

Request for Proposal (RFP)

ICAP CFO Conference 2026 & PEA 2026

Contents

About ICAP	2
About ICAP PAIB Committee.....	2
About the CFO Conference	2
ICAP CFO Conference 2026	2
ICAP Professional Excellence Awards 2026	3
Invitation to Bid.....	3
Instructions to Bidders.....	3
Conditions for Eligibility	3
Scope of Job	4
A. Creative	4
Artwork & Printing:	4
Content:	4
Social Media Marketing/Media Coverage /PR.....	4
Running the agenda	5
Technological innovation:.....	5
B. Logistics.....	5
Venue arrangements:	5
Printing:.....	6
Souvenirs:.....	7
Coordination for logistics:	7
Event Management Fee:.....	7
Suggested format for technical proposal.....	7
Suggested format for financial proposal.....	7
Terms of Reference.....	7
1. PAYMENTS	7
2. RESPONSIBILITIES AND WARRANTIES	8
3. INDEMNITY.....	8
4. CONFIDENTIAL INFORMATION	8
5. TAXES	9
6. TERM & TERMINATION	9
7. MISCELLANEOUS	9

About ICAP

The Institute of Chartered Accountants of Pakistan (ICAP) established under The Chartered Accountants Ordinance, 1961 is a self-regulatory body of professional accountants in Pakistan. It represents professional accountants employed in public practice, business industry, education and public sector. ICAP professionals are spread across the globe and are in high demand due to their professional competence, integrity and drive for professional excellence. Initially on the Institute's establishment there were a handful of professional accountants, however, today more than 76 per cent are employed in industry.

About ICAP PAIB Committee

Professional Accountants in Business (PAIBs) constitute over 76% of ICAP membership. They work in various roles as business and financial leaders, strategic partners and advisors to create sustainable value for their organizations. The PAIB Committee of the Institute endeavours to serve this large membership segment – by engaging them, helping them in their professional development and highlighting their great contribution to the economy as creators, enablers, reporters and preservers of value for the organizations they work for. ICAP PAIB Committee has strong connection with IFAC PAIB Committee. In lieu of our active participation and contribution, Mr. Yacoob Suttar (Past President, ICAP) served as Deputy Chair of IFAC's PAIB Committee for two years till 2016. Mr. Samiullah Siddiqui, Chairman ICAP PAIB Committee now represents the Institute as a member at IFAC's PAIB Committee.

About the CFO Conference

In the year 2010, the Professional Accountants in Business (PAIB) Committee of ICAP took the initiative of reaching out to the Institute's members in industry and providing them with a platform to discuss, deliberate, and seek pragmatic solutions to emerging business and finance issues. To date, 27 in-person and one virtual CFO Conferences have been held across the country with participation of over 10,000 business leaders and finance professionals. The Conferences continue to be the most sought after platform for professionals to share expertise, build knowledge, deliberate on discussions, and network. The distinctive themes, relevant topics, eminent speakers, and enthusiastic participants are the hallmark of the continued success of CFO Conferences. Since 2015, the Institute has increased its footprints in Dubai as well to conduct the CFO Conference and intends to conduct in other countries as well.

For more details and pictures about the Conference, please visit www.icapcfoconference.com

ICAP CFO Conference 2026

CFO Conferences 2026 are tentatively scheduled for,

Date	Venue	Number of participants & remarks
April 07th, 2026	Marquee, Pearl Continental Hotel, Karachi (All speakers in Karachi will be at the venue, including international speakers)	1000 participants are expected to attend in-person. Booking of Zevar, ballrooms for sponsorship showcase is already done.
April 9th , 2026	Serena (All speakers in Islamabad will be at the venue, including international speakers)	500 participants are expected to attend in-person.

ICAP Professional Excellence Awards 2026

ICAP is conducting Professional excellence awards 2026 tentatively scheduled in the evening of April 6th at Karachi as following options

Date	Venue	Number of participants & remarks
Option 1		
April 6 th , 2026	Marquee, Pearl Continental, Karachi	The Tentative number of participants will be up to 250 persons.
Option 2		
April 6 th , 2026	Ball Room A B C, Pearl Continental, Karachi	The Tentative number of participants will be up to 250 persons.

Invitation to Bid

Sealed bid/proposals are invited from event management companies. All interested and eligible bidders are requested to go through this RFP document and provide the required information along with supporting documents, requested in this bidding document.

Instructions to Bidders

The selection of company for event management will be based on quality and cost through single stage two envelopes bidding procedure.

1. The bid shall be a single package consisting of financial and technical proposals.
2. There are two parts of the RFP which will be implemented on Conference as well as for Awards separately; **Part A –Content and Part B – Logistics.**
 - a. Furthermore, bidder is required to give the option of PEA for both options, one where the printing of branding will be done on reverse (in case of **PEA being held in Marquee**) and;
 - b. other when **PEA is in Ballrooms** requiring all the arrangements to be done separately from Marquee including but not limited to, stage, seating, printing and branding.
3. A bidder can participate in all of the parts or anyone of them. ICAP shall have prerogative of selecting all parts from a single bidder, or parts different bidders or can entirely reject bids of the bidder(s).
4. The shortlisting is based on the review of the Technical proposal by the respective committee, which might require a meeting with the agency/participating organization in the bidding process along with the review of the cost. It is at the discretion of the committee & ICAP to shortlist the Event Manager based on satisfactory Technical & Financial Proposal.
5. The validity period for the proposal is 90 days from the time of submission.
6. During the technical evaluation no amendments in Technical Proposal shall be permitted.
7. Company information shall be submitted such as legal name of the company and other contact information.

Conditions for Eligibility

The successful bidders, fulfilling the following criteria, will be considered eligible for the bidding process for hiring one or more event management company,

1. The bidders must have local presence within Pakistan, and a portfolio of high profile events executed preferably in Lahore, Islamabad, Karachi, etc.
2. The company must have demonstrated experience of managing similar high profile events for MNCs / social & development sector / government / semi-government / autonomous bodies / education sector for at least 3 companies in the last three years.

3. With respect to content management, bidders having experience of holding similar events shall have more weightage as compared to other bidders who have general experience.
4. NTN and GST/ PST (if applicable) registration.

Scope of Job

ICAP intends to attain the services of one or more well reputed event management companies for its flagship annual CFO Conferences, scheduled in April 2026 in Karachi and Islamabad

The selection procedure will be based on the technical and financial evaluation of the bidding event management companies. The scope of work given below highlights (but, is not limited to) the responsibilities that the qualifying bidders would be expected to deliver the overall work plan with clear timelines to carry out the event.

A. Creative

The qualifying company will be responsible for

Artwork & Printing:

- Designing and developing the visual theme/creatives for the Conference and Awards (pre- event marketing & branding as well as on-site).
- Designing the layout and branding of the Conference and Award halls (Main marquee, sponsors hall, foyer, lunch and networking areas) as per the visual theme finalized, including on stage, podiums, panel discussion side tables for panellists and moderator, seating arrangement for dignitaries, like sofas for around 60 persons, & seating for general audience, tunnel etc...
- Designing an invitation card for guests of the Conference and Awards as per the visual theme finalized for each.
- Printing of Speakers, sponsors, council, and delegate cards with lanyards for the conference for each station and each event
- Offer the option of bands or any other similar options offered by the event manager to manage the conference que of delegates w.r.t attendance management

Content:

- Developing content and design for marketing materials, including brochure, testimonial videos, video animation for event branding, montage (post events), social media posts for marketing etc, as per the visual theme finalized for the CFO Conference as well as PEA.
- Develop separate animated video profiles with voice over for nominees/winner candidates for the award nights for stage announcements.

Social Media Marketing/Media Coverage /PR

- Developing the content for media Coverage/PR
- Engaging the relevant media platforms for maximizing the coverage in pre-event, intra-event and post-event.
- Designing banners/covers/display pictures/newspaper ads as per the visual theme finalized for each event at each station.

Running the agenda

The qualifying company will be responsible for ensuring timely execution of detailed program agenda for the conference as well as for Awards, along with coordinating with audio/video team for running presentations of speakers/national anthem/Qirat etc.

The event will also showcase the live feed within hall on SMDs

Technological innovation:

The qualifying company will be responsible for organizing a technology driven Conference such as 3D hologram, robotics, and/or any other creative ideas.

- a. Proposing idea/concept for technological innovation
- b. Execution of the concept/idea for technological innovation
- c. Digital attendance of participants
- d. Proposing the technological platform that encourages the Networking in conference such as Handshake apps etc...

B. Logistics

The qualifying event management company will be required to,

Venue arrangements:

- Conference as well as Awards coverage (***within Marquee option for both events in Karachi; and Pea within Ball rooms and CFO in Marquee as 2 separate venues options***)
 - i. Arrange video coverage (HD Video in DVDs/USB and proper web format for uploading on ICAP YouTube Channel)
 - ii. Arrange JIB, gimbal for conference, drone, and award video coverage, including six HD cameras for conference hall and two for testimonial videos, networking, and sponsor coverage.
 - iii. OB setup required with mapping the content on multiple SMDs
 - iv. Provide photographs of the Conference and the Awards. (HD edited photos in USBs/hard drives)
 - v. Establish a photobooth
 - vi. Establish a Media Wall
 - vii. Establishing the Networking Lounge with a suitable setup as recommended by the ICAP
- Sound and Light Arrangements
 - i. Arrange sound system (Line array, EV speaker, Monitors)
 - ii. Arrange appropriate lighting (LED parking, T-stand)
 - iii. Stage Lighting (Moving heads/LED Lights/Parcans)
 - iv. Arrange trussing for award ceremony and conference
- Digital Display
 - i. Atleast Curve SMD 60X10 for stage OR Cube view SMD & stage Placement
 - ii. Digital backdrops as per the finalized theme and layout of the conference and award night , minimum 12 SMD standees within hall or as advised by ICAP
 - iii. Digital kiosks and standees for branding
- Layout of Conference and Awards venue
 - i. Recommend registration and souvenir distribution process for attendees on event day.
 - ii. Seating arrangement for Conference and award audience including the dignitaries on sofas

- iii. Seating for panel Discussion/fire side chats on stage with side tables/cubes having conference branding
- iv. Stage placement, layout and design (stage size: 60x10 or as recommended by event manager or ICAP-other option of smd includes Cube view SMD & stage Placement)
- v. 2-4 Hall SMDs 10*10 size
- vi. Pathway lighting in tunnel
- vii. Cocktail Tables in networking area
- viii. Layout of sponsors' hall for sponsors with proper placement options for their stalls and branding as per the sponsorship package
- ix. Public Address System (Minimum SP4) with related IT equipment
- x. SMDs and lighting arrangements (High-quality SMD with no glitches); size as recommended by the event manager
- xi. Presentation viewing facility (Displaying conference and award proceedings in the registration hall, lunch and stall areas, in main hall as per requirement), minimum 10 digital Screens; size as recommended by the event manager
- xii. Backdrop, Digital Kiosks at the hall entrance, Standees, Stage/Media Wall, Registration Desk, Media Desk, media wall etc.; size and quantity as recommended by ICAP or as recommended by the event manager & agreed by ICAP.
- xiii. Layout of the Networking area
- xiv. Suggesting standard internet and camera requirements for speakers/panellists to be joining online from different locations (if)
 - Have necessary equipment & support available for Going LIVE on ICAP official Facebook page
 - For checking out our Awards virtually, please visit the link, Please note our Awards will be live telecasted on social media.
<https://www.facebook.com/share/v/1BdUmM2PyH/>
 - For viewing our CFO Conference please feel free to view the following link' <https://www.facebook.com/share/v/1D9RSNGufu/>

Suggesting standard internet and camera requirements for speakers/panellists to be joining online from different locations

Printing:

The qualifying company will be responsible for providing following material based on the finalized theme visual/design,

- High quality printed Invitation cards with envelope (around 250 copies) for each event at each station including CFO Conference in Karachi & Isb as well as for PEA 2026.
- Complete branding for venue (standees, registration desk, media wall, stage backdrops, direction signs, photobooth, networking lounge, sponsors area layout as its branding etc.) as per the finalized hall layout requirements if required.
- Printed guest/delegate cards (PVC) as per the finalized branding and theme for each event at each station.
- Propose the option for wrist bands or other similar option for various categories of guests/conference delegates for guest identification and que management.

Souvenirs:

- Shields for speakers/panellists with ICAP branding and speaker names
- Proposed Souvenirs for Conference participants with ICAP branding
- RFD wristbands for Conference participants for automated registration if applicable.

Coordination for logistics:

- Complete coordination with key stakeholders.
- Managing Conference participants
- Providing ushers with proper dress code/uniform for coordination and management during the event.
- Seating: Vendor to Arrange to have sofas with tables at front for VIPs and dignitaries.

Event Management Fee:

This is the fee for event managers' logistic services. All the above items should be at their actual cost exclusive of taxes with no margin of the company in it. ICAP has the right to take evidence for actual costs of above items shared by event manager.

Suggested format for technical proposal

A Power Point presentation with demonstration including detailed project plan, with 3d Mockups and timelines will be required in USB or email at the time of submission with the bids.

The presentation should include,

1. Concept and design for the Conference and awards separately, proposing the theme.
 - a. Theme and visual/creatives
2. Stage layout and design for both events i.e. CFO Conference & PEA should be unique
3. Hall layout and ambiance for all events at respective venues
4. Ideas for technological innovation
5. A unique element to include to differentiate this year conference from the last one.
6. Clarity on double side printing or separate setup in Ball rooms

Suggested format for financial proposal

Please include cost against each item/bullet.

Terms of Reference

The successful bidder shall agree to the following terms of references to provide services to ICAP:

1. PAYMENTS

That the Company shall pay in consideration for Services, to the Agency a Fee as defined in the company manual. The Company shall release upfront Fee as per ICAP policy and remaining of the total Fee shall be paid within thirty (30) days upon receipt of invoice which shall be issued after the completion of events / activities.

Furthermore, anything beyond scope of work such as for services or special assignments, cost will be provided on requirement basis as mutually agreed between the Parties.

- i. That the Company shall be entitled to the receipt of original and actual bills paid by the Agency to any third party against the services or equipment hired or purchased.

- ii. Payments for the services mentioned in financial bid, the company shall provide advance payment as per ICAP policy and remaining after the completion of the activity, within 30 days of the submission of an invoice.
- iii. All payments shall be subject to the withholding of tax and Provincial Sales Tax where applicable.

2. RESPONSIBILITIES AND WARRANTIES

The Agency hereby represents and warrants to the Company that:

- i. it will share the list of personnel and managers involved in performing the tasks and services with the Company at least three days before the day of activity/event.
- ii. it has the experience and ability to perform the services required by this Agreement;
- iii. it will perform said services in a professional, competent, and timely manner;
- iv. it has the power to enter into and perform this Agreement; and
- v. its performance of this Agreement shall not infringe upon or violate the rights of the Company, its sponsors, media partners and of any third party or violate any federal, state and municipal laws.
- vi. it will not use Company or its sponsors or media partners' name, logos, crest, coat of arms or insignia except with written consent, which the Company may give or withhold at its sole discretion;
- vii. All materials, including, but not limited to, designs, pictures, sketches, programs, source and object, comments to the source or object, specifications, documents, materials, concepts, abstracts and summaries thereof (collectively, the "Products") developed by the Agency in connection with the provision of the Services to the Company, or jointly by Company and the Agency, or by Agency pursuant to specifications or instructions provided by Company, shall belong exclusively to the Company. The Agency acknowledges that the Products shall be deemed "works made for hire" by the Agency for Company, and, therefore, shall be the exclusive property of Company. To the extent the Products are not deemed "works made for hire" under applicable law, the Agency hereby irrevocably assigns and transfers to the Company all right, title and interest in and to the Products, including, without limitation, all patent and copyright interests, and agrees to execute all documents reasonably requested by the Company for the purpose of applying for and obtaining domestic and foreign patent and copyright registrations.
- viii. In case if the services are not satisfactorily disseminated, a penalty will charged.

3. INDEMNITY

The Agency agrees to defend, indemnify, assume liability for and hold the Company harmless from any and all claims, demands, damages, losses, suits, proceedings, penalties, expenses or other liabilities including attorney fees and court costs, arising out of or resulting from the misconduct, negligence, infringement of third party's intellectual property rights, and breach or failure to perform this Agreement.

That the Agency will take reasonable steps to protect the Company, personnel and guests during the contracted period. In the event of injuries or damages resulting from insufficient protection on Agency's part (except in the case of gross negligence on the part of the Company), the Agency shall be responsible for paying for all of Company resulting costs (including, but not limited to, insurance deductibles, medical treatment) that are not reimbursed by insurance.

4. CONFIDENTIAL INFORMATION

The Agency acknowledges that it and its employees, agents or representatives may, in the course of performance of this Agreement, be exposed to or acquire information which is proprietary to

or confidential to the Company. Any and all information obtained by the Agency or its officers, directors, employees, agents and representatives in the performance of this Agreement which relates to the Company shall be deemed to be part of the Company's confidential and proprietary information for the purposes of this Agreement (the "**Confidential Information**"). The Agency shall cause each of its officers, directors, employees, agents and representatives to hold all Confidential Information disclosed to it by reason of this Agreement confidential and shall not disclose any such information to any other party. The Agency agrees not to use Confidential Information for any purposes whatsoever other than for the provisions of services to the Company hereunder. Upon the expiration or termination of this Agreement, Agency shall immediately return any and all Confidential Information, and any and all copies thereof, to the Company. The parties agree that in the event of a breach of this provision damages may not be an adequate remedy, and the Company shall be entitled to injunctive relief to restrain any such breach, threatened or actual, with no or minimal surety bond. This section shall survive the termination or expiration of this Agreement.

5. TAXES

The Agency shall regularly pay all advertisement taxes to the relevant authorities (local, provincial and federal) for activities conducted for the Company and shall produce tax receipts as evidence whenever required by the Company.

6. TERM & TERMINATION

This Agreement shall be valid for three (03) days i.e. 6th & 8th May 2025 in Karachi and Lahore. However, the Company shall have the right to terminate this Agreement by giving fifteen (15) days' prior written notice to the Agency.

7. MISCELLANEOUS

- i. No Party hereto may assign or transfer its rights or obligations arising under this Agreement, without the prior written consent of the other Party hereto. This Agreement shall be binding upon and shall inure to the benefit of the respective permitted successors and assigns of the Parties.
- ii. If any clause in this Agreement is found to be unenforceable by a court of law, the rest of this Agreement shall remain in full force and effect.
- iii. The Parties to this Agreement are not joint venturers, partners, agents, nor representatives of each other, and such parties have no legal relationship other than as contracting Parties to this Agreement. The Agency shall not act or represent or hold itself out as having authority to act as an agent or partner of the Company or in any way bind or commit the Company to any obligations, without the prior written consent of the Company.
- iv. This Agreement may be executed in multiple counterparts, and each such executed counterpart shall be deemed an original, but all of which together shall constitute a single agreement. Facsimile signatures to this Agreement are acceptable and carry with it the same full force and effect as an original signature.
- v. Any waiver by us of any breach of any provision of the Agreement by you must be in writing and shall not be deemed a waiver of any subsequent or other breach.
- vi. This Agreement supersedes any prior understandings or oral agreements between the parties regarding the subject matter hereof and constitutes the entire understanding and agreement between the parties with respect to the subject matter hereof, and there are no agreements, understandings, representations or warranties among the parties other than those set forth herein.



Enlisting of New Vendor/Service Provider

Date : _____

Subject : _____

The Subject vendor is required for enlisting to ICAP vendors list. Following are the criteria as per procurement Manual.

Sr.	Requirement	Compliance / Details
1	Registered Name of the Company	
2	NTN / CNIC Number	
3	Sales Tax Registration under Sales Tax Act, 1990	
4	Official Address / Telephone / Mobile / Email	
5	Date and Place of Establishment of the Company	
6	Name of Proprietor / Owner / CEO	
7	CNIC Number of Proprietor / Authorized Person	
8	Name, Designation and Qualifications of Authorized Representative(s)	
9	Company Profile – Soft Copy Digital Platform	
10	Bank Account Maintenance Certificate for Financial Standing	
11	Bank Name, Title of Account, IBAN and Account Number	
12	List of major clients with contact details	
13	Type of Organization (Manufacturer / Importer / Trader / Service Provider / Contractor / Others)	
14	Disclosure of any relationship with ICAP employees (Yes / No – details if yes)	

Note:

For construction projects, statutory and technical requirements (including but not limited to PEC registration, relevant experience, financial capacity, manpower and equipment) shall be evaluated at the tender or project stage, in accordance with Section D of the Procurement Manual 2025.

Declaration:

We certify that the information provided above is true and correct. We understand that vendor enlistment does not guarantee award of any contract and all procurements are subject to ICAP's Procurement Manual 2025.

Name (authorized person)

Signature (authorized person)

Company Stamp & Date