

KRISHIDHAM EXPO 2019 - An Agriculture Habitat



15 **16** **17** FEBRUARY 2019

Central Potato Research Institute
Meerut, Uttar Pradesh

SPONSORSHIP PROPOSAL

ENHANCE BRAND RECALL AT THE EXPO VENUE BY SPONSORSHIP OPPORTUNITIES!



2,50,000

EDM supply on quality relevant database

50,000+

Flyers for Visitors Promotion

45+

News Paper Ads

15+

Hoardings



TITLE PARTNER
RS 20,00,000/-



1. Official “presents” will carry between the client logo unit and KRISHIDHAM EXPO.
2. Company Logo will be prominently displayed at the show venue on Sponsor Panels as Presents
3. 5 Company banner at a key location within the Expo venue
4. 10 Company STRIP Ads in the newspaper (1/4 Size)
5. Company Logo on Gate Design at the Expo venue
6. Company Logo on marketing & show related collaterals wherever possible
7. Company Logo in all ATL / BTL activities, wherever possible, of our advertising and publicity campaign, which will include print ads in leading newspapers & magazines, radio space, hoardings at key locations, a social media campaign, direct mail, and school & mall promotions
8. 200 Sqm. booth at a prime location within the venue
9. Home Page Company Logo on the KRISHIDHAM EXPO Website

**IN ASSOCIATION WITH
RS 15,00,000/-**



1. Official “In Association With” expressed below KRISHIDHAM EXPO logo unit.
2. Company Logo will be prominently displayed at the show venue on Sponsor Panels as In Association With
3. 5 Company banner at a key location within the Expo venue
4. 5 Company STRIP Ads in the newspaper (1/4 Size)
5. Company Logo on Gate Design at the Expo venue
6. Company Logo on marketing & show related collaterals wherever possible
7. Company Logo in all ATL / BTL activities, wherever possible, of our advertising and publicity campaign, which will include print ads in leading newspapers & magazines, radio space, hoardings at key locations, a social media campaign, direct mail, and school & mall promotions
8. 150 Sqm. booth at a prime location within the venue
9. Home Page Company Logo on the KRISHIDHAM EXPO Website

POWERED BY STATUS
RS 10,00,000/-



1. Official “Powered by status” expressed below KRISHIDHAM EXPO logo unit.
2. Company Logo will be prominently displayed at the show venue on Sponsor Panels as Powered By status
3. 3 Company STRIP Ads in the newspaper (1/4 Size)
4. 3 Company banner at a key location within the Expo venue
5. Company Logo on marketing & show related collateral wherever possible
6. Company Logo on Gate Design at the Expo venue
7. Company Logo in all ATL / BTL activities, wherever possible, of our advertising and publicity campaign, which will include print ads in leading newspapers & magazines, radio space, hoardings at key locations, a social media campaign, direct mail, and school & mall promotions
8. 100 Sqm. booth at a prime location within the venue
9. Home Page Company Logo on the KRISHIDHAM EXPO Website

AGRICULTURE PARTNER

RS 8,00,000/-



1. Company Logo on Gate Design at the Expo venue
2. Prominent presence at Selfie Point
3. Company Logo will be prominently displayed at the show venue on Sponsor Panels as Agriculture Partner
4. Exclusive branding at the KRISHIDHAM EXPO with Agriculture Partner
5. Company Logo on marketing & show related collateral wherever possible
6. Company Logo in all ATL / BTL activities, such as social media campaign, direct mail and flyer distribution.
7. Sponsor's logo as Agriculture Partner:
 - will be displayed on the sponsor's panels at the exhibition and conference venues
 - will be printed in the Exhibition Invitation cards
 - will be displayed on the conference backdrop
 - will be printed in the Show Directory
 - will be printed in the Post Show Report
8. 80 Sqm. booth at a prime location within the venue
9. Home Page Company Logo on the KRISHIDHAM EXPO Website

VISITOR CARRY BAGS PARTNER

RS 8,00,000/-



Sponsor environment friendly Carry Bags, which will be distributed to trade visitors, press personnel and conference delegates.

Sponsor can gain high visibility at the venue, with your name and logo prominently displayed on each bag. Sponsors receive ubiquitous presence at the show.

1. Company Logo on marketing & show related collateral wherever possible.
2. Company Logo in all ATL / BTL activities, such as social media campaign, direct mail and flyer distribution.
3. 80 Sqm. booth at a prime location within the venue.
4. Sponsor's logo as Visitor Carry Bag Partner:
 - will be displayed on the sponsor's panels at the exhibition and conference venues
 - will be printed in the Exhibition Invitation cards
 - will be displayed on the conference backdrop
 - will be printed in the Show Directory
 - will be printed in the Post Show Report
5. Home Page Company Logo on the KRISHIDHAM EXPO Website.

LANYARD PARTNER
RS 5,00,000/-



Attractive Lanyards will be distributed to visitors, invitees, media, conference speakers, delegates, sponsors and exhibitors on all days.

Sponsor will gain high visibility at the venue with the name / logo prominently displayed on each Lanyard. An excellent medium to attract visibility and make your presence felt with every attendee.

1. Company Logo on marketing & show related collateral wherever possible
2. Company Logo in all ATL / BTL activities, such as social media campaign, direct mail and flyer distribution.
3. 50 Sqm. booth at a prime location within the venue
4. Sponsor's logo as Lanyard Partner:
 - will be displayed on the sponsor's panels at the exhibition and conference venues
 - will be printed in the Exhibition Invitation cards
 - will be displayed on the conference backdrop
 - will be printed in the Show Directory
 - will be printed in the Post Show Report
5. Home Page Company Logo on the KRISHIDHAM EXPO Website

DELEGATE KIT PARTNER
RS 5,00,000/-
(INCLUDING BAGS, WRITING PADS, PENS)



The Delegate Kit is distributed to all conference chairpersons, speakers, delegates and special invitees. It serves as the tool to create an everlasting impact.

Sponsors name and logo will be printed on the bags, pens and writing pads. The sponsors literature will be inserted in the Delegate Kit.

1. Company Logo on marketing & show related collateral wherever possible
2. Company Logo in all ATL / BTL activities, such as social media campaign, direct mail and flyer distribution.
3. 50 Sqm. booth at a prime location within the venue
4. Sponsor's logo as Delegate Kit Partner:
 - will be displayed on the sponsor's panels at the exhibition and conference venues
 - will be printed in the Exhibition Invitation cards
 - will be displayed on the conference backdrop
 - will be printed in the Show Directory
 - will be printed in the Post Show Report
5. Home Page Company Logo on the KRISHIDHAM EXPO Website

REGISTRATION COUNTERS VISITOR REGISTRATION FORMS RS 5,00,000/-



Achieve maximum visibility with your company logo displayed prominently on the Registration Counters, ensuring instant visibility with all visitors.

Sponsors name and logo will also be printed on the Visitor Registration Forms.

1. Company Logo on marketing & show related collateral wherever possible
2. Company Logo in all ATL / BTL activities, such as social media campaign, direct mail and flyer distribution.
3. 50 Sqm. booth at a prime location within the venue
4. Sponsor's logo as Registration Counter Partner:
 - will be displayed on the sponsor's panels at the exhibition and conference venues
 - will be printed in the Exhibition Invitation cards
 - will be displayed on the conference backdrop
 - will be printed in the Show Directory
 - will be printed in the Post Show Report
5. Home Page Company Logo on the KRISHIDHAM EXPO Website

WORKSHOP PARTNER

RS 5,00,000/-



Workshops provide an ideal forum to disseminate information to market products/services to a focussed audience. Sponsor a workshop and influence the right audience to etch your brand name and establish ubiquitous presence at the show.

1. One 90 minutes workshop slot at a prime time, depending on mutual discussion and availability
2. Sponsor will be provided with a conference room at the conference venue.
3. Sponsor's logo as Workshop Partner:
 - will be displayed on the sponsor's panels at the exhibition and conference venues
 - will be printed in the Exhibition Invitation cards
 - will be displayed on the conference backdrop
 - will be printed in the Show Directory
 - will be printed in the Post Show Report
4. 50 Sqm. booth at a prime location within the venue.
5. Home Page Company Logo on the KRISHIDHAM EXPO Website.

CONFERENCE SESSION PARTNER

RS 5,00,000/-



Sponsors name and logo will be prominently displayed at the conference Lunch and Tea/Coffee venue.

1. One keynote slot in the relevant conference session
2. Sponsor will be provided with a conference room at the conference venue.
3. Sponsor's logo as Conference Session Partner:
 - will be displayed on the sponsor's panels at the exhibition and conference venues
 - will be printed in the Exhibition Invitation cards
 - will be displayed on the conference backdrop
 - will be printed in the Show Directory
 - will be printed in the Post Show Report
4. 50 Sqm. booth at a prime location within the venue.
5. Home Page Company Logo on the KRISHIDHAM EXPO Website.

QUICK FACTS

20,000

SQ. MT. EXHIBITION SPACE

200+

EXHIBITORS

15+

SEMINARS

3

DAYS

EVENT COMPONENT

- ✓ Exhibition & Conference
- ✓ Progressive Farmer's Delegations
- ✓ Reverse Buyer-Seller Meet
- ✓ Kisan Goshthies
- ✓ Live Demonstrations
- ✓ B2B, B2G & B2C Meetings
- ✓ The Potato Day
- ✓ Cooking Recipe Competition

ABOUT ORGANISERS

HiFi Group

HiFi Group is one of the best event management companies in India based at Noida. We started our business operations in 2006 and over the last decade we have serviced brands of repute – national and international. We also have a national and international partner network that enables us to execute projects anywhere.

Central Potato Research Institute

Central Potato Research Institute Campus, Modipuram is the biggest Research Station of the Central Potato Research Institute, Shimla. It has three units, i.e. Modipuram, Machhri and Pabali. At Modipuram main complex, potato research in various disciplines through 10 interdisciplinary programmes is carried out for Central-Indo Gangetic plains. The Machhri and Pabali units are used exclusively for seed production. Besides research and seed production programme of potato, this Campus also serves as one of the centres of All India Co-ordinated Research Project on Potato.

BOOK YOUR BOOTH NOW!

We offers an opportunity for exhibitors to showcase their products & services to thousands of visitors face-to-face under one roof. Enhance your presence to our visitors.

For Bookings / Nominations contact: +91 8102 80 80 80