

EXHIBITOR & SPONSORSHIP PROSPECTUS



AGRI EXPO WHERE IT BELONGS

BOOK YOUR FIELD. MEET REAL BUYERS.



10,000+
VERIFIED



120+
EXHIBITION
STALLS



14
INDUSTRY
ZONES



40+
LIVE
DEMONSTRATIONS



**BOOK YOUR FIELD.
MEET REAL BUYERS.**

Where your machinery runs,
your products sell, and your brand
meets 10,000+ real Pakistani
farmers face to face.



BOOK: +92 304 1001222

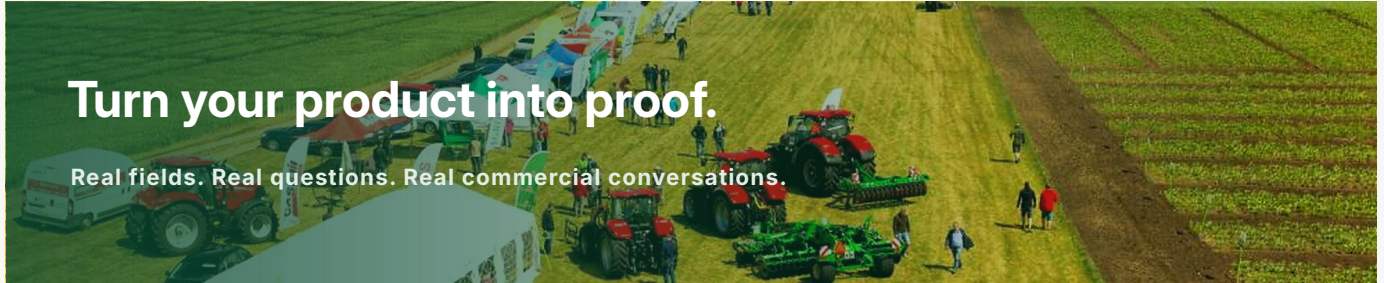


agrifest.com.pk



Why Exhibit at Kissan AgriFest

Live-field exhibitions move buyers from curiosity to conviction - because performance is seen, discussed and remembered.



Live demonstrations

Show capability under working field conditions - not on a static platform.



Real farmers

Meet growers who actively evaluate, recommend and purchase solutions.



Qualified buyers

Connect with dealers, distributors, exporters and institutional buyers.



Dealer expansion

Open new regional relationships and identify high-potential territories.



National exposure

Extend every launch through event, digital, media and influencer visibility.



CRM-ready leads

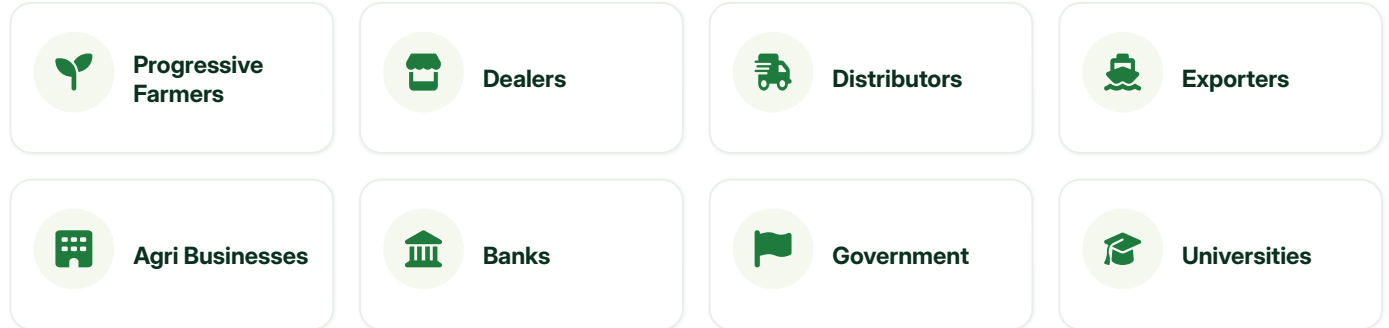
Capture structured visitor data for disciplined post-event follow-up.

TRADITIONAL EXPO VS LIVE-FIELD EXPO

Decision factor	Traditional expo	Live-field advantage
Product proof	Static display or screen-led presentation	✓ Performance witnessed in real operating conditions
Buyer quality	Mixed audience and general footfall	✓ Farmers, trade partners and decision-makers by intent
Trust creation	Claims are explained	✓ Capability is demonstrated, questioned and validated
Lead capture	Manual cards and unstructured contacts	✓ Structured, CRM-ready visitor and enquiry data
Dealer growth	Limited regional discovery	✓ Territory conversations with dealers and distributors
Content value	Generic booth photography	✓ High-impact live demo, farmer and product content

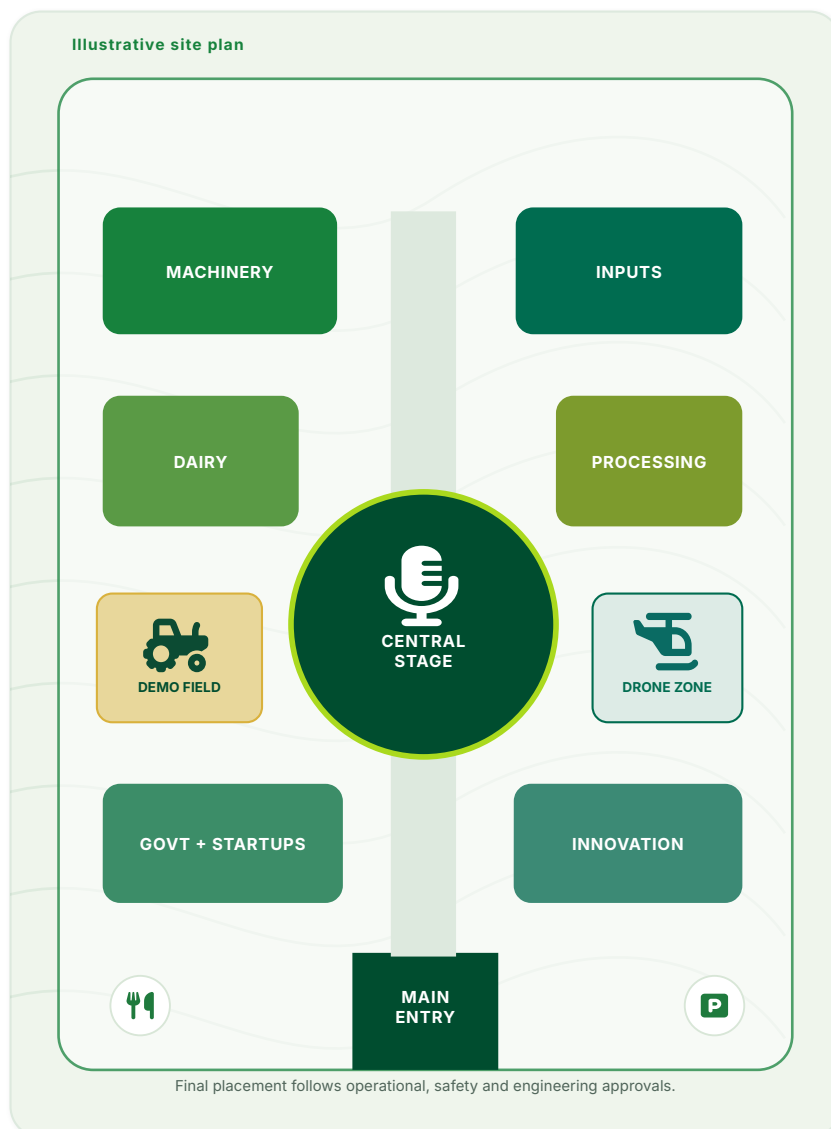
Who You'll Meet

A commercially relevant audience - from progressive growers to finance, policy, research and distribution networks.



EXPO ZONES

A clear, navigable experience built around how agriculture buys, learns and operates.



14 SPECIALIST ZONES

Every major agri sector. One connected field.

- 01 **Machinery**
- 02 **Implements**
- 03 **Seeds**
- 04 **Fertilizer**
- 05 **Pesticides**
- 06 **Irrigation**
- 07 **Drones**
- 08 **Solar**
- 09 **Dairy**
- 10 **Livestock**
- 11 **Food Processing**
- 12 **Startup Zone**
- 13 **Government Pavilion**
- 14 **Innovation Zone**

Sponsorship Packages

Command attention across the field, stage, media campaign and buyer journey - with rights matched to your ambition.

✓ Included

— Not included

PACKAGE	INVESTMENT	ON-SITE BRAND	STAGE VISIBILITY	LEAD CAPTURE	DEMO ACCESS	MEDIA REACH	VIP ACCESS	NAMING RIGHTS
Title Sponsor	PKR 6M	✓	✓	✓	✓	✓	✓	✓
Zone Sponsor	PKR 4M	✓	✓	✓	✓	✓	✓	✓
Platinum Sponsor	PKR 3M	✓	✓	✓	✓	✓	✓	—
Gold Sponsor	PKR 2M	✓	✓	✓	✓	✓	✓	—
Silver Sponsor	PKR 1.5M	✓	—	✓	—	✓	✓	—
Demo Field Sponsor	PKR 1M	✓	—	✓	✓	✓	—	✓
Stage Sponsor	PKR 0.5M	✓	✓	—	—	✓	—	✓

Investment values exclude applicable taxes and production costs. Final inclusions, inventory, exclusivity and naming rights are confirmed in the sponsorship agreement.



Own the conversation

High-impact naming, field branding and category leadership.



Capture buyer intelligence

Structured lead capture designed for disciplined follow-up.



Host priority relationships

VIP access for partners, distributors, media and key accounts.

Stall Packages

Standard exhibitor options

PACKAGE	SIZE (INDICATIVE)	INVESTMENT (PKR)	INCLUDES
 STANDARD STALL	3m x 3m	PKR 120K	✓ Booth space ✓ Branding board ✓ 2 exhibitor passes ✓ Listing in official directory ✓ Lead capture access
 PREMIUM STALL	6m x 3m	PKR 250K	✓ Larger booth space ✓ Prime location ✓ 4 exhibitor passes ✓ Enhanced branding ✓ Lead capture access
 PAVILION / FIELD PLOT	Custom open field	PKR 500K+ (starting from)	✓ Large open plot for machinery & demos ✓ Custom build & branding ✓ High visibility ✓ Unlimited pass options ✓ Lead capture access

i All prices in PKR. Pavilion / field-plot pricing starts at the figure shown and scales with area & custom build.

Your Return on Investment

Paisa vasool ka hisaab

You're not just exhibiting — you're creating demand, building trust and generating real sales opportunities.



High-quality footfall

10,000+ targeted farmers and buyers actively looking for solutions.



Live engagement

Farmers see your product perform, ask questions and build trust instantly.



Stronger conversions

Live demos lead to higher confidence and faster purchase decisions.



Qualified leads

Digitally captured, verified and CRM-ready for immediate follow-up.



Brand impact

Mass visibility across on-ground branding, media and digital channels.



Long-term value

Build relationships that convert into repeat business beyond the event.

Exhibitor Packages & ROI

Choose the footprint that fits your product, team and demonstration strategy. Every format is built for visibility and commercial interaction.

 Standard Stall BEST FOR FOCUSED PRODUCT TEAMS ✓ Branded shell scheme ✓ Table, chairs and power ✓ Digital exhibitor listing	 Premium Stall BEST FOR HIGH-TRAFFIC LAUNCHES ✓ Enhanced frontage ✓ Priority placement ✓ Lead capture support	 Island Stall BEST FOR MULTI-SIDED ENGAGEMENT ✓ Four-side visibility ✓ Brand lounge potential ✓ Custom layout freedom
 Outdoor Plot BEST FOR MACHINERY AND WORKING DISPLAYS ✓ Heavy equipment footprint ✓ Demo scheduling support ✓ Operational utility planning	 Custom Pavilion BEST FOR CORPORATE AND PORTFOLIO SHOWCASES ✓ Bespoke footprint ✓ Meeting and hospitality zones ✓ Integrated signage plan	

YOUR RETURN ON INVESTMENT



LIVE DEMONSTRATION EXPERIENCE

See. Touch. Experience. Trust.

Trust accelerates when buyers can watch technology perform, speak to the people behind it and compare solutions in context.

WORKING FIELD CONDITIONS

LIVE BUYER QUESTIONS

Demonstrate what your product can do

Dedicated operating windows, safety coordination and structured visitor flow turn every demonstration into a high-value sales moment.



Tractors



Harvesters



Drones



Implements



Silage Equipment



Irrigation Systems



Precision Farming

THE BUSINESS JOURNEY



01

Arrival

Buyer reaches the demo zone



02

Demo

Product performs live



03

Interaction

Questions become intent



04

Lead Capture

Contact becomes data



05

Opportunity

Follow-up becomes business

Marketing Reach & Booking Process

Build visibility before the gates open, amplify activity during the event and leave with an organized path to follow-up.

ONE CAMPAIGN. MULTIPLE TOUCHPOINTS.

A coordinated mix of owned, earned and paid media keeps exhibitors visible to farmers, trade networks and decision-makers.

BEFORE

DURING

AFTER

Facebook

Instagram

TikTok

YouTube

TV

Radio

Influencers

Print Media

Digital Campaigns

BOOKING PROCESS

Six clear steps from package selection to a high-impact event presence.

01

Choose Package

Select the right footprint or sponsorship level.

02

Reserve Space

Secure priority location and operational needs.

03

Confirm Booking

Complete agreement and commercial confirmation.

04

Branding Approval

Align artwork, rights and production specifications.

05

Setup

Build, test and prepare your visitor experience.

06

Exhibit & Grow

Demonstrate, capture leads and open new business.

BOOK EARLY FOR PRIORITY PLACEMENT

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Grow Your Business Where Agriculture Lives

Pakistan's first live-field agricultural expo connecting brands with real farmers, real buyers, and real opportunities.

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BOOK YOUR STAND TODAY

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Scan to open



THE TEAM BEHIND THE FIELD

HOSTED BY



KISSAN MARKET

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TECHZOQ

BUSINESS DIGITAL PARTNER



PAKKA KHATA

One Field. Thousands of Farmers. Unlimited Business Opportunities.