

Kissan AgriFest 2026 — Kasur Edition

Footfall Strategy

How Kissan AgriFest builds, verifies and mobilises the audience

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

Version 23 August 2026

Agri Expo. Where It Belongs — In the Field.

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Footfall is an acquisition system

10,000+ farmers is the event target. Attendance is not guaranteed.

Eight coordinated audience engines

- Pakistan Kissan Ittehad Collaboration
- Village & Farmer Ambassador Network
- Agri Dealer / Distributor Network
- National Agriculture Creator Campaign
- Kissan Market Owned Audience
- Exhibitor & Partner Mobilisation
- Paid Digital, WhatsApp & Local Media
- Group Visits & Selected Transport

The attendance funnel

Stage	Operational purpose
Reach	Create relevant awareness
Registration	Collect declared visitor intent
Verification	Validate contact and attendance signals
Segmentation	Group by district, visitor type and interest
Confirmation	Send event and access details
Mobilisation	Activate partners, groups and reminders
Check-in	Record verified arrival
Engagement	Connect visitors with relevant activity
Lead Capture	Collect consented follow-up interest

Reporting boundaries

Contracted reporting may include consented booth leads, demo-interest leads, B2B matchmaking records, aggregate footfall, collected district/visitor-type summaries, branding proof and campaign reporting. It does not include all attendee phone numbers.

Read the live strategy: agrifest.com.pk/footfall-strategy