

**IBA**

Institute of  
Business Administration  
Karachi

Leadership and Ideas for Tomorrow



**IBA**  
**CAREER**  
**FAIR 2018**

# **PARTNERSHIP PROPOSAL**

19<sup>th</sup> February, 2018





## **IBA Alumni & Placement Society**

The IBA Alumni and Placement Society is an amalgamation of two functions; alumni engagement and placement of students in work opportunities. IBA, with its history of 60+ years has a network of alumni in the job market in a diverse set of fields. They support us through funding, expertise, and partnerships. The placement function uses the alumni resource and other available resources to provide the best opportunities and training to students. This way our graduating students are placed in some of the most prestigious institutions worldwide and become part of our leading alumni body. The society aims to synergize both these functions to the maximum benefit of the institution and its stakeholders.



## **Career Development Centre, IBA**

The Career Development Center at IBA is dedicated to facilitate on board students, graduating apprentices, alumni and prospective employers in the overall process of self-evaluation, career assessment and job search. Our core services include organizing workshops on different careers, arranging individual career counseling sessions, resume and cover letter reviews, mock interviews, publishing graduate directories, and facilitating our clients in internship and job search strategies. We also offer a wide range of career-related events for IBA students and alumni, and have partnered with employers from all sectors looking to recruit from our IBA community. Our main focus lies in building long term relationship with corporate, social and public sector organizations within Pakistan and also with international employers.



# IBA CAREER FAIR 2018

## ABOUT THE EVENT

For over 60 years, IBA has been the premier contributor of human resources to the corporate landscape of Pakistan. The annual Career Fair plays a significant role in maintaining the edge in graduate employability - bridging the gap between the leaders of today and tomorrow.

Through recruitment, on-spot interviews, mentoring, counselling, and interaction with company representatives, students are able to best determine their paths for professional growth and experience.

## WHO WILL ATTEND

- ✓ Current IBA Students
- ✓ IBA Alumni
- ✓ 400+ Company Executives
- ✓ IBA Faculty and Staff

## SNAPSHOT



**4000+**  
**Students**

### **UNDERGRADUATE**

#### **BBA**

BS (Computer Science)  
BS (Accounting and Finance)  
BS (Social Sciences)  
BS (Economics and Math)

### **GRADUATE**

#### **MBA**

MS (Computer Science)  
MS (Economics)  
MS (Mathematics)



# BOOK A STALL

## SPECIFICATIONS

Booth Assembling & Dismantling

Company Name on Vinyl Plotter Cutter Letter on Fascia

2.5'x4' table with white fabric cover and white skirting

Two decoration chairs with white fabric cover

Electrical Outlet

Wi-fi connectivity

SMALL	LARGE
6' x 6' x 8.2'	9' x 9' x 8.2'
Rs. 30,000	Rs. 50,000

**30 %  
EARLY BIRD  
DISCOUNT**  
20th January

### ON-SPOT INTERVIEWS

Breakout Rooms  
and other facilities  
available upon request

### E-PORTAL AND DATABASE

Personalized Access  
Tracking Services



# SPONSORSHIP PACKAGES

Particulars	PLATINUM	GOLD	SILVER	BRONZE
	Rs. 1,000,000	Rs. 800,000	Rs. 600,000	Rs. 400,000
Acknowledged as Exclusive Event Partner	Yes	-	-	-
Number of Booths at Strategic Locations	3	2	1	1
Promotion on Official Facebook Page	Yes	Yes	Yes	Yes
Logo Size on Backdrop (Relative to IBA Logo)	1:1	1:0.8	1:0.6	1:0.4
Recognition Email Circulated to IBA Students and Faculty	Yes	Yes	Yes	Yes
Logo on Management Team Shirts	Large - Back	Large - Front	Small - Front	-
Branded content on SMD Screen	Yes	-	-	-
BTL Activation	Yes	Yes	-	-
Separate Branded Wall	Yes	-	-	-
Number of Standees (before and during event)	8	5	5	2
Logos on Career Fair Brochure	Yes	Yes	Yes	Yes
Ads in Career Fair Brochure	Back Page	Overleaf	-	-
LCDs for Promotional Content	3	2	1	-
Logo Attached with Email Signatures	Yes	Yes	-	-
Advertisement in IBA's Magazine "The Current"	Full Page	Half Page	-	-
Logos on Media Wall	Yes	Yes	Yes	Yes
Exclusive "Pathways" session for the company	Yes	-	-	-



## Contact Personnel

IBA Karachi is grateful to you for taking out the time for this proposal. We appreciate any and all kinds of queries from your side, and hope that both of us benefit greatly from this partnership. Should you be interested in any of the partnership packages, please contact:

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