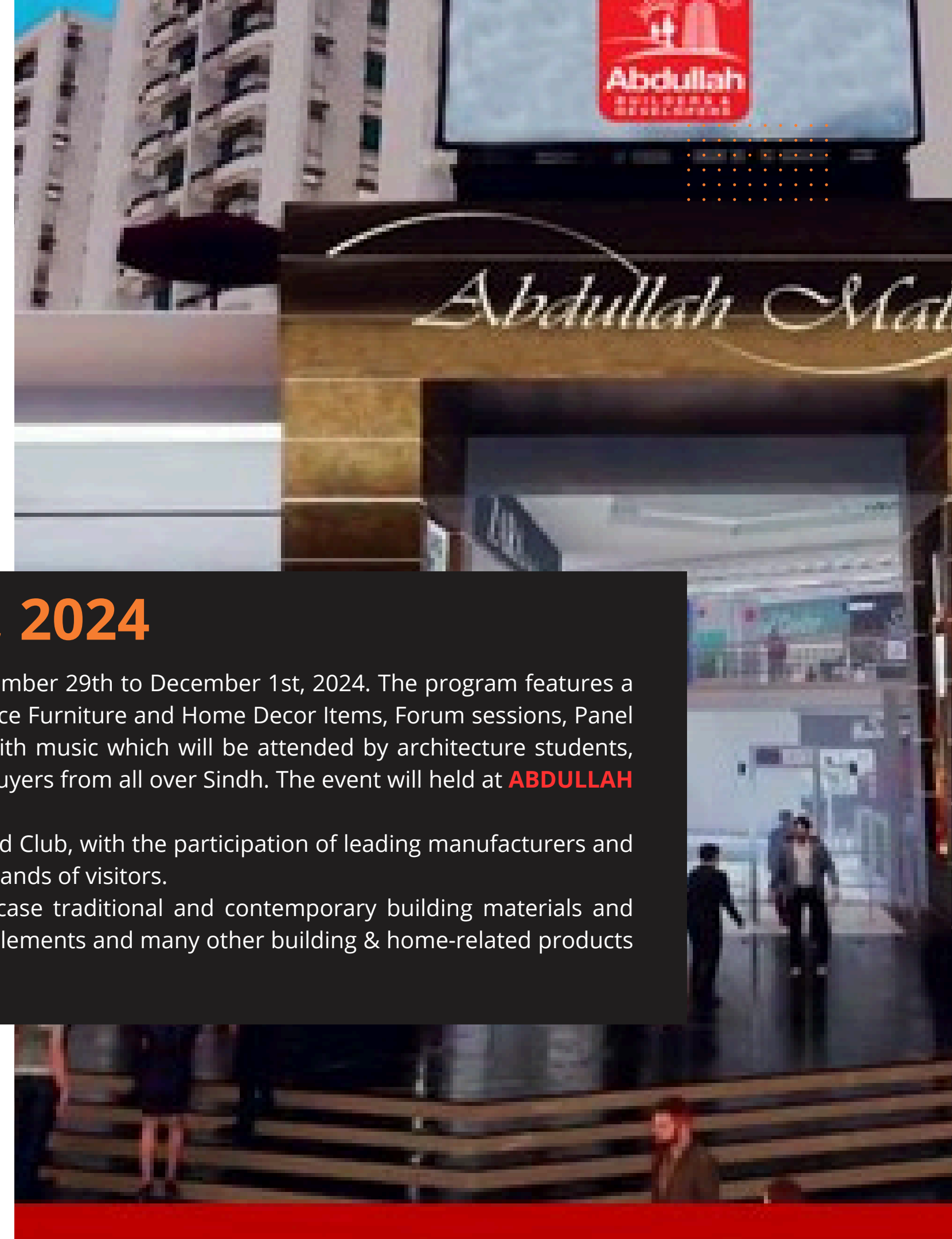
# SINDH PROPERTY, HOME DÉCOR AND BUILDING MATERIAL EXPO 2024

**NOVEMBER 29th TO DECEMBER 1st, 2024**

The 2nd Sindh Property, Home Decor and Building Material Expo 2024 will be held on November 29th to December 1st, 2024. The program features a three-day elaborate exhibition of Architectural/Building Materials and Products, Home / Office Furniture and Home Decor Items, Forum sessions, Panel Discussions, Lectures and Presentations with accomplished speakers, a colorful Evening with music which will be attended by architecture students, faculty from all the accredited Engineering colleges of Sindh and large number of visitors / buyers from all over Sindh. The event will held at **ABDULLAH MALL** Main Bypass Road Hyderabad.

This follows the successful Exhibitions of previous edition in year 2018 held at the Hyderabad Club, with the participation of leading manufacturers and traders attended by a very large number of leading Architects, allied professionals and thousands of visitors.

2nd Sindh Property, Home Décor and Building Material Expo 2024 will once again showcase traditional and contemporary building materials and finishes, hardware, building, home, décor, furniture, fixtures and fittings, garden tools & implements and many other building & home-related products manufactured in Pakistan.





# EXHIBITOR PROFILE

- Bath & Sanitation.
- Building Materials.
- Carpets.
- Cement and Cement Based Products.
- Cleaning Equipment.
- Concrete Products.
- Construction Chemicals.
- Construction Chemicals & Repair Material.
- Doors and Windows.
- Doors, Windows & Locks.
- Earthmoving & Construction Equipment & Compressors.
- Electrical Products and Luminaries.
- Electrical Switch Gear Equipment.
- Elevators & Escalators.
- Floor Tiles / Wall Tiles.
- Furniture & Fittings.
- Furniture, Furnishing and Accessories.
- Hardware & Fittings.
- Home and Office Automation.
- Insulation.
- Interior Décor, Artifacts & Curios.
- Jacuzzi & Bath Tubs.
- Kitchen Gadgets and Accessories.
- Landscaping & Equipment.

- Lighting & Fittings.
- Marble & Stone.
- Material Handling Equipment.
- Paints & Wall Finishes.
- Paints, Coats and Wall Coverings.
- Pipes Fittings.
- Plumbing, Pipes and Fittings.
- Plywood and Fib Boards.
- Power Generators.
- Road Construction & Maintenance Equipment.
- Roof & Wall Cladding.
- Roofing & Cladding.
- Roofing Systems.
- Safety & Security Systems.
- Sanitary Ware & Bathroom Fittings.
- Scaffolding Equipment.
- Shower Cubicles.
- Solar & Thermal Products.
- Steel & Concrete.
- Steel Based Products.
- Tiles & Ceramics.
- Wood, Veneer and Flooring.

# VISITOR PROFILE



- Architects.
- Academia.
- Associations & Trade Bodies.
- Building Materials Dealers / Suppliers / Distributors.
- Civil Engineers.
- Construction Managers.
- Contractors & Developers.
- Distributors & Investors.
- Government Authorities, Agencies & Decision Makers.
- Interior Designers & Engineers.
- Landscape Architects.
- Manufacturers.
- MEP Engineers.
- Project Management Consultants.
- Procurement Managers.
- Real Estate Agents, Properties, Developers & Builders.
- Property Consultants / Advisors.
- Property Investors.
- Home Finders.
- Town Planners.

# WHY TO EXHIBIT IN SINDH PROPERTY, HOME DECOR AND BUILDING MATERIAL EXPO 2024

- A huge audience from your target market under one roof.
- Platform to showcase your projects and services.
- Platform to promote existing and forthcoming projects.
- On-spot sales deals and new leads.
- Multifaceted promotion opportunities.
- Build a prospect database and face to face interaction with customers.
- Excellent platform to gather information and demographics of customers.
- Schematic promotion to create buzz in the town.

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## EVENT SEGMENTS



**Sessions / Discusisions**



**Main Exhibition**



**Sufi Musical Night**



# PICTORIAL VIEW OF SINDH PROPERTY, HOME DECOR & BUILDING EXPO (1ST EDITION)



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# MEDIA & PR OF 1ST EDITION



# MEDIA & PR OF 1ST EDITION



# MARKETING PLAN (2ND EDITION)

TV

## TV

Sindhi regional Satellite Channels

Print

## Print

Ad placement in Major Sindhi newspapers

Digital

## Digital

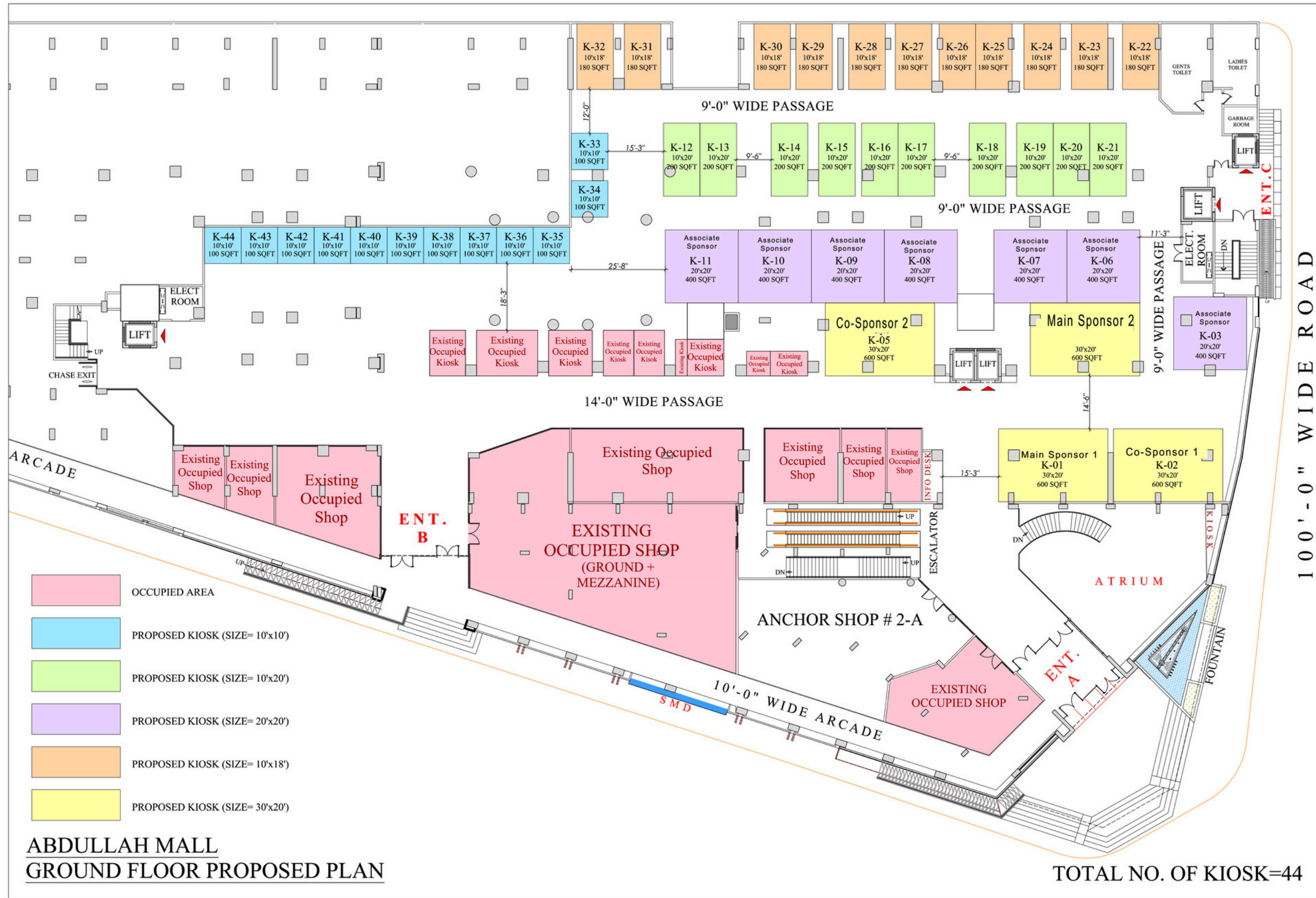
Facebook, Instagram, Youtube, Tiktok,  
Influencer Marketing,

BTL

## Outdoor

Hoardings, Steamers, Fliers, Roadshows

# LEVEL 1- FLOOR PLAN





# LEVEL 2- FLOOR PLAN



**ABDULLAH MALL**  
**FIRST FLOOR PROPOSED PLAN**

**TOTAL NO. OF FOOD KIOSK=11**  
**TOTAL NO. OF KIOSK=35**

# PARTICIPATION PACKAGES (LEVEL -1 )

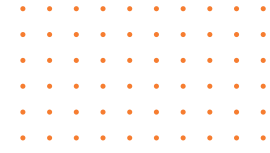
PACKAGE	PRICE (PKR)	SIZE (FT)	QUANTITY
MAIN SPONSOR	1,000,000	30X20 (600 SqFt) (Bare Space Marked)	2
CO-SPONSOR	800,000	30X20 (600 SqFt) (Bare Space Marked)	2
Associate Sponsor	500,000	20x20 (Bare Space Marked)	7
GOLD	150,000	10 x 20 (Bare Space Marked)	10
SILVER	100,000	10X18	11
SHELL	50,000	10X10	12

# PARTICIPATION PACKAGES (LEVEL -2 )

PACKAGE	PRICE (PKR)	SIZE (FT)	QUANTITY
Gold	100,000	20X20 (400 SqFt) (Bare Space Marked)	7
Silver	50,000	10X20 (200 SqFt) (Bare Space Marked)	18
Shell	30,000	10x10	10
Food Court	30,000	10 x 10 (Bare Space Marked)	11
Play Area Sponsorship	100,000		
Food Court Sponsorship	100,000		

# PACKAGE BENEFITS

BENEFITS	Main Sponsor	Co Sponsor	Associate Sponsor	GOLD	SILVER	SHELL
Sponsorship Acknowledgement in opening and closing ceremony	Yes	Yes	Yes	No	No	No
Logo on invitation cards	Yes	Yes	Yes	No	No	No
Acknowledgement in Lucky Draw	Yes	Yes	No	No	No	No
Logo loop on Backdrop SMD of concert	Yes	Yes	Yes	No	No	No
Celebrity endorsement and visit on the stall	Yes	Yes	Yes	Yes	No	No
Name announcement for nomenclature by celebrities video bytes	Yes	No	No	No	No	No



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# CONTACT US



+92 319 23 96 502, +92 305 555 2 999



rkmarketingnetwork



rkmarketingnetwork@gmail.com



G-1, Badar Arcade, Main Wadhuwah Road Prince  
Town Qasimabad Hyderabad

