

# 1<sup>st</sup> IAP & PSOA International Insurance Conference 2026

## Reimagining Pakistan's Resilience: Building a Sustainable Future Through Insurance

New Dates  
Announced  
Renewed  
Momentum

**Tuesday 21 July 2026**

Mövenpick Hotel, Karachi-Pakistan

Pakistan's insurance sector is at a defining moment. With penetration below 1% of GDP and rising risks—climate, cyber, health, and catastrophe—the industry needs coordinated leadership, innovation, and strategic action.

The **IAP & PSOA International Insurance Conference 2026** is the first joint international initiative to bring together senior leaders, regulators, policymakers, actuaries, and global experts under one platform. This is not a routine industry gathering—it is a space for leadership-level dialogue, policy shaping, and market development.

### Why Attend / Partner:

- Engage 500+ senior decision-makers: CEOs, CXOs, regulators, policymakers, and InsurTech innovators
- Influence conversations on risk protection, sustainability, resilience, AI, cyber threats, climate finance, and innovation
- Access an exclusive Gala Dinner for VIP networking and high-level informal discussions
- Gain strategic visibility across Conference sessions, and post-event legacy
- This Conference is your opportunity to align with the future of Pakistan's insurance sector, demonstrate thought leadership, and connect with the decision-makers shaping the industry.

## STRATEGIC PARTNERSHIP PROPOSAL

### Premium Partnership Packages

#### Category Investment (PKR) Key Benefits & Entitlements

#### DINNER PARTNER

**Full: PKR 4,000,000 + Tax (Exclusive)**  
**Split: PKR 2,500,000 + Tax (2 Opportunities)**

Gala Dinner and Cultural Evening:  
**Monday, July 20, 2026**  
(Invitation-Only)

- Exclusive Branding (static/printed) across the dinner venue at Gala Night (Monday, July 20, 2026) (The logos of other partners will appear on digital screens on and off.)
- Acknowledgement as Dinner Partner at the event
- Dinner Partner mentioned with IAP and PSOA on Conference and Dinner Invitations
- Dinner Partner logo on backdrop at the conference, on delegate badges, and on all marketing collateral
- 1-minute video, showcasing the company, to be aired at the conference (video to be provided by the partner)
- CEO invited on stage to receive memento from the Chief Guest at the conference
- Exclusive social media post for Dinner Partner
- Mention in all pre-event marketing material including conference souvenir booklet to be distributed on the conference day
- Mention in all post-event coverage including an A4-size corporate ad and a one-page editorial in the post-conference report
- 20 free conference full-access passes
- 10 Gala Dinner invitations

#### LUNNCH PARTNER

**Full: PKR 3,500,000 + Tax (Exclusive)**  
**Split: PKR 2,000,000 + Tax (2 Opportunities)**

- Exclusive Branding (static/printed) across the Lunch Area (21 July, Mövenpick) (The logos of other partners will appear on digital screens on and off.)
- Acknowledgement as Lunch Partner at the event
- Lunch Partner mentioned on Conference Invitations
- Lunch Partner logo on backdrop at the conference, and on all marketing collateral
- 1-minute video, showcasing the company, to be aired at the conference (video to be provided by the partner)
- CEO invited on stage to receive memento from the Chief Guest at the conference
- Exclusive social media post for Lunch Partner
- Mention in all pre-event marketing material including conference souvenir booklet to be distributed on the conference day
- Mention in all post-event coverage including an A4-size corporate ad and a one-page editorial in the post-conference report
- 16 free conference full-access passes
- 8 Gala Dinner invitations

#### DIAMOND PARTNER

**PKR 2,500,000 + Tax (4 Opportunities)**

- Acknowledgement as Diamond Partner at the event
- Diamond Partner mentioned on Conference Invitations
- Diamond Partner logo on backdrop at the conference, and on all marketing collateral
- 1-minute video, showcasing the company, to be aired at the conference (video to be provided by the partner)
- CEO invited on stage to receive memento from the Chief Guest at the conference
- Exclusive social media post for Diamond Partner
- Mention in all pre-event marketing material including conference souvenir booklet to be distributed on the conference day
- Mention in all post-event coverage including an A4-size corporate ad and a one-page editorial in the post-conference report
- 12 free conference full-access passes
- 6 Gala Dinner invitations

### Headline Partners Packages

| TYPE  | PLATINUM          | GOLD              | SILVER           |
|---|-------------------|-------------------|------------------|
| <b>INVESTMENT</b>   | <b>2,000,000</b>  | <b>1,000,000</b>  | <b>750,000</b>   |
| <b>BRANDING AND PROMOTIONS</b>  |                   |                   |                  |
| Showcasing of partner logo with category on the side panels in the conference hall  | ✓                 | ✓                 | ✓                |
| Logo display on media wall outside conference hall — number of insertions varies by category                                      | ✓                 | ✓                 | ✓                |
| <b>NETWORKING AND EXCLUSIVE BENEFITS</b>  |                   |                   |                  |
| Complimentary Conference delegate passes  | 10                | 8                 | 6                |
| Complimentary Gala Dinner invitation  | 5                 | 4                 | 3                |
| <b>DIGITAL BRANDING AND PROMOTION</b>   |                   |                   |                  |
| Logo & Video will be played on the SMD Screens in the Conference Hall.  | Video             | Video             | Logo             |
| Logo and video will be played on the SMD screen in the conference hall during breaks, in accordance with the partnership category | Video-Main Screen | Video-Side Screen | Logo-Side Screen |
| Partner logo will be featured in the event brochure, according to the partnership category  | ✓                 | ✓                 | ✓                |
| Partner announcement across organizers' official social media channels  | ✓                 | ✓                 | ✓                |
| A4-size corporate ad in pre-conference souvenir booklet to be distributed on the conference day                                   | ✓                 | ✓                 | ✓                |
| A4-size corporate ad and a one-page editorial in the post-conference report   | ✓                 | ✓                 | ×                |

#### Notes

All partner logos will appear **after IAP and co-organizers** and in **proportion to their package level**. These partnerships offer **maximum brand exposure** and **institutional visibility** at **1<sup>st</sup> IAP & PSOA International Insurance Conference 2026**

Kindly make the payment in favor of "Insurance Association of Pakistan" via pay order, cheque, or IBFT. 100% advance is required, and the partnership will be confirmed upon receipt of payment

For details, please contact

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Strategic Event Partner:



# 1<sup>st</sup> IAP & PSOA International Insurance Conference 2026

Reimagining Pakistan's Resilience: Building a Sustainable Future Through Insurance

on **Tuesday 21 July 2026**

Mövenpick Hotel, Karachi | 09:00AM to 5:00PM

## INNOVATION SHOWCASE

### Where Insurance Leadership Meets Innovation

A dedicated exhibition area within the conference venue, offering a high-impact platform for technology providers and specialized solution firms to showcase products and services directly to an audience of insurance CEOs, regulators, actuaries, senior banking executives, and international delegates.

*Audience: 500+ senior decision-makers from Pakistan and the region.*



### Who Should Showcase

- InsurTech & Digital Insurance Providers
- Insurance, Risk & Analytics Firms
- FinTech & Embedded Insurance Platforms
- HealthTech, TPA & Pension Solutions
- Data, AI & Underwriting Technology Providers

**Investment:**  
**PKR 300,000**  
(Limited, curated showcase spaces available)

### SHOWCASE INCLUDES

- Premium 2m x 2m branded showcase space
- Backdrop panel with company name branding
- Counter table with 2 chairs
- Power socket, spotlight & flooring
- 2 Full Conference Delegate Passes
- 2 Booth Staff Passes (with lunch access)
- Brand visibility across official conference branding
- Opportunity to host meetings at your showcase space



### Important Note:

- 100% advance payment upon confirmation
- Limited curated spaces allocated on first-confirmed basis
- Exhibitors responsible for providing artwork for branding
- Additional AV equipment to be arranged by exhibitor (if required)

### To Reserve Your Showcase Space:

To Book your Booth, please get in touch with  
**Jamil Ahmed / Mohammed Phaysal**  
Call/ WhatsApp: **0313 2971833 - 0300 2133849**  
Email: **iic@terrabilizgroup.com**