



Premier Event for Global Leaders of Food & Agriculture Industry

## WELCOME TO VARANASI

# 1ST NATIONAL FOOD & AGRICULTURE VYAPAR EXPO 2023

Date: 16-20 October 2023

IIT-BHU CAMPUS, VARANASI (U.P.)



Varanasi Mega Food & Agriculture Festival & Expo

Organized By:



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Food & Agriculture Vyapar Expo 2023 is an National Exhibition on all category Food & Agriculture Industry, which is scheduled to be held on 0 – 05 October 2023 at Varanasi , Uttar Pradesh .Food & Agriculture being largest sector of India with 58% population of India having it as main source of Income. In last few years, It has been a focus sector for government of India as well as states.

## INTRODUCTION

### 1ST NATIONAL FOOD & AGRICULTURE VYAPAR EXPO 2023

**“The only event to connect with Indian food & Agriculture manufacturer, Indian Farmer & government entities”**

#### WELCOME TO VARANASI

Food & Agriculture Vyapar Expo 2023 established with a mission to build a platform where leading manufacturer, brand players and stakeholders from the Agro-food industry can showcase the latest technologies & new product development to tap business opportunities for all the Small, Medium &Micro Food & Agro Entrepreneur to uplifting the Indian economy growth



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Starting Operation in the year 2023  
VYAPAR INDIA is a leading business exhibition company, which is conducting B2B, B2C, D2C exhibitions, Conferences, franchise meet with a competitive edge across Indian market. Vyapar India is known for its dedicated and committed efforts in providing a strong platform to the entrepreneurs across the country and overseas.

## ABOUT

### VYAPAR...INDIA

### "VYAPAR XPO is Influencing Small, Medium, and Micro Food & Agriculture Entrepreneur"

Vyapar Xpo India is all about creating Knowledge, generating business opportunity, ideas, Evaluations and implementing best business platform for all small and large scale business owner. A market place we bring Exhibitor and visitor i.e. end user, trader and manufacturer under one roof to create and connect unlimited network and business.



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## Why Varanasi?

Promoting Food & Agriculture Processing Industries in Varanasi will uplift Varanasi business segment and structure keeping all the view of development Vyapar India is organizing Food & Agro Vyapar Expo for the first time in Varanasi. Varanasi is the destination where people language, culture and commerce connect to create endless possibilities for business in all the category of Food & Agriculture.

# WHY VYAPAR EXPO IN VARANASI ?

## VARANASI MEGA FOOD & AGRICULTURE VYAPAR EXPO 2023

Premier Event for Global Leaders of Food & Agriculture Industry

After successful event of TAMIL&KASHI SANGAMAM in Kashi, Organized by our honorable Prime Minister Sri Narendra Modi Varanasi is the best platform & gateway to introduce new industries across the India. Technology knowledge from the manufacturer for the development of new product and introducing new product in market



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In order to maximize Visitor Foot Fall during exhibition VYAPAR XPO INDIA reaches to its all activities which includes.

- SMS Campaign
- E-mail Invitations
- Telemarketing
- Personal Invitations
- Newspaper
- Promotion via Media
- Magazine Advertisement
- Social Network Website
- FM Radio Network
- Inviting Member Of Trade Fair

## Connecting New Technology & Creating New Business Network

### VYAPAR EXPO AN OPPORTUNITY

- Exhibit products / technologies/services to national buyer
- Generate sale leads / order booking
- Networking with the industry / Establishing business contact
- Launch new product
- Appoint agents & distributor promote company

# PROMOTION & CAMPAIGN

## VYAPAR



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# EXHIBITOR AT VYAPAR EXPO 2023

## FOOD PROFILE

- Food processing & machinery
- Spices .Herbs .Condiments
- Seasoning products / HOREC
- Tea/Coffee
- Beverages
- Dairy Technology
- Bakery Product & Technology Milk & Milk Products
- Grain Milling Technology
- Flour mill Technology
- Flavor Ingredients
- Grading & Sorting Machinery
- Organic Food Products
- Food and Dry Fruits
- Packaging Technology
- Frozen & Functional Food
- Ready To Cook Food
- Herbal Food Product
- Bar Coding , Ink & Material
- Edible Oil
- Juice Processing & Filling Machinery
- Cheese Products
- Dehydrated Fruits & Vegetables
- Food Ingredients
- Dairy Equipment Machinery
- Ghee Making Machines

## AGRICULTURE PROFILE

- Agricultural Machineries,
- Irrigating Systems
- Greenhouses & Equipment
- Hydroponic Systems
- Harvesting Machineries
- Manufacturing Processing Companies
- Chemicals, Fertilizers
- Agro-Food, Organic Food
- Agro-Processing Technology
- Tractor & Tractor parts
- Sprayers Pumps
- Greenhouse Equipment
- Agriculture Nets
- Drones
- Irrigation System
- Fungicides
- Pesticides
- Fertilizer
- Seeds
- Farm machinery
- Rotavator Blades
- Irrigation and Water Technologies
- Organic Agriculture
- Hydroponic Farming
- Aquaponics Farming

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# VISITOR AT VYAPAR EXPO 2023

## FOOD PROFILE

- General Retailer , Distributor , Wholesaler
- Food Manufacturer
- Grocery & Convenience Store Owner
- Ne startup Foodpreneurs
- Htel , Restaurant , Bar Owner
- Fast Food Cart owner
- Food Importer / Exporter
- Bakery Owner
- Packaging & Distribution Center
- Food Consultants
- Logistic & Warehousing
- Government Agencies
- Hotel Supplier Dealer
- Retail Outlet / Malls
- Snack Producer
- Chefs / Restaurant Manager

## AGRICULTURE PROFILE

- Agricultural Progressive Farmers
- Supplier , Distributor & Dealer
- Agricultural Machineries & Equipment Dealer
- Farm Owner
- Wholesaler and Retailer
- Agriculture Consultant
- Honey Bee Farmer
- Dairy Machinery
- Agronomist & Expert Researcher
- Potential Buyers
- Regional Distributors Of Importing Companies
- Agriculture-Related Trade Associations Investors



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# EXHIBITOR PARTICIPATION CHARGES

The stalls in Vyapar Expo is available as

## The Shell Space

The shell space consists of closed space with walls and can be open from one side, two sides opening depending on the location of the space. This space is customizable and can be designed as per need

### Standard Booth

**Cost: Rs.6500/- Per Sq.Mtr + GST 18%**



T  
maxima profile  
extrusion height  
3 mtrs



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FASCIA (each) with company Name dimension: 5 feet (W) x 10 inches (H)

Items	Quantity
COUNTER TABLE	1
CHAIRS	3
SPOT LAMPS	5
POWER SHOCKET	1
DUSTBIN	1
FITTED CARPET	1

**NOTE :** ANY ADDITIONAL REQUIREMENT FROM THE GIVEN QUANTITY WILL BE CHARGED SEPARATELY

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## 👉 BOOK YOUR STALL NOW!!!

### Stall Sizes Available

- 6 SQ.MTR
- 9 SQ.MTR
- 12 SQ.MTR
- 15 SQ.MTR
- SIZE ABOVE THIS AS PER REQUIREMENT

### Show Date

16 -17 -18 -19 -20 OCTOBER

### Venue:

IIT -BHU CAMPUS  
(AGRICULTURE GROUND)

## PAYMENT SCHEDULE

**75 % ON BOOKING:** Against On Booking Confirmation

**25 % OF BALANCE AMOUNT:** Before Sept 2023

## OTHER UTILITIES

Exhibitor should pay additional charges for any other utilities for Flex branding, Digital display, Air compressor & Electricity.

## PAYMENT GATEWAY:

- 300+ EXHIBITOR
- 200+ BRANDS
- 50000+ VISITOR
- 1000+ FARMER
- 5 DAYS

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## VYAPAR EXPO SPONSORSHIP OPTIONS

Sponsorship is very good marketing opportunity to increase brand visibility. Your participation as a sponsor will ensure your brand visibility among the stake holder in the industry and will help you in global image and better market penetration. The team is happy to discuss and new proposals you may wish to put forward.

**"EFFECTIVE WAY FOR YOU TO BE VISIBLE TO ALL VISITOR & EXHIBITOR WHO VISIT THE VYAPAR EXPO 2023"**

### Why sponsor India Food & Agriculture Vyapar Expo 2023?

The sponsorship opportunities available to exhibiting companies at Food & Agriculture Vyapar Expo 2023 will allow you to:

- Raise your company's profile beyond the exhibition stand before, during and after the show.
- Ensure your brand is highly visible and engaged, driving thought leadership and innovation across the energy landscape.
- Reinforce and your brand's positioning in the global Food & Agriculture industry.
- Discover new opportunities by placing your brand at the forefront of the industry transition.
- Enhance networking and relationships with the most influential people and companies in the industry through access to exclusive events.
- Amplify the key brand messaging through exclusive platforms that showcase how your company is driving the Food & Agriculture industry forward.
- Benefit from powerful marketing channels to reach millions of Food & Agriculture professionals globally.
- Demonstrate your support for local and regional industry partners and governments.

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## TITLE SPONSOR

### POWER SPONSOR

**Rs. 5 LACS + GST**

- Sponsor's Name will be highlighted in the event name on website of VYAPAR INDIA
- Shell space of 12 SQM at a prime location
- Branding in printed literature , publicity campaign & VIP invitation
- Interview of sponsor's CEO to be published in supporting media publication / newsletter
- Back cover advertisement in exhibition directory ( to be provided by the sponsor)
- Sponsor's logo prominently displayed as "POWERED BY" on VYAPAR INDIA website
- Literature of the sponsor to be distributed and displayed at the registration desk .
- Exclusive campaign on social media visiting to visit sponsor stall.
- Highlighted as the "Power Sponsor" in the post-show reported and event website.

### EVENT PARTNER

**Rs. 3 LACS + GST**

- Sponsor's Name will be highlighted in the event name on website of VYAPAR INDIA.
- Shell space of 9 SQM at a prime location.
- Branding in printed literature , publicity campaign & VIP invitation.
- Literature of the sponsor to be distributed and displayed at the registration desk.
- Mention in show report as Event Partner
- One page advertisement in the exhibition directory
- Exclusive campaign on social media visiting to visit sponsor stall



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## EXHIBITOR LUNCH SPONSOR DELIVERABLES

**Rs. 2.5 LACS + GST**

- Sponsor's Name will be highlighted in the event name on website of VYAPAR INDIA as lunch sponsor.
- Sponsor logo to be printed on lunch coupon.
- Exclusive campaign on social media visiting to visit sponsor stall.
- **Shell space of 12 SQM at a prime location.**
- One full page advertisement in the exhibition directory (to be provided by the sponsored).

## EXHIBITOR DIRECTORY SPONSOR

**Rs. 2 LACS + GST**

- Sponsor's name and logo will be printed on all the pages of the exhibitor directory.
- Branding on the website as exhibitor directory sponsor with logo and link to website on home page.
- One page advertisement in the exhibitor directory.
- **Shell space of 6 SQM at a prime location.**

## FOR SPONSORSHIP CONTACT:

## **AKASH SETH (EVENT MANAGER)**

CONTACT NUMBER: 7897132414,  
8160480947.akash@gmail.com



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## ABOUT ORGANIZER



**KUNAL MISHRA**

FOUNDER: VYAPAR INDIA

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### GET IN TOUCH



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### **VYAPAR INDIA**

**OFFICE ADDRESS:** \_\_\_\_\_

**EMAIL:** \_\_\_\_\_

**WEBSITE:** \_\_\_\_\_

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