

USDA Foreign Agricultural Service

# GAIN Report

Global Agricultural Information Network

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## India

**Post:** New Delhi

### **Punjab AGRI TECH 2014 - Exhibition and Conference**

**Report Categories:**

Promotion Opportunities

Trade Show Announcement

Agriculture in the Economy

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**Report Highlights:**

Punjab AGRI TECH 2014, an exhibition and conference on agricultural technology, will be held on February 20-23, 2014, in Mohali, Punjab, India. The four day exhibition and conference is organized by Government of Punjab in association with the PHD Chamber of Commerce and Industry.

**General Information:**

The following information is extracted from the exhibition's promotional brochure.

Punjab AGRI TECH 2014, an exhibition and conference on agricultural technology, will be held on February 20-23, 2014, at sector 62, phase-7, Mohali, Punjab, India. The four-day exhibition and conference are organized by Government of Punjab in association with the PHD Chamber of Commerce and Industry. Mr. Parkash Singh Badal, Honorable Chief Minister of Punjab, will inaugurate the event.

This will be an agricultural technology and business fair aimed at transforming agriculture from subsistence to profitable, localized to globalized, and production-driven to market-driven. The exhibition will showcase the latest innovations and new technologies, offer companies a great opportunity to do business and interact with farmers, firms and entrepreneurs from various countries and states of India.

More than 300 exhibitors are expected to participate in the exhibition under exclusive industry- and sector-specific pavilions and over 100,000 visitors comprising farmers, entrepreneurs, researchers, scientists, faculty, students and other stakeholders will visit the fair and attend the technical sessions and seminars.

The highlights of AgriTech 2014 will be the exhibition of agriculture and allied activities, live demonstrations of the latest agricultural farm implement and equipment, technical sessions and conferences, *kisan sammelans* (farmer seminars), *panchayat* (municipal council) and cultural extravaganza.

**Pavilions planned at AgriTech 2014 are:**

Agri-Ex	International Pavilion
Food-Ex	Government/ States of India Pavilion
Farm Implement-Ex	Punjab State Pavilion
Dairy/ Poultry/ Fishery-Ex	Farmers' Excellence Pavilion
Horticulture-Ex	

**Sponsorship details:**

**Event Sponsor – INR 1,500,000**

- Sponsorship available in the category: 1 for the event
- Complimentary 72 square meter fully furnished and 24 square meter outdoor raw space
- Company's corporate logo to be carried on all visitor promotion print advertisements as "Event Sponsor"
- Display of corporate logo at the registration counter as "Event Sponsor"
- Display of the sponsor's logo at the entry point of the exhibition site
- Corporate logo on admit cards/ tickets
- Acknowledgement in the fair catalogue / buyer's guide
- One page central spread four-color advertisement in the fair catalogue
- Special one page write-up on the sponsoring company in the fair catalogue
- Special acknowledgement during the inaugural and valedictory ceremony of the fair

- 25 flags to be put at the exhibition site
- 20 invitation cards for VIP dinner, lunch and cultural events (subject to event confirmation)
- 500 complimentary admission tickets
- Space for 20 display panels 10x3 feet (to be designed and fabricated by the sponsor)

#### **Event Co-Sponsor – INR 750,000**

- Sponsorship available in the category: 2 for the event
- Complimentary 54 square meter fully furnished built up space
- Company's corporate logo to be carried on all visitor promotion print advertisements as "Event Co-Sponsor"
- Display of the sponsor's logo at the entry point of the exhibition site
- Corporate logo on admit cards/ tickets
- Acknowledgement in the fair catalogue / buyer's guide
- One page four-color advertisement in the fair catalogue
- Special one page write-up on the sponsoring company in the fair catalogue
- Special acknowledgement during the inaugural and valedictory ceremony of the fair
- 15 flags to be put at the exhibition site
- 15 invitation cards for VIP dinner, lunch and cultural events (subject to event confirmation)
- 300 complimentary admission tickets
- Space for 10 display panels 10x3 feet (to be designed and fabricated by the sponsor)

#### **Pavilion Sponsor – INR 500,000**

- Sponsorship available in the category: 1 per pavilion
- Complimentary 36 square meter fully furnished built up space
- Company's corporate logo to be carried on all visitor promotion advertisements
- Display of the sponsor's logo at the entry points of the exhibition site
- Corporate logo on admit cards/ tickets
- Acknowledgement in the fair catalogue / buyer's guide
- One page four-color advertisement in the fair catalogue
- One page write-up on the sponsoring company in the fair catalogue
- Acknowledgement during the inaugural and valedictory ceremony of the fair
- 10 flags to be put at the exhibition site
- 10 invitation cards for VIP dinner, lunch and cultural events (subject to event confirmation)
- 200 complimentary admission tickets

#### **Pavilion Co-Sponsor – INR 200,000**

- Complimentary 18 square meter fully furnished built up space
- Company's corporate logo to be carried on all visitor promotion advertisements
- Display of the sponsor's logo at the entry point of the exhibition site
- Corporate logo on admit cards/ tickets
- Acknowledgement in the fair catalogue / buyer's guide
- One page black/white advertisement in the fair catalogue
- One page write-up on the sponsoring company in the fair catalogue
- Acknowledgement during the inaugural and valedictory ceremony of the fair
- 5 flags to be put at the exhibition site
- 5 invitation cards for VIP dinner, lunch and cultural events (subject to event confirmation)

- 100 complimentary admission tickets

**Associate Sponsor – INR 100,000**

- Complimentary 9 square meter fully furnished built up space
- Company’s corporate logo to be carried on all visitor promotion advertisements
- Display of the sponsor’s logo at the entry point of the exhibition site
- Corporate logo on admit cards/ tickets
- Acknowledgement in the fair catalogue / buyer’s guide
- One page black/white advertisement in the fair catalogue
- One page write-up on the sponsoring company in the fair catalogue
- Acknowledgement during the inaugural and valedictory ceremony of the fair
- 5 flags to be put at the exhibition site
- 5 invitation cards for VIP dinner, lunch and cultural events (subject to event confirmation)
- 100 complimentary admission tickets

Please see the reservation form for the exhibition as below. The completed form should be sent to the addresses below by email / fax / courier along with 30% advance and electricity security deposit (5% of space rental-adjustable). For any further questions please contact the PHD Chamber of Commerce and Industry.

**Contact information for Sponsorship and Participation:**

**PHD Chamber of Commerce and Industry**

	<i>Head Office</i>	<i>Regional Office</i>
PHD House, 4/2 Siri Institutional Area, August Kranti Marg, New Delhi – 110016, India Ph: +91 11 26863801-4 Fax: +91 11 26855450 Email: phdcci@phdcci.in		PHD House, Sector 31A, Chandigarh – 160031, India Ph: +91 172 2638653, 2638662, 2638981 Fax: +91 172 2638982 Email: phdexpo@gmail.com

Organised by



Govt. of Punjab



PROGRESS HARMONY DEVELOPMENT  
ESTD - 1995



Exhibition & Conference on  
Agro Technology

# RESERVATION FORM

Please fill in the details and email/fax/courier this form back to us:

Name of the Organisation \_\_\_\_\_

Complete Postal Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

Pin/Zip Code \_\_\_\_\_

Telephone Nos (with ISD/STD Code) \_\_\_\_\_

Fax No \_\_\_\_\_

Email ID \_\_\_\_\_

Website \_\_\_\_\_

Name of CEO \_\_\_\_\_

Designation \_\_\_\_\_

Telephone Nos \_\_\_\_\_

Type of Organisation  Government Department  Public Sector  Joint Sector  Private  Others (please specify) \_\_\_\_\_

Products Manufactured/Services Provided \_\_\_\_\_

Name on the Fascia of the stall \_\_\_\_\_

Nature of Products to be displayed \_\_\_\_\_

**Space Tariff A. Indoor Furnished @ Rs. 7,000 per sq. mt (In multiples of 9 sq. mt)**

**B. Indoor Raw Space @ Rs. 6,500 per sq. mt. (Minimum 27 sq. mt.)**

**C. Outdoor Raw Space @ Rs. 5,000 per sq. mt. (Minimum 36 sq. mt.)**

**D. Direct foreign participation : • Cat. A \$225 • Cat. B \$200 • Cat. C \$2175 per Sq. mt. (Flat)**

Service Tax @ 12.36% extra

**Electricity @ 350/- per KW per day extra.**

Number of Stalls required\* : Category  A \_\_\_\_\_  B \_\_\_\_\_  C \_\_\_\_\_  D \_\_\_\_\_

Enclosed: DD drawn in favour of "PHD Chamber of Commerce and Industry" payable at Chandigarh / New Delhi

No. \_\_\_\_\_ Dated \_\_\_\_\_ drawn on (Bank) \_\_\_\_\_ Amount Rs. \_\_\_\_\_

Date \_\_\_\_\_

\_\_\_\_\_  
Authorised Signatory

**\*This form has to be dispatched along with 30% advance and electricity security deposit (5% of space rental-adjustable).**

\*Allotment of Stalls is strictly on first-come-first-served basis.

\*PHD Chamber reserves the rights to change any specification without prior notice.

## PHD Chamber of Commerce and Industry

**Head Office | Regional Office**

PHD House, 4/2 Siri Institutional Area, August Kranti Marg

New Delhi - 110016 - India

Telephones: 91-11-26863801-4 Fax: 91-11-26855450

Email: phdcci@phdcci.in

PHD House, Sector 31A, Chandigarh 160 031 India

Telephones: +91-172-2638653, 2638662, 2638981

Fax: 91-172-2638982

Email: phdexpo@gmail.com

# LAYOUT PLAN



# AGRI TECH 2014

Exhibition & Conference on Agro Technology



Organised by

**PHD CHAMBER**

Human Resource Development



09m<sup>2</sup> [3m x 3m]    12m<sup>2</sup> [4m x 3m]    25m<sup>2</sup> [5m x 5m]

18m<sup>2</sup> [6m x 3m]    40m<sup>2</sup> [8m x 5m]    60m<sup>2</sup> [12m x 5m]

RAW SPACE

NOTE: • Indicate 3 stall choices • Allotment first-come-first-served • Layout is indicative check website for updates • T&C apply

## EXHIBITOR SERVICES

- Conference hall • Lounge • Business Centre • Media Centre • Restaurant • Ambulance • Courier Service
- Fire-fighting Equipment • First Aid • Florist • Internet & WiFi • Aid for disabled • Admin Desk • Travel Desk
- Hospitality Desk • House-keeping • Technical Desk

