

BOOKING BROCHURE

Uttar Pradesh
AgroVision
Expo | Seminars | Farmers' Events **2021**
16-18 December, IISR, Telibagh, Lucknow

2021

ORGANISED BY



INDIAN CHAMBER OF FOOD AND AGRICULTURE

SUPPORTED BY



Department of Agriculture
Government of Uttar Pradesh

CO-ORGANISER

IACC 
Apex Bilateral Chamber for Indo-US business

www.agrovisionindia.com

Sponsorship

Principal Sponsor (Rs. 25.0 lac)

1. Official status of the Principal Sponsor to the Event.
 2. Name and logos to appear along with the organizers in all the promotional materials like posters, leaflets hoardings, site gates and program banners,
 3. Free furnished space of 48 sq. mt. in relevant pavilion at prime location
 4. Name and logo to appear in all advertisements in national and regional news papers, magazines, websites, hoardings, site panel etc. along with the organisers.
 5. Special acknowledgment during inaugural and concluding functions
 6. Eight banners (6x3 feet) can be displayed in exhibition Area.
 7. Name and logo to appear in all technical as well as farmers Seminars and workshops
 8. Back page advertisement in the Event Souvenir
 9. Sponsor to share Inaugural as well Concluding dais
3. Names and logos to appear in promotional materials like posters, site gates and program banners.
 4. Two banners (6x3 feet) displayed in exhibition area.
 5. Special acknowledgment during inaugural functions
 6. Name and logo to appear in all hoardings, site panel etc.
 7. Colour page advertisement in the Event Souvenir and impact on the industry.

Associate Sponsors (Rs. 4.0 lac)

1. Official status of Associate Sponsor of the event
2. Free furnished space of 12 sq. mt. in relevant pavilion.
3. Names and logos to appear in promotional materials like Panels, Standees and program literature.
4. One banner (6x3 feet) can be displayed in exhibition area
5. Special acknowledgment during concluding function
6. B/W page advertisement in the Event Souvenir

Sponsors (Rs. 10.0 lac)

1. Official status of Sponsor of the event
2. Free furnished space of 24 sq. mt. in relevant pavilion at prime location.
3. Names and logos to appear in promotional materials like posters, site gates and program banners.
4. Three banners are to be displayed in exhibition area.
5. Special acknowledgment during inaugural and concluding functions
6. Name and logo to appear in all advertisements in national and regional news papers, magazines, website, hoarding, site panel etc.
7. Three banners (6x3 feet) can be displayed in exhibition area
8. Logos to appear in all the Technical Seminars
9. Colour page advertisement in the Event Souvenir

Co-Sponsors (Rs. 6.0 lac)

1. Official status of Co-Sponsor of the event
2. Free furnished space of 18 sq. mt. in relevant pavilion at prime location.

Farmers Workshops and Farmers Quiz Sponsors (For all Rs. 4.0 lacs)

1. Names and logos to be put prominently on workshop backdrops.
2. Sponsors can conduct quiz programs 5 times for 15 minutes each.
3. Logo and name to be included in all hoardings and Panels
4. One speaker in any 5 workshops

Lunch Sponsors

(Rs. 2.0 lacs for one and Rs. 5.0 lacs for all 3 days)

1. Lunch sponsors will cover both Farmers lunch and VIP lunch.
2. Sponsors will have their 2 standees (4 x 7) feet put up on both Lunch Areas
3. Lunch Sponsors logos will be carried in all site panels and other promotional material and also on dinner invites

REPLY FORM

Name

Designation

Phone

Fax

E-mail

	Rate per sq. mt	Minimum Size	Standard Size	Large Size	Booked Area Sq. Mt.	Amount (Rs.)
Covered Furnished Stall	Rs. 8,000/-	18 sq.mt.	24 sq.mt.	48 sq.mt.
Covered unfurnished Stall	Rs. 7,000/-	24 sq.mt.	48 sq.mt.	96 sq.mt.
Open Space	Rs. 4,000/-	50 sq.mt.	120 sq.mt.	240 sq.mt.

*** 10 % extra charge for two side open stalls and 15% three side open Stalls**

■ Electricity	Yes	No
	If yes	KW
■ WaterConnection	Yes	No
■ Stall Security	Yes	No
■ Additional Furniture	Yes	No

Total amount payable Rs

RTGS / NEFT Details

BENEFICIARY NAME	INDIAN CHAMBER OF FOOD AND AGRICULTURE
BENEFICIARY A/C NO	50200009753362
BENEFICIARY BANK	HDFC BANK
BENEFICIARY BRANCH	KAILASH BUILDING, KG MARG, NEW DELHI-110001
ACCOUNTS STATUS	CURRENT ACCOUNT
IFSC Code	HDFC0000003
MICR Code	110240001

Name

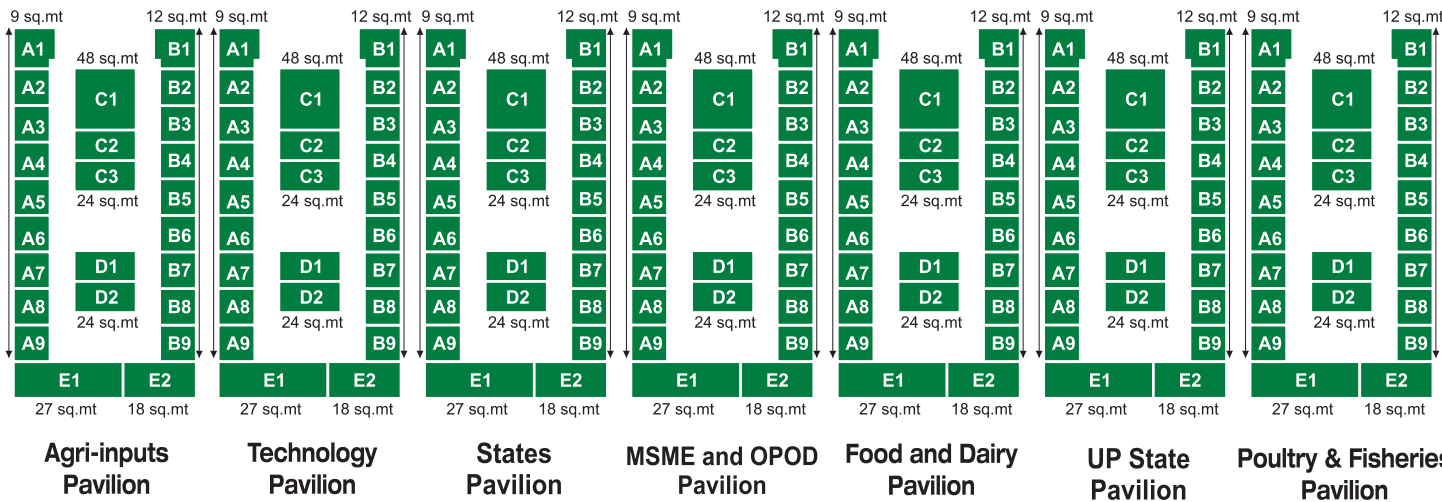
Designation

ENTRY

General
Parking

VIP Parking

Open
Display
Area



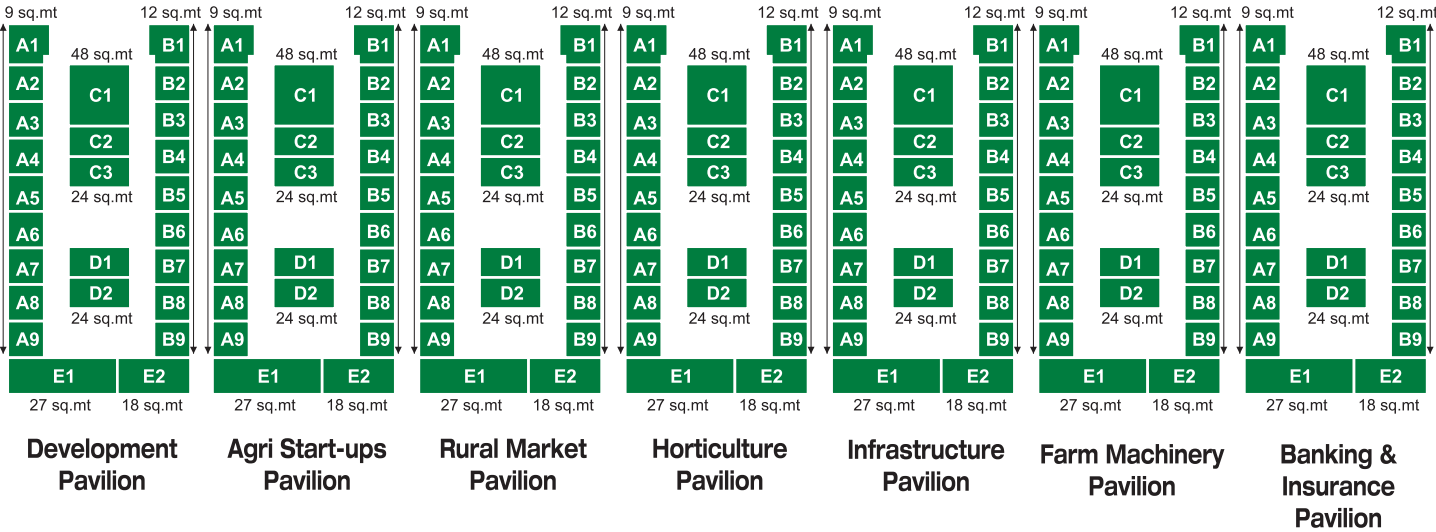
EXIT

Machinery
Demo
Area

Seminar
Hall

Technology
Film Theatre

Site plan is tentative and is subject to change



Seminars and Conferences

Thursday, 16th December 2021

- ❖ Inauguration of Agro Vision 2021 (**IISR Expo Ground, Lucknow**) 10:30 am – 01:30 pm
- ❖ Development Meet on Uttar Pradesh (**Taj Residency, Lucknow**) 02:30 pm – 06:30 pm

Friday, 17th December 2021

- ❖ Mechanization for Farm Efficiency (**Library Hall, IISR, Lucknow**) 10:00 am – 01:30 pm
- ❖ Seeds for Improved Yields (**Conference Room, IISR, Lucknow**) 10:00 am – 01:30 pm
- ❖ Technology and Inputs Management in Agriculture (**Auditorium, IISR, Lucknow**) 10:00 am – 01:30 pm

Lunch Break

01:30 pm – 02:00 pm

- ❖ Dairy Entrepreneurship - Scope and Approaches (**Library Hall, IISR, Lucknow**) 02:00 pm – 05:30 pm
- ❖ Poultry and Fisheries for Increased Farm Incomes (**Conference Room, IISR, Lucknow**) 02:00 pm – 05:30 pm
- ❖ Opportunities in Farm and Rural Entrepreneurship (**Auditorium, IISR, Lucknow**) 02:00 pm – 05:30 pm

Saturday, 18th December 2021

- ❖ Sugar Sector – Time for fresh Policy Look (**Library Hall, IISR, Lucknow**) 10:00 am – 01:30 pm
- ❖ Agriculture Marketing and Exports (**Auditorium, IISR, Lucknow**) 10:00 am – 01:30 pm

Lunch Break

01:30 pm – 02:00 pm

- ❖ Horticulture for Income and Nutritional Security (**Conference Room, IISR, Lucknow**) 02:00 pm – 04:00 pm
- ❖ ICT and Precision Farming for Doubling Farm Incomes (**Library Hall, IISR, Lucknow**) 02:00 pm – 04:00 pm
- ❖ **Concluding Session (Auditorium, IISR, Lucknow)** 04:30 pm – 05:30 pm

* Seminars may be merged as well, based on the confirmation. Final Schedule will be shared before event.



TERMS FOR PARTICIPATION

1. STALLS ALLOTMENT

The unfurnished stalls would be allotted to the exhibitor on 14th December 2021 and the furnished stalls would be allotted to the exhibitors on 15 Dec, 2021 by 12.00 pm. The interiors of the stall including positioning of the exhibits must be completed by 9.00 am on Dec 16th, 2021. All the stalls should be vacated by 9.00 pm on Dec 18, 2021.

- ☐ **Furnished stalls** : The facilities will include: 2 chairs, 1, table, 3 spot light, coir matting, exhibitors name on fascia, 1 plug point, one trash bin.
- ☐ **Covered bare stall** : The exhibitors shall get covered bare space in the hanger and would have to get their own panels, Furniture and other required equipment's etc.
- ☐ **Open space** : The exhibitor's will have to get their own furniture and other required equipment etc.

2. REGISTRATION FOR RESERVATION

The closing date for registration is 8th December, 2021. Full payment must be made along with the confirmation.

3. CANCELLATION

The organizers reserves the right at all times to change the dates of exhibition due to force majeure, without any rights to participants for claiming compensation for any loss. Allotments cannot be withdrawn or altered by the participants and payment for reservation will be forfeited on cancellation by participants or on non payment of any balance payment.

4. FACILITIES AT EXTRA COST

- ☐ Additional power requirement will be charged @ Rs. 1000/- per KW per day.
- ☐ Water connection can be made available at the additional cost of Rs.1500/- per connection.
- ☐ Additional Security can be provided @ Rs. 200/- per head per shift
- ☐ Use of Demo plot Rs. 10000/- Per day per equipment basis
- ☐ Furniture per item, (1) Chair=Rs. 100 (2) Table=Rs.300/- (3) Reception counter= Rs. 1500 (4) Spot Light (60W) = Rs. 50/- (5) Fluorescent Tube = Rs. 100/- (6) Power Point 5 Amp = Rs. 50/- (7) Power Point 15 Amp. = Rs. 100/-

5. Visitors Timings : 10:00 am - 06:00pm

6. GENERAL

In addition to any rights or reservations already specified, the Organisers reserve the following rights:

- a) The information rules and regulation in this booklet are subject to alteration or deletion. The Organisers will keep the exhibitors informed
- b) All matters in connection with the exhibition not provided for by these rules and regulation, shall be settled or determined by the Organisers, whose decision in relation there on shall be final and binding.
- c) In case of cancellation or postponement of AgroVision Uttar Pradesh 2021. Caused by natural calamities, government instructions or any other reasons, the exhibitors shall comply with the decision of the Organisers.
- d) No security deposit is required. But if any damage is caused by a company it would have to pay the amount as decided by the organizers.

7. DISTRIBUTION OF THE PRICE LIST/ADVERSITMENT ETC.

- i) Price lists, pamphlets, advertisement, etc. may only be distributed from exhibitors own stall and not in the public gangways nor at any other location on the exhibition grounds.
- ii) Such literature must relate to the goods of the exhibitor as displayed or eligible for display by him.

8. ORGANISER'S LIEN

Organisers shall have the lien on the exhibits/goods of the exhibitors having stall/bare space/open space if any payments remain uncleared before the end of the exhibition.

9. INSURANCE AND LIABILITY

The exhibitors are required to get all their goods insured before they are brought on the exhibition grounds. The Organisers are in no way responsible for any theft or loss of goods.



Few of Past Participants



KNOWLEDGE PARTNER

Arthur D Little

MEDIA PARTNER

**AGRICULTURE
TODAY
GROUP**

MARKETING PARTNER

task
marketing solutions

FARMER PARTNER

CARD
CENTRE FOR AGRICULTURE AND RURAL DEVELOPMENT

EDUCATION PARTNER

ISAB
Imperial School of Agri Business

For participation please contact

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