



# FoodAg<sup>3</sup>

PAKISTAN - 2025

Harvesting Innovation, Cultivating Sustainability

**25-27**  
**NOVEMBER**

**3<sup>RD</sup> INTERNATIONAL  
FOOD & AGRICULTURE  
EXHIBITION 2025**

Expo Center, Karachi

# BE PART OF PAKISTAN'S PREMIER AGRO-FOOD EVENT

Following the tremendous success of previous editions, with the last generating **USD 1.3 Billion** in business, we proudly present the 3<sup>rd</sup> International Food & Agriculture Exhibition 2025. Organized by the Trade Development Authority of Pakistan (TDAP), this premier event will showcase **Pakistan's agricultural excellence to the world.**

## FOOD AG2024 AT A GLANCE

**870+**

Foreign delegates

**6,425**

Business meeting conducted

**\$1.3B**

Worth of business deals generated

## PROJECTED PARTICIPATION IN 2025



**500+**

Exhibitors



**800+**

International  
Buyers







**80+**

Countries

# BE THE EXCLUSIVE NAME BEHIND THE IMPACT

Premium sponsorship opportunity awaits!

## WHY SPONSOR FOODAG 2025?

-  **Global Exposure** to key industry decision-makers
-  **Strategic Networking** with government officials and international buyers
-  International Brand Recognition across **55+ Trade Missions** worldwide
-  **Extensive Media Coverage** across national and international platforms

## FEATURED EVENT HIGHLIGHTS



**Pakistan World Cuisine**  
with international chefs



**FoodAg Summit** with  
industry leaders



**Top Table** featuring  
Michelin star culinary  
experiences



**Femme Forward**  
celebrating women in  
agriculture



**Chef Talks** and master  
classes



**FoodAg Inspire**  
innovation forums

# SPONSORSHIP PACKAGES

## PLATINUM Sponsorship

# PKR 3.5 MILLION

- ✓ **Top-Tier Branding:** Prominent logo placement across the venue, promotional materials, and event app (print, digital, and on-site).
- ✓ **Keynote Speaking Slot:** Deliver a high-profile address at the FoodAg Summit to position your brand as an industry leader.
- ✓ **VIP Recognition:** Exclusive acknowledgment at press conferences and the opening ceremony.
- ✓ **Premium Exhibition Stall:** 24 sqm booth in one of the main halls for maximum visibility and engagement.
- ✓ **Comprehensive Branding Package:** Full integration across print collateral, digital platforms, and the FoodAg mobile app.
- ✓ **LED Video Spots:** Showcase your brand with 10 dedicated video spots on high-traffic LED screens.
- ✓ **Premium Signage:** Branding on 4 exclusive signage areas at key event locations (e.g., entrance, stages).
- ✓ **VIP Networking Access:** Invitations to exclusive corporate dinners and networking events with global buyers and officials.

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- ✓ **Live Demos & Activations:** Engage attendees with interactive demos and custom booth activations.
- ✓ **Key Zone Branding:** Prominent visibility at WiFi zones, charging stations, and main stages.
- ✓ **Social Media Boost:** 5 brand-focused posts on FoodAg's social platforms with a custom hashtag.
- ✓ **Virtual Event Access:** Exclusive live-stream access to the Summit and Chef Talks.
- ✓ **Post-Event Analytics:** Detailed report on attendee profiles, media reach, and engagement.
- ✓ **Lead Generation:** Access to consented attendee data or in-stall lead tools.
- ✓ **VIP Experience:** Private tour or meet-and-greet with chefs or industry leaders.
- ✓ **Sustainability Partner:** Sponsor eco-initiatives or sustainable agri-forums.
- ✓ **Website Feature:** Dedicated sponsor page or banner with backlink on the event site.
- ✓ **App Notifications:** 3 sponsor-branded push alerts via the event app.
- ✓ **Custom Activations:** Propose unique experiences like AR/VR demos.
- ✓ **Post-Event Branding:** Inclusion in videos, reports, and newsletters for year-round visibility.

# SPONSORSHIP PACKAGES

## GOLD Sponsorship PKR 2 MILLION

- ✓ **High-Visibility Branding:** Prominent logo placement on event signage, promotional materials, and the official event app (print and digital).
- ✓ **Thought Leadership Opportunity:** Panel participation or session moderation opportunity during a breakout session or industry forum.
- ✓ **Exhibition Stall:** 18 Sq.m. booth in a well-trafficked hall for optimal exposure and attendee engagement.
- ✓ **Branding Integration:** Inclusion in print collateral, the FoodAg website, and mobile app sponsor sections.
- ✓ **LED Brand Features:** 6 dedicated brand video spots on LED screens placed at high-footfall locations.
- ✓ **Strategic Signage Placement:** Branding on 2 signage locations (Secondary stage area, attendee lounge).
- ✓ **Select VIP Access:** Invitations for 2 representatives to corporate dinners and B2B networking events.
- ✓ **Product Demonstration Slot:** 1 live product demo opportunity on the exhibitor stage or in demo zones.
- ✓ **Key Zone Visibility:** Branding at one shared high-traffic zone (e.g., WiFi lounge or charging station).

# GOLD Sponsorship

## PKR 2 MILLION

- ✓ **Social Media Features:** 3 dedicated posts across FoodAg's social media platforms with targeted messaging.
- ✓ **Digital Event Access:** Access to FoodAg Summit and Chef Talks virtual streams for your team and invitees.
- ✓ **Post-Event Insights:** Summary report with high-level attendee demographics and brand visibility metrics.
- ✓ **Lead Capture Support:** Use of lead collection tools or QR-based scanning system at your booth.
- ✓ **Website Visibility:** Logo placement with backlink on the sponsor section of the FoodAg 2025 website.
- ✓ **Trade Delegation Inclusion:** Consideration for 2 trade missions relevant to your industry with buyer matchmaking.
- ✓ **Product Feature:** Product mention in trade brochures or digital mailers distributed to international buyers.
- ✓ **Post-Event Exposure:** Inclusion in post-event highlight newsletters and selected recap videos.

### Optional Add-Ons (*Platinum & Gold Sponsors*)

## PKR 1 MILLION

- ✓ **Custom Branding:** WiFi zone, app, charging stations.
- ✓ **Hospitality Branding:** Coffee & hi-tea stations in VIP Lounge

# FoodAg<sup>🌱</sup>

FoodAg Exhibition 2025 represents a unique opportunity to align your brand with Pakistan's agricultural excellence and innovation.

## HIGHLIGHTS OF FOODAG 2024





# JOIN PAKISTAN'S AGRO & FOOD REVOLUTION!

## Trade Development Authority of Pakistan

5<sup>TH</sup> Floor, Block A  
Finance & Trade Centre (FTC)  
P.O. Box No. 1293, Shahrah-e-Faisal  
Karachi 75200 Pakistan

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