PAKISTAN ADVERTISING ASSOCIATION

ELECTION SCHEDULE 2026–2028

(In accordance with the Trade Organizations Act, 2013 and the Rules made thereu nder, as well as the Memorandum and Articles of Association of PAA)

TO ELECT MEMBERS OF THE EXECUTIVE COMMITTEE AND OFFICE BEARERS OF THE PAKISTAN ADVERTISING ASSOCIATION (PAA)

1. It is with reference to the **Executive Committee meeting held on 15 July 2026, the Election Schedule for the Members of the Executive Committee and Office Be arers for the term 2026–2028** have been approved by the Executive Committee of the Pakistan Advertising Association (PAA). The day-to-day affairs and details of the election are as follows:

S.No	Election Activities	Day	Last Date of Each Activity
1	Election Commencement/ display of election schedule on website/notice board/submission to regulator	Friday	**17th July 2026**
2	Change of name of Authorized Representative. (within Three days of Announcement of Election Schedule)	Monday	**20th July 2026**
3	Issuance of provisional list of eligible voters/ website/notice board, along-with their national tax number, sales-tax-registration number, if applicable, the name and national identity card number of their representative and shall be displayed on notice board of the head office, regional office and on the website (within seven days of the announcement of election schedule)	Friday	**24th July 2026**
4	Filling of objection to the entries of provisional list of voters before Secretary General (within seven days of the issuance of the voters' list)	Friday	**31th July 2026**
5	Intimation of action on objections by Secretary General (within five days from receipt of objections)	Wednesday	**5th August 2026**
6	Representation to the Election Commission against the action of the Secretary General (within three days of receipt of the decision/intimation by Secretary General)	Saturday	**8th August 2026**
7	Decision of the Election Commission (decide the representation within three days)	Tuesday	**11th August 2026**
8	Appeal to Regulator against the decision of Election Commission (within three days of decision by the Election Commission or expiry of time limit as mentioned in item No.7)	Friday	**14th August 2026**

PAKISTAN ADVERTISING ASSOCIATION

S.No	Election Activities	Day	Last Date of Each Activity
9	Decision of the Regulator (decide the appeal within ten days)	Monday	**24th August 2026**
10	Final list of voters/ display website/notice board/submission to regulator (Within two days of the decision of the Regulator or if no appeal has been filed to the Regulator the final list of voters shall be displayed within fifteen days of the decision of the Election Commission)	Wednesday	**26th August 2026**
11	Issuance & submission of nomination papers for Executive Committee same shall be duly proposed and seconded by a duly registered voter and signed by the candidate (Within four days of display of the final list of voters)	Monday	**31th August 2026**
12	Issuance of list of voters to the contesting candidates (Within twenty-four hours of receipt of nomination papers)	Tuesday	**1st September 2026**
13	Scrutiny of papers by the Election Commission and Issuance of list of candidates (within twenty-four hours of the last date of receipt of nomination papers)	Tuesday	**1st September 2026**
14	Objections to the nominations before Election Commission (within twenty-four hours of issuance of the list of candidates)	Wednesday	**2nd September 2026**
15	Decision of the Election Commission (decided by the Election Commission within two days)	Friday	**4th September 2026**
16	Appeal to Regulator against the decision of Election Commission (Within two days of decision of the Election Commission or in case the commission fails to decide within time as defined in item no.15)	Monday	**7th September 2026**
17	Decision of the Regulator (within seven days of filling of Appeal)	Monday	**14th September 2026**
18	Issuance of final list of candidates by Election Commission (Within two days of the decision of the Regulator if no appeal has been made to the Regulator, final list of the candidates shall be issued within eleven days of the decision of the Election Commission)	Tuesday	**15th September 2026**
19	Polling for elections of members for the Executive Committee (Within five days of display of final list of the candidates) 09:00 a.m to 05:00 p.m.	Saturday	**19th September 2026**
20	Issuance & submission of nomination papers for office bearers, nomination shall be duly proposed and seconded by an elected executive committee's member and signed by the candidate (Within two days of the polling)	Monday	**21th September 2026**

S.No	Election Activities	Day	Last Date of Each Activity
21	Issuance & submission of nomination papers for the women entrepreneur, nomination shall be duly proposed and seconded by an elected executive committee's member and signed by the candidate (Within two days of the polling)	Monday	**21th September 2026**
22	Scrutiny of nomination papers by Election Commission and display final list of office bearers and women seats (within twenty-four hours of the last date of receipt of nomination papers.)	Tuesday	**22nd September 2026**
23	The polling for elections for women entrepreneur seat (Within two days of display of final list of the candidates) 01:00 p.m to 02:00 p.m	Thursday	**24th September 2026**
24	The polling for elections of office bearers (Within two days of display of final list of the candidates) 03 p.m to 05:00 p.m	Thursday	**24th September 2026**

OFFICIAL ANNOUNCEMENT OF RESULTS

i. Official Announcement of results of Executive Committee and office bearers in **Annual General Meeting on Tuesday, 29th September, 2026. (This is tentative date Notice for the Annual General Meeting Shall be issued at-least prior to 21 days i.e Tuesday, 08th September, 2026.**

ii. **Display of elections results on the notice board and website on Wednesday, 30th September, 2026.**

iii. **Submission of election Results to Regulator on Thursday, 01st October, 2026.**

2. The Executive Committee has also constituted an Election Commission, in accordance with Rule 16 of the Trade Organizations Rules, 2013 to manage the affairs of the elections and conduct Elections. The following members have been appointed to conduct the elections:

1. **Mr. Naseem Khan**
   Company Name: Hawk Advertising, Karachi (Z-A)
   Membership No: 087

2. **Mr. Shahzad Ali**
   Company Name: Vibrant Communications (Pvt) Ltd., Islamabad (Z-B)
   Membership No: 168

3. **Mr. Kh. Nadeem Azhar**
   Company Name: Unity Advertising & Marketing, Lahore. (Z-C)
   Membership No: 100

PAKISTAN ADVERTISING ASSOCIATION

3. This Election will be conducted in accordance with the Trade Organizations Act, 2013 and the Rules made thereunder, as well as the Memorandum and Articles of Association of the Pakistan Advertising Association (PAA).

4. Due to the limited and mandatory timelines for all election-related activities, if the date of any activity falls on an official holiday, the office of the Regulator will remain open for the purpose of receiving complaints. Members are requested to contact the PAA Secretariat for any further information or clarification regarding the Election 2026–2028.

This notification for Election Schedule is being issued with the approval of the Executive Committee.

Chairman

Secretary General