



GLOBAL DIGITAL AWARDS '26

PRESENTED BY THE DEPLOYERS.PK

HONOURING EXCELLENCE. EMPOWERING THE NEXT CHAPTER OF
PAKISTAN'S DIGITAL ECONOMY.

05 DECEMBER 2026

THE NISHAT HOTEL, LAHORE

AWARDS

CONFERENCE

FASHION SHOW

CONCERT & DINNER



THE NEXT CHAPTER

AN AWARDS NIGHT BUILT AN AUDIENCE.

A PLATFORM WILL BUILD AN INDUSTRY.

Global Digital Awards began as a night of recognition. Three editions later it is the point in the calendar where Pakistan's commerce, technology, retail, fashion and media leadership sit in one room. GDA '26 is the edition where that convergence is put to work — for the brands that choose to stand at the centre of it.



WHY GDA EXISTS

RECOGNITION IS HOW AN INDUSTRY SETS ITS STANDARD.

The Global Digital Awards are an annual celebration hosted by the Pakistan eCommerce Association and Deployers.pk — dedicated to recognising and honouring the individuals, brands and organisations shaping the future of Pakistan's eCommerce and digital ecosystem.

MISSION

To recognise excellence, foster innovation and promote a forward-thinking digital culture across Pakistan's eCommerce industry.

VISION

To build a globally recognised annual awards platform that inspires progress, celebrates milestones and sets new standards for digital and commerce success.



ACT II · THE PROOF

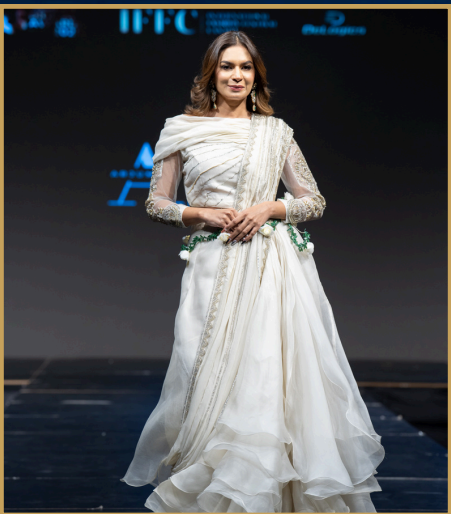
GDA 2025

08 NOVEMBER 2025 · THE NISHAT HOTEL, LAHORE

A full-day platform, not an evening ceremony: an awards ceremony, a technology conference, an international fashion showcase and a networking dinner — one venue, one audience, one day.

- 1 Awards ceremony recognising eCommerce brands, operators and innovators
- 2 Technology conference with keynotes and industry panels
- 3 International fashion showcase with IFFC Canada
- 4 Concert, celebrity appearances and premium networking dinner





THE SCALE WE ARE BUILDING TOWARDS.

Targets set for the 2026 edition. Not confirmed results.

100+

AWARDS PRESENTED

50K+

INDUSTRY CONTACTS REACHED

150+

MEDIA & BLOG FEATURES

25+

MAINSTREAM MEDIA FEATURES

50+

MODELS & DESIGNERS

16+

CROSS-BORDER COLLABORATIONS

THE FORMAT

ONE DAY. FOUR STAGES. ONE AUDIENCE.

GDA 2025 running order — indicative structure for GDA '26

11:00 — 14:00

AWARDS CEREMONY

Recognising Pakistan's leading eCommerce professionals, brands and innovators

14:00 — 16:00

TECHNOLOGY CONFERENCE

Keynotes, panels and thought leadership on digital and AI-led commerce

16:00 — 18:00

INTERNATIONAL FASHION SHOWCASE

An exclusive runway segment for emerging and luxury labels

19:00 — 22:00

CONCERT & NETWORKING DINNER

Live music, celebrity appearances and a premium CXO dinner

FIVE PLATFORMS. ONE EVENING'S ATTENTION.

01

AWARDS

Public Choice and Jury
recognition across digital
verticals

02

CONFERENCE

Keynotes and panels on
commerce, AI, fintech and
retail

03

FASHION

International runway showcase
with IFFC Canada

04

NETWORKING

CXO dinner, VVIP tables and
curated introductions

05

ENTERTAINMENT

Live music, celebrity presence
and red-carpet moments

EACH PLATFORM IS SEPARATELY SPONSORABLE — OWN THE ROOM, OR OWN A MOMENT INSIDE IT.

TWO ROUTES TO RECOGNITION.

PUBLIC CHOICE AWARDS

YOUR VOICE, THEIR VICTORY

A transparent public voting system puts recognition in the hands of the audience. Creators, brands, startups and service providers are voted for by the market they serve — generating months of pre-event engagement and reach.

- Open nomination and voting cycle
- High-volume digital engagement pre-event
- Category-level brand association

JURY AWARDS

RECOGNISED BY INDUSTRY EXPERTS

A panel of experienced judges evaluates nominees on performance, impact and innovation. The Jury Awards are the credibility anchor of the evening — the benchmark the industry measures itself against.

- Independent expert evaluation
- Performance, impact and innovation criteria
- The prestige tier of the ceremony



THE CONFERENCE

WHERE THE INDUSTRY THINKS OUT LOUD.

A dedicated technology and commerce conference sitting inside the awards day — keynotes, panel discussions and industry conversation on the forces reshaping Pakistani business: digital commerce, AI, fintech, logistics, retail and content.



KEYNOTE POSITIONING

A 20-minute stage to an audience of decision-makers

PANEL PARTICIPATION

A 40-minute industry conversation your executive helps shape

CONTENT AFTERLIFE

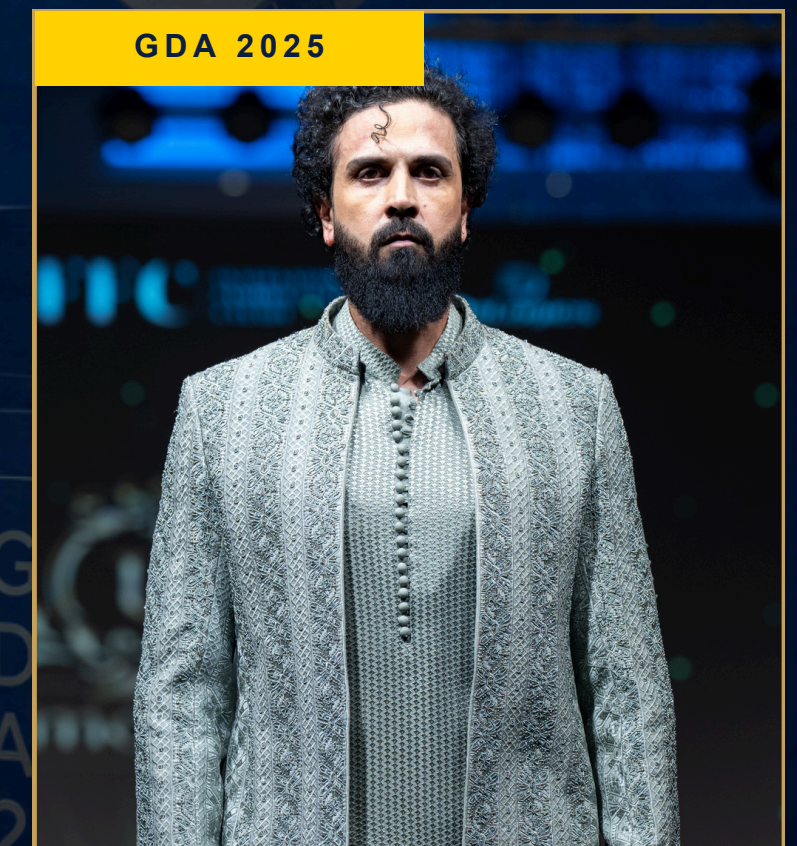
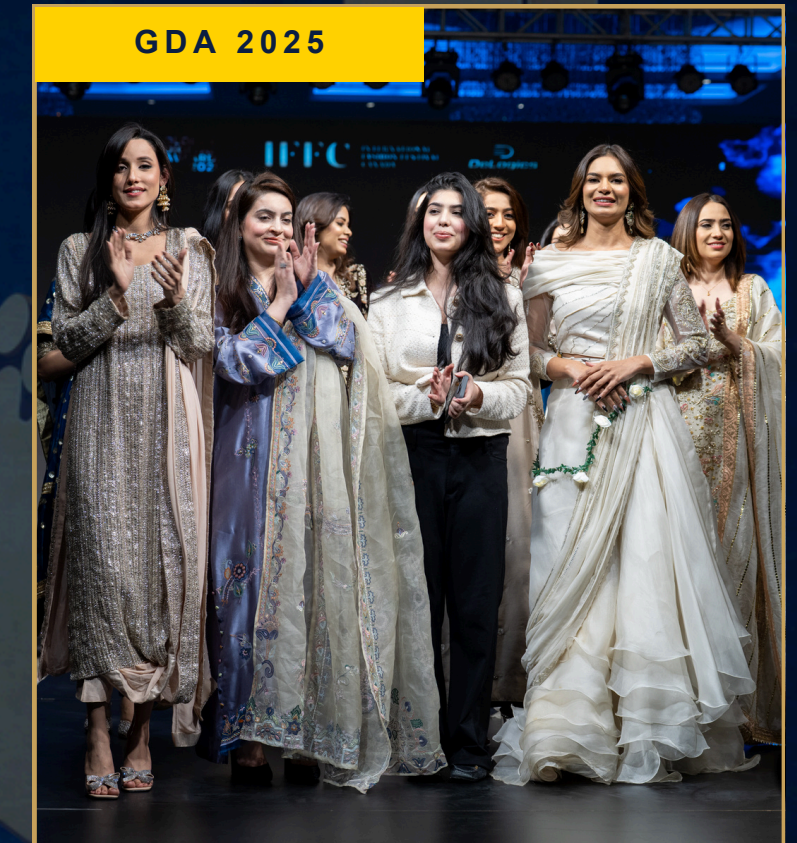
Filmed, edited and distributed across GDA and PEA channels

THE INTERNATIONAL FASHION SHOWCASE

WHERE STYLE MEETS DIGITAL EXCELLENCE.

An exclusive runway segment spotlighting emerging and luxury labels to an audience of founders, influencers, technology leaders and media — delivered in collaboration with the International Fashion Festival Canada (IFFC).

- International runway models alongside leading national fashion icons
- On-site lifestyle product shoot for featured designers
- Separate brand shoot and custom video production per label
- Live and digital broadcast across global fashion media networks in Canada, the UK, USA and Europe
- Access to buyers, stylists, editors and fashion influencers
- Red-carpet press exposure with international guests and media



NETWORKING & ENTERTAINMENT

THE BUSINESS HAPPENS AFTER THE TROPHIES.

The evening closes with a concert, celebrity appearances and a premium networking dinner — the segment where sponsor relationships are actually built. Seating is table-based, curated, and finite.

VVIP TABLES

Reserved tables inside the dinner for your executives and their guests

CURATED INTRODUCTIONS

Access to founders, CXOs and international delegates in the room

THE LIVE EXPERIENCE

Concert, celebrity presence and the red-carpet moment that carries the night



WHO A PARTNER ACTUALLY GETS IN FRONT OF.



01

DECISION MAKERS

- CEOs and CXOs
- Founders and owners
- Board and investor representation

02

THE OPERATORS

- eCommerce and retail leadership
- Heads of marketing and growth
- Technology and product leads

03

THE ENABLERS

- Fintech and payments executives
- Logistics and fulfilment leadership
- Marketplace and platform partners

04

THE AMPLIFIERS

- Creators and digital media
- Fashion designers and stylists
- Press and international delegates

A SINGLE ROOM IN WHICH BRAND, CATEGORY AND RELATIONSHIP DECISIONS ARE ALL MADE BY PEOPLE WHO ARE PHYSICALLY PRESENT.

INTERNATIONAL REACH

A PAKISTANI PLATFORM WITH GLOBAL HANDLES.

GDA and PEA operate through an established network of international events, expos and media partners — giving a sponsor exposure that does not stop at the venue doors.

- Cross-border collaborations and delegation programmes
- International fashion broadcast across Canada, the UK, USA and Europe
- Association with a globally positioned awards brand

COLLABORATIONS & PARTNERS

LONDON TECH WEEK

TECH WEEK SINGAPORE

ECOMMERCE EXPO

DIGITAL CUSTOMER EXPO

IRX

CLOSERSTILL MEDIA

IFFC CANADA

OMINIOPS LTD.

EVINIZ

VOORTGANG

Partner marks to be placed in these frames.

WHO ELSE IS IN THE ROOM.

Brands drawn from PEA's national retail, fashion and commerce network. Invited and expected — not a statement of confirmed attendance.

Nishat Linen	Daraz	Sapphire	So Kamal	Outfitters
Limelight	ONE	Chinyere	LAAM	Bata
Rang Ja	Cross Stitch	Élan	Alizeh	Saya
Shoe Planet	Ethnic	Breakout	Edenrobe	Baroque
Beechtree	Ndure	Zero	Cougar	Furor
Leisure Club	Bareeze	Republic	Urbansole	Borjan
Metro	Generation	Alkaram Studio	Orient	Maryam & Maria
Kayseria	Charizma	Stylo	Audionic	ECS

Plus fintech, logistics, marketplace, technology and FMCG leadership across the PEA member network.

SIX WAYS A PARTNERSHIP PAYS.

01

VISIBILITY

Stage, screen, backdrop, category and event branding across the full production.

02

AUTHORITY

Keynote, panel and fireside positioning inside the industry conversation.

03

ACCESS

Direct proximity to CEOs, CXOs, founders, investors and international delegates.

04

EXPERIENCE

VVIP hospitality, the networking dinner, premium seating and brand activation.

05

CONTENT

Video, photography, interviews, podcast and recap assets you own and reuse.

06

LONG-TERM VALUE

Search presence, editorial backlinks, international credibility and positioning.

THE PARTNERSHIP DOES NOT END WHEN THE LIGHTS DO.

BEFORE

THE BUILD-UP

- Announcement and co-branded countdown
- Pre-event podcasts, interviews and shout-outs
- Social campaigns and media PR
- Reach into 50k+ industry contacts



DURING

THE EVENT

- Stage branding and live spotlight moments
- Speaking and panel positioning
- Activation zone and product showcase
- VVIP hospitality, fashion show and dinner



AFTER

THE LONG TAIL

- Tech, fashion and business editorial features
- Co-branded podcast episode and recap content
- Coverage across 30+ content platforms
- SEO backlinks and permanent brand association

PARTNERSHIP OPPORTUNITIES

FIVE WAYS TO PARTNER.

RANKED BY SCARCITY. THE TOP TWO TIERS ARE SINGLE-BRAND POSITIONS.

TITLE PARTNER EXCLUSIVE · 1 POSITION Naming rights across the platform. The event carries your brand. ON APPLICATION	PRESENTING PARTNER EXCLUSIVE · 1 POSITION 'GDA '26, presented by ...' across stage, media and campaign. ON APPLICATION	PLATINUM PARTNER LIMITED · 2-3 POSITIONS Full-spectrum presence: stage, speaking, activation, hospitality. PKR 2,500,000	GOLD PARTNER LIMITED Strong visibility with speaking and premium hospitality. PKR 1,500,000	STRATEGIC PARTNER OPEN Category presence with panel participation and hospitality. PKR 1,000,000
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Category, Fashion, Conference, Networking Dinner, Technology, Fintech, Logistics and Media partnerships available from PKR 500,000.

WHAT'S INCLUDED

THE PARTNERSHIP MATRIX.

	TITLE	PRESENTING	PLATINUM	GOLD	STRATEGIC
Naming rights / presented-by billing	Full	Yes	—	—	—
Stage branding, live mentions & spotlight interview	Yes	Yes	Yes	Yes	—
Logo on all decks, collaterals & newsletters	Yes	Yes	Yes	Yes	Yes
Executive keynote slot (15 minutes)	Yes	Yes	Yes	Yes	—
Industry panel participation (40 minutes)	Yes	Yes	Yes	Yes	Yes
VVIP conference table	12 pax	10 pax	10 pax	7 pax	4 pax
VVIP passes — fashion show & networking dinner	12 pax	10 pax	10 pax	5 pax	2 pax
Co-branding in countdowns, social & media PR	Yes	Yes	Yes	—	—
Product shoot with models	Yes	Yes	Yes	—	—
Co-branded podcast episode & recap content	Yes	Yes	Yes	Yes	—
Backstage & behind-the-scenes brand content	Yes	Yes	Yes	Yes	—
Digital reach — 50k+ contacts & international partners	Yes	Yes	Yes	Yes	Yes
Award category ownership	Yes	Yes	Optional	Optional	Optional

Bespoke packages available. Every partnership can be restructured around a specific commercial objective.

OWNERSHIP OPPORTUNITIES

OWN A CATEGORY. OR OWN A MOMENT.

CATEGORY PARTNERSHIPS

- Fashion Partner — the international runway showcase
- Conference Partner — the full technology programme
- Networking Dinner Partner — the CXO evening
- Technology, Fintech & Payments, Logistics and Media positions
- Award category ownership — your brand on a named award

POTENTIAL ACTIVATION OPPORTUNITIES

Digital Innovation Zone

AI Experience Zone

Fintech Lounge

Creator Studio

Fashion Digital Lab

Executive Charging Lounge

Branded Photo Moment

Interactive Digital Wall

Indicative concepts, not confirmed event features. Activations are designed with the partner.

WHY NOW

THE CONVERGENCE IS ALREADY HAPPENING.

Commerce, technology, AI, fintech, retail, content and fashion are no longer separate industries in Pakistan — they are one market with one customer. GDA sits at that intersection.

GDA '26 IS NOT AN AWARDS NIGHT TO ATTEND. IT IS THE PLATFORM ON WHICH BRANDS TAKE A VISIBLE POSITION IN THE NEXT CHAPTER OF PAKISTAN'S DIGITAL ECONOMY — WHILE THE CATEGORY IS STILL OPEN.



PARTNERSHIP INVITATION

BE PART OF THE NEXT CHAPTER.

GLOBAL DIGITAL AWARDS '26

December 2026 · The Nishat Hotel, Lahore · Presented by the Pakistan eCommerce Association

TELEPHONE +92 300 111 9121

EMAIL hello@globaldigitalawards.co.uk

WEB www.globaldigitalawards.co.uk

GDA '26

CONFIRMING A PARTNERSHIP

All sponsorship payments are deposited only into the following account.

BANK

Faysal Bank

TITLE

Deployers Ventures Pvt Ltd

ACCOUNT

3376301000005313

IBAN

PK88FAYS3376301000005313

