

EXPRESSION OF INTEREST (EOI) & REQUEST FOR PRE-QUALIFICATION OF ADVERTISING AGENCIES

Expo Lahore (Pvt.) Limited (ELPL) is an autonomous body jointly owned by the Government of Pakistan and Government of the Punjab with a mandate to design, develop, operate and promote a state-of the art Expo Centre at Johar Town Lahore.

ELPL intends to pre-qualify well reputed and experienced advertising agencies to handle designing, advertisements, sales promotions, marketing campaigns and other such Services on its behalf.

In this regard, expression of Interest (EOI) and requests for Pre-Qualification are invited from reputable and experienced advertising agencies/ creative houses/media houses to undertake above mentioned assignments for Expo Lahore (Pvt.) Limited.

➤ **SCOPE OF WORK:**

1. Business Development & Sales Promotion activities as proposed by the Management of Expo Centre Lahore
2. Brand Management
3. Designing & Creative work for planned Trade Fairs & Exhibitions
4. E-Advertising
5. Execution of selected functions for Mega Events
6. Development of relations with the stake holders
7. Development of News Letters, Broachers, Pamphlets & Annual Reports etc.
8. Promotion through electronic & print media
9. Other related activities

➤ **PRE- REQUISITE INFORMATION:**

1. Company's profile
2. Financial Statements for the last three years
3. List of existing clientele and major projects.
4. Concept of a Business Development & Sales Promotion plan for Expo Centre Lahore
5. Any further information which applicant advertising agency deems fit for consideration by ELPL, may be enclosed

➤ **CONDITIONS:**

1. The Applicant Advertising Agency must have the experience of at least three years in the described field
2. The Applicant Advertising Agency must have a National Tax number
3. Extensive experience of handling National/Multinational Clients
4. Member of APNS

➤ **NOTE:**

- ELPL ask for any further information & details, if required, at any time, and reserves the right to accept or reject Any or All applications without assigning any reason.
- Information given, if found to be incomplete/false at any stage, will result in immediate rejection.
- Pre-qualified advertising agencies will be asked for submission of financial bids

Response to this invitation is to be submitted on or before 01:00 P.M September 2, 2007 in sealed envelope marked **EOI & PRE-QUALIFICATION FOR ADVERTISING AGENCIES/CREATIVE HOUSES to the address mentioned below.**

For any information please contact:

**Business Development Officer
Expo Lahore (Pvt.) Limited
Tel: (042) 111-092-042 (Ext: 120)
Fax: (042) 5304309
E-mail: farhat@expolahore.com
www.expolahore.com**

For the submission of Pre-Qualifications:

**Procurement Officer
Expo Lahore (Pvt.) Limited
Tel: (042) 111-092-042 (Ext: 111)
Fax: (042) 5304309
E-mail: sohail@expolahore.com
www.expolahore.com**

**Expo Lahore (Pvt.) Limited
158-H, Johar Town, Lahore.**

