



Kissan AgriFest 2026

Event Introduction & Participation Guide

Where agriculture meets innovation in the field.



16–18 October 2026



Kasur, Punjab



10,000+

Expected Farmers



120+

Partners & Exhibitors



Open-field expo

Hands-on experience with the latest in agriculture.



Live interaction

Learn, engage and grow with experts & peers.



Business opportunity

Build connections, create lasting impact.

Why **Kissan AgriFest**?

Built for real agricultural engagement.

Traditional expo centers are not comfortable or accessible for many farmers. Kissan AgriFest brings the experience into the field—where farmers feel at ease, explore solutions in real conditions, and make confident purchasing decisions on the spot.



Open-field exposure

Products showcased in live field conditions, just like real-world use.



Direct farmer interaction

Face-to-face conversations with the right farmers, ready to engage and evaluate.



Product discovery

Farmers explore a wide range of solutions in one place.



Practical demonstrations

Live demos and expert guidance that build trust and understanding.



Measurable business conversations

Meaningful interactions that lead to stronger relationships and tangible outcomes.



Why the format matters

Kissan AgriFest 2026 bridges the gap between discovery and decision—where farmers can **see, experience, compare** and **purchase** in a real field environment.

CONVENTIONAL EXPO HALL



VS

KISSAN AGRIFEST 2026 (OPEN FIELD)



Crowded, noisy,
limited comfort



COMFORT

Open-air, spacious
and comfortable



Limited access,
time-bound visits



ACCESSIBILITY

Easy access,
farmer-friendly
experience



Products on display,
context missing



PRACTICAL
PRODUCT CONTEXT

Live in-field demo,
real conditions,
real results



Impersonal,
limited interaction



DIRECT
INTERACTION

Face-to-face with
experts, dealers
and brands



Passive visits,
low engagement



ENGAGEMENT
QUALITY

Hands-on experience,
higher trust and
stronger impact



Better environment. Better experience. Better decisions.

Kissan AgriFest 2026 is designed to deliver **more value** for farmers, brands and the entire agriculture ecosystem.



AUDIENCE & REACH

Kissan AgriFest 2026 brings together the agri-community, industry leaders, and innovators on one powerful platform.

OUR REACH



Connecting key agri-markets across central Punjab and beyond.



10,000+

EXPECTED
FARMERS



120+

PARTNERS &
EXHIBITORS



90

MINUTE
CATCHMENT



MULTI-DISTRICT
FOOTFALL

WHO WILL ATTEND



FARMERS

Progressive &
commercial
farmers



DEALERS

Agri-input &
product
dealers



INPUT BUYERS

Buying teams
seeking quality
solutions



DISTRIBUTORS

Regional
distributors &
suppliers



MACHINERY BUYERS

Farm mechanization
decision makers



AGRI BUSINESSES

Agri enterprises,
processors &
service providers



**ONE PLATFORM.
ENDLESS CONNECTIONS.**

Showcase. Network. Collaborate. Grow your business
with the right audience.

Sectors & participation opportunities



Seeds &
Crop Inputs



Machinery &
Equipment



Irrigation &
Technology



Livestock &
Dairy



Agri Services &
Finance



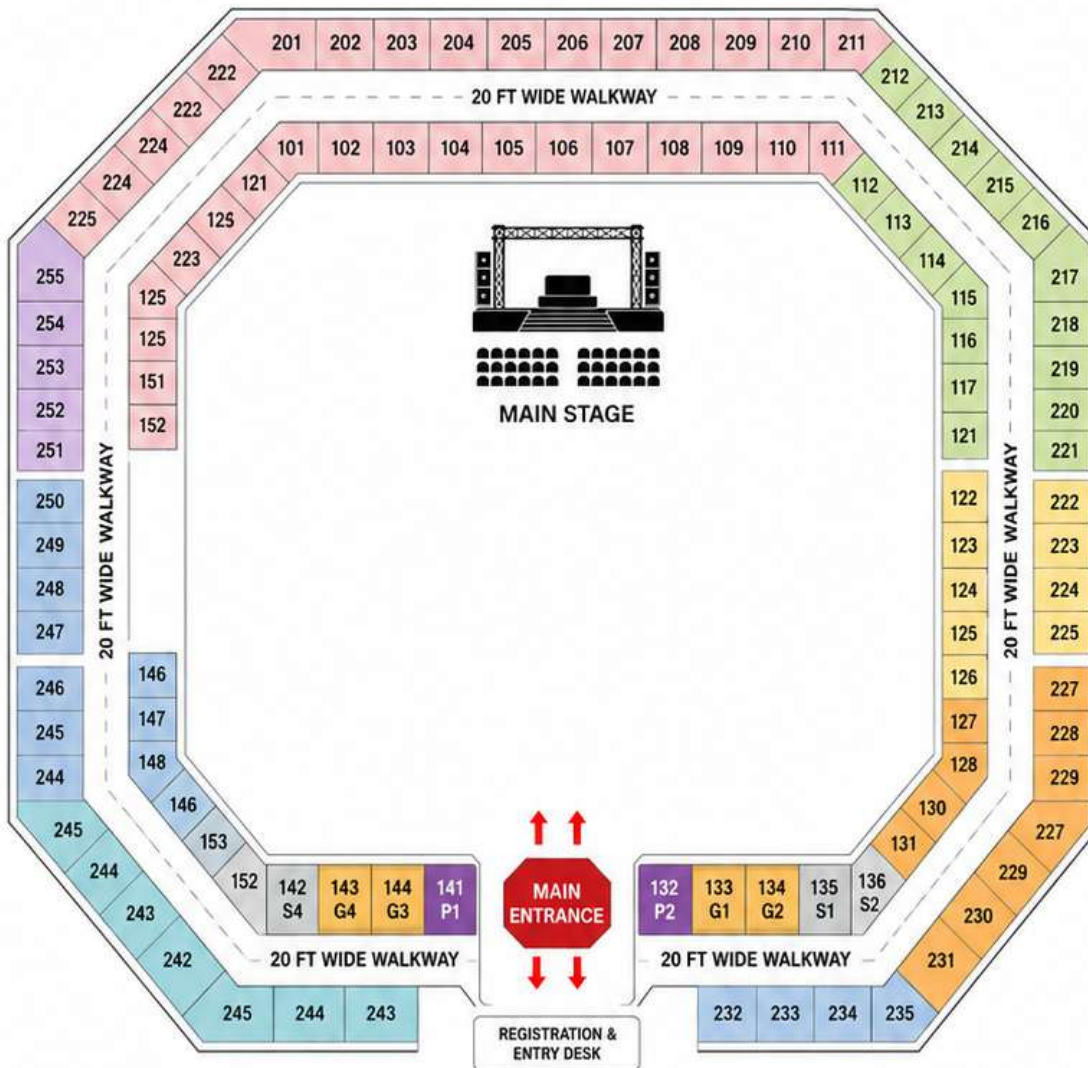
General Agri
Business



Kissan AgriFest enables brands to **exhibit, sponsor, demonstrate** and **build market presence**.



Master Floor Plan



HOSPITALITY & OPERATIONS



FOOD COURT

FOOD STALLS •
COVERED SEATING •
WATER



FAMILY REST AREA

SHADE • SEATING •
DRINKING WATER



COMMAND CENTRE

SECURITY • FIRST AID •
LOST & FOUND



STORE

EVENT SUPPLIES •
EXHIBITOR SUPPORT



PRAYER

QUIET AREA



FACILITIES

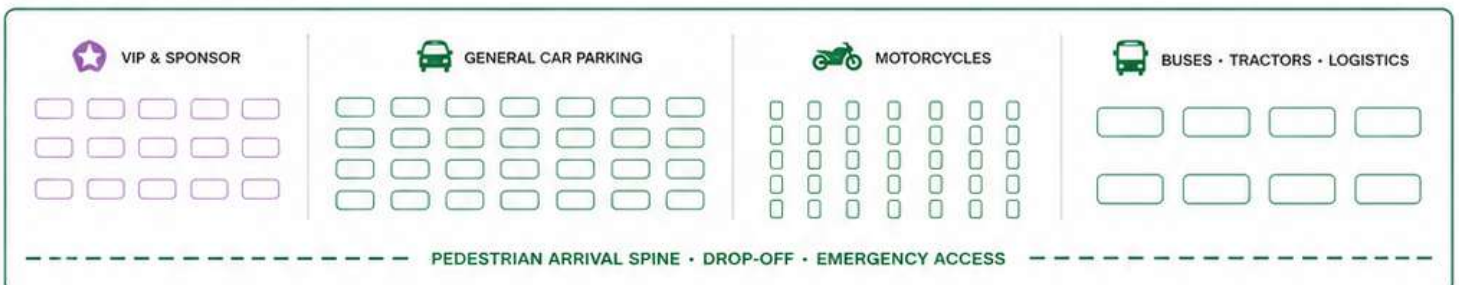
TOILETS • HANDWASH



SERVICE & EVENT SUPPORT

- STAFF CHECK-IN
- WASTE CONTROL
- ELECTRICAL CONTROL
- REAR SERVICE ACCESS

VISITOR PARKING & ARRIVAL



PUBLIC ENTRY

PUBLIC EXIT

OPTIONAL OVERFLOW

Participation routes



Exhibit

Showcase your products, solutions and innovations to a targeted agri-audience.



Sponsor

Elevate your brand with high-impact visibility and meaningful engagement.



Demonstrate

Live demos in action—prove performance and build trust.



Strategic Rights

Align with Kissan AgriFest 2026 as an official partner.

What participants receive

Everything you need for a productive and impactful presence at Kissan AgriFest 2026.



SETUP & FURNITURE

Standard booth structure with furniture.



FIELD-SUITABLE STRUCTURE

Rugged, weather-ready setup built for the field.



ELECTRICITY

Reliable power supply for your booth needs.



BRANDING OPPORTUNITIES

Logo placement across key on-site touchpoints.



STAFF PASSES

Complimentary passes for your team members.



NETWORKING DINNER ACCESS

Access for your team to the exclusive dinner.



REFRESHMENTS

Complimentary refreshments throughout the event.



ON-GROUND SUPPORT

Dedicated support to ensure smooth operations.



LEAD OPPORTUNITIES

Engage with farmers, buyers and agri-stakeholders.



REPORTING VISIBILITY

Post-event report with key insights and engagement metrics.

Commercial value

The business case in five clear benefits.



BRAND VISIBILITY

Showcase your brand to a large, influential audience of farmers, partners and industry leaders.



QUALIFIED REACH

Connect with pre-qualified farmers, buyers and decision-makers who matter to your business.



DIRECT CONVERSATIONS

Engage in meaningful one-to-one interactions that build trust and accelerate decisions.



DEMONSTRATION IMPACT

Live demos and real-world use showcase the performance and value of your solutions.



LONG-TERM MARKET PRESENCE

Strengthen relationships, build loyalty and secure your position for sustained growth.



**STRONGER BRAND.
MEASURABLE GROWTH.**



Choose the route that fits **your objective**



Exhibit

Showcase your solutions and connect with the right audience.



Sponsor

Amplify your brand and demonstrate leadership.



Demonstrate

Live demos that prove performance in real field conditions.



Strategic Rights

Maximize visibility with category exclusivity and co-branding.



Request the relevant guide or a **company-specific proposal**.



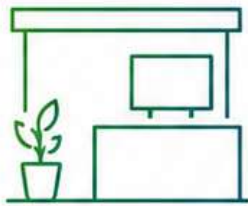
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Participation Options Overview



Exhibit

Showcase your products and solutions to a targeted audience.



Sponsor

Elevate your brand and connect through meaningful partnerships.



Demonstrate

Live demos that highlight performance and real-world impact.



Strategic Rights

Align your brand with exclusive event rights and visibility.

Exhibition Space Options



KISSAN BAZAAR COUNTER 6X6

Compact counter space
ideal for product display
and customer interaction.



STANDARD BOOTH 10X10

Well-suited space for
product showcases,
engagement and networking.



PREMIUM BOOTH 10X20

Spacious booth for enhanced
brand presence, displays
and meetings.



MACHINERY / OPEN DISPLAY 20X20

Open area for machinery
displays, live demonstrations
and equipment showcases.



CORPORATE PAVILION 20X30

Large premium space for
corporate branding, product
lines and client engagement.



PARTICIPATION FORMATS AT A GLANCE

Choose the right way to showcase, connect and grow at Kissan AgriFest 2026.



EXHIBIT

Showcase your brand, products and solutions in a professional gazebo setup.



COUNTER



- Compact presence for product display and meaningful conversations.
- Ideal for quick brand visibility and lead generation.



STANDARD BOOTH



- Branded gazebo with seating and table.
- Great for showcasing products and meeting visitors.



PREMIUM BOOTH



- Enhanced branding space and better visibility.
- Stand out and engage more effectively.



MACHINERY / OPEN DISPLAY



- Dedicated open area to display machinery, equipment and implements.
- Perfect for large equipment showcases.



CORPORATE PAVILION



- Multiple connected gazebos for a bigger brand experience.
- Ideal for product ranges, teams and meetings.



SPONSOR

Associate your brand with impact, visibility and leadership.



SILVER SPONSOR



Increase brand visibility and connect with thousands of farmers and industry stakeholders.



GOLD SPONSOR



Stronger presence with greater visibility across key touchpoints and communication channels.



PLATINUM SPONSOR



Premier association with maximum visibility, recognition and engagement throughout the event.



DEMONSTRATE



LIVE DEMOS & PRODUCT DEMONSTRATIONS

- Present your solutions in action.
- Help farmers see real results in real time.
- Build trust, drive engagement and create long-term impact.



STRATEGIC RIGHTS



NAMING RIGHTS

Associate the event with your brand as the title partner.



FOUNDING / SERIES PARTNERSHIP

Be recognized as a founding partner and shape the future of this flagship platform.



LET'S CREATE IMPACT TOGETHER

Participation options and commercial proposals are shared based on your business objective, preferred format and availability.



REQUEST THE RELEVANT GUIDE
OR A COMPANY-SPECIFIC PROPOSAL



Why Exhibit?



BRAND VISIBILITY

Boost your brand across the agri ecosystem.



DEALER & BUYER ACCESS

Connect with dealers, distributors and key decision-makers.



QUALIFIED LEADS

Generate quality leads and expand your customer base.



PRODUCT SHOWCASE

Launch, display and demonstrate your innovations.



NETWORKING OPPORTUNITIES

Build valuable partnerships and industry connections.



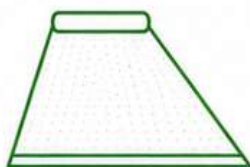
MARKET GROWTH

Gain insights and stay ahead in a growing market.

Booth Inclusions



GAZEBO STRUCTURE
WITH BRANDING HEADER



FLOOR MAT



BACK WALL BRANDING



2 CHAIRS & 1 TABLE



ELECTRICITY
(1 POWER POINT)



NETWORKING
DINNER PASSES



DAILY
REFRESHMENTS



ON-GROUND
SUPPORT



SECURITY &
MAINTENANCE

DEMONSTRATION OPPORTUNITIES

Show. Prove. Inspire.

Live demonstrations in real field conditions allow your products and machinery to speak for themselves—building trust, sparking interest, and driving confident decisions.



WHY DEMONSTRATIONS DELIVER RESULTS



LIVE PROOF OF PERFORMANCE

See the results in action under actual field conditions—performance that speaks louder than promises.



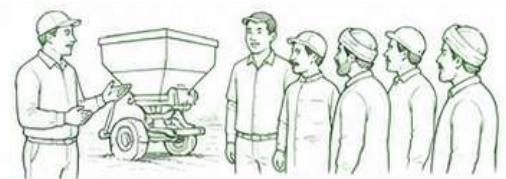
BUILD FARMER TRUST

Real-time results build credibility and confidence among farmers—turning interest into trust.



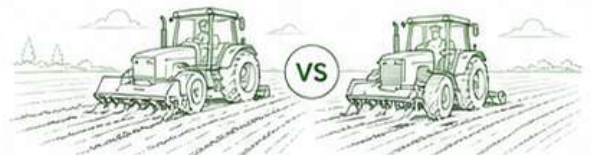
PRACTICAL LEARNING

Farmers learn by seeing, asking, and experiencing—making knowledge easy to understand and apply.



SIDE-BY-SIDE COMPARISON

Compare products and technologies side-by-side to see the difference that truly matters.



STRONGER PURCHASE INTENT

When farmers see the value, they are more confident to invest—leading to faster and stronger buying decisions.



LIVE DEMOS CREATE REAL IMPACT. REAL RESULTS. REAL TRUST. REAL GROWTH.

Strategic Rights



High-impact partnerships. Lasting legacies.



NAMING RIGHTS PARTNER

The Association of Prestige

- Your brand as the official name of Kissan AgriFest 2026
- Maximum brand visibility across all platforms
- Lead positioning across all communications
- Category exclusivity included



FOUNDING / SERIES PARTNER

Shape the Legacy

- Positioned as a key architect of Kissan AgriFest 2026
- Prominent visibility across all core touchpoints
- Speaking opportunities & thought leadership
- Category exclusivity included



CATEGORY EXCLUSIVITY

Stand Alone. Lead Always.

Exclusive presence in your category ensures unmatched visibility and brand leadership.



CO-BRANDING OPPORTUNITIES

Stronger Together.

Align with Kissan AgriFest across campaigns, content, and co-branded experiences.



VIP ACCESS & HOSPITALITY

Experience. Connect. Influence.

Enjoy premium hospitality, exclusive networking, and curated access to key stakeholders and decision-makers.



Limited opportunities. Maximum impact.

Partner with purpose. Lead the future of agriculture.



BOOKING PROCESS





Important Notes



BOOKING CONFIRMATION

Stall booking is confirmed upon receipt of the signed application form and full payment.



CANCELLATION

No cancellations or refunds will be entertained once the booking is confirmed.



SETUP DAY

Stall setup will only be allowed on the official setup day. Details will be shared in the Exhibitor Manual.



EVENT DAYS & TIMING

The exhibition will be open on official event days and timings. Details will be shared in the Exhibitor Manual.



ELECTRICAL LOAD

Exhibitors must adhere to the allocated electrical load. Additional load will be chargeable.



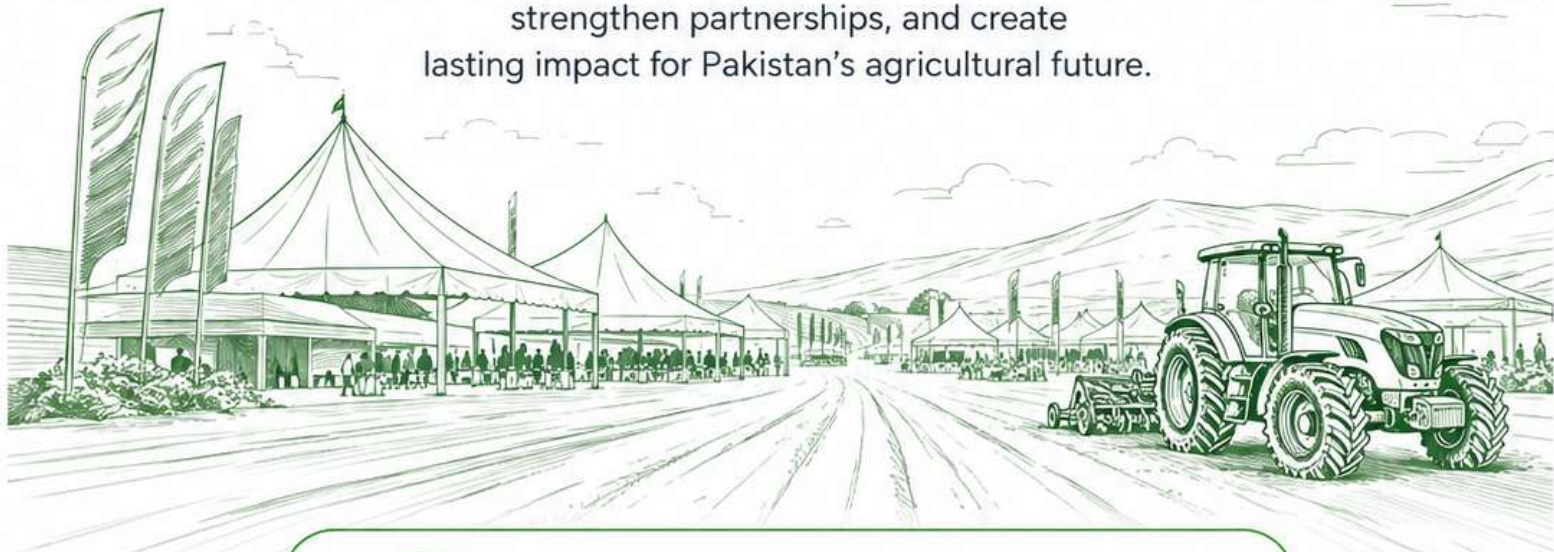
ORGANIZER RIGHTS

The Organizer reserves the right to make changes to the event schedule, layout, or rules as deemed necessary.



Let's Grow Together[🌱]

Together, we can cultivate innovation,
strengthen partnerships, and create
lasting impact for Pakistan's agricultural future.



Request Your Guide or Company-Specific Proposal

Get detailed insights, exhibitor packages,
and tailored opportunities for your business.



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