

Event Introduction Guide

The finalized event format, audience and operational plan

16–18 October 2026 | Bypass Road, Kasur, Punjab, Pakistan

Version 23 August 2026

Agri Expo. Where It Belongs — In the Field.

agrifest.com.pk | +92 304 1001222

Pakistan's live-field agricultural expo

Kissan AgriFest brings agriculture companies, dealers, institutions and farmers into a practical field setting where products can be seen, compared and discussed. The Kasur Edition targets 10,000+ farmers and 120+ partners and exhibitors across three event days.

10,000+ is an expected-farmer attendance target, not a guarantee.

Final event architecture

- Connected octagonal exhibition ring around the Central Main Stage
- Numbered exhibition spaces with 20 ft visitor walkways
- Sponsor positions P1–P2, G1–G4 and S1–S6 beside the main arrival area
- Dedicated Live Demonstration Zone, Food Court, hospitality, operations and parking blocks

Who the event serves

- Farmers and progressive growers
- Manufacturers, brands, distributors and dealers
- Agri retailers, financial institutions and service providers
- Government, universities, associations and development organizations

Visitor and commercial journeys

Visitor journey

Reach → Registration → Verification → Segmentation → Confirmation → Mobilisation → Check-in → Engagement → Lead Capture.

Commercial participation

Route	Purpose
Exhibit	Counters, booths, machinery displays and pavilions
Sponsor	Silver, Gold and Platinum event visibility
Demonstrate	Separate scheduled and safety-approved field activity
Strategic Rights	Naming Rights and Founding Series Partnership

Organizer

Hosted by Kissan Market (Pvt) Ltd, organized by TECHZOQ, with business support from Pakka Khata.

Current participation routes and live availability: agrifest.com.pk