

GLOBAL CUISINE SHOW 2026

SPONSORSHIP PACKAGES

A Signature Event of FoodAg 2026 | 23-26 November 2026

SPONSOR FOODAG 2026- PAKISTAN'S FLAGSHIP AGRO AND FOOD EXHIBITION

About FoodAg 2026

The Trade Development Authority of Pakistan (TDAP) proudly presents the **4th Edition of FoodAg 2026**, Pakistan's flagship international exhibition dedicated to the food and agriculture sector to be held at Expo Center Karachi from 23-26 November, 2026.

FoodAg serves as a dynamic platform connecting exporters, manufacturers, processors, importers, distributors, retailers, investors, technology providers, government institutions, and international buyers from around the world.

Exhibition Highlights

- **450+ Exhibitors**
- **6 Exhibition Halls & 2 Marquees**
- **20,000+ Trade Visitors (Expected)**
- **1000 plus International Buyers from 80 plus Countries**
- **B2B Matchmaking Sessions**
- **Technical Conferences & Seminars**
- **Product Launches**
- **Live Demonstrations**
- **National & International Media Coverage**

Why Become a Sponsor?

FoodAg 2026 offers sponsors a unique opportunity to:

- Position your company alongside Pakistan's premier international trade exhibition.
- Showcase your products and services to thousands of business visitors.
- Build relationships with exporters, manufacturers and international buyers.
- Enhance corporate visibility before, during and after the exhibition.

- Launch new products and technologies.
- Generate quality business leads.
- Strengthen your corporate image and brand recognition.

Benefit	GOLD	SILVER
Sponsorship Fee	PKR 5,000,000	PKR 3,000,000
Official Recognition	Official Gold Sponsor recognition at the FoodAg press conference and throughout all Cuisine Show sessions along with Official sponsorship certificate/appreciation shield and Gold Sponsor digital badge	Official Silver Sponsor recognition throughout the Cuisine Show and at selected official sessions along with Official sponsorship certificate/appreciation shield and Silver Sponsor digital badge
Category Positioning	Exclusive category designation for example Official Beverage, Dairy, Spice or Equipment Partner in the Cuisine Show	Preferred category partner designation, subject to availability
Logo Visibility	, B2B lounge, seminar room and all key Premium logo on Cuisine Show main stage, backdrop, LED screens inside the Cuisine Show and outside Cuisine Show branding	Prominent logo on Cuisine Show stage, B2B lounge and seminar room only
Speaking Opportunity	Up to 5-minute speaking opportunity during the Opening Ceremony of Cuisine Show or a designated Chef Talk	Brief brand introduction during a selected Cuisine Show session
Dedicated Chef Master Class	45-minute MasterChef Class space everyday, using sponsor's products or ingredients	One 45-minute Master Chef class sessions using sponsor's products or ingredients
Product Demonstration & Sampling	Priority live demonstrations, tastings and product sampling throughout the show	Product display, tasting and sampling during allocated sessions
Exhibition Space	12 sqm premium food cart or corner in the Cuisine Show	6 sqm food cart or exhibition stall
Use of Sponsor Products	Priority inclusion of sponsor ingredients in chef masterclasses and selected recipes,	Inclusion in selected demonstrations or recipes, where relevant

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	where relevant other than dedicated Chef Master class	
Buyer & Industry Networking	Priority introductions to relevant international buyers, chefs, hotels, restaurants and food professionals within the existing FoodAg networking programme	Facilitated introductions to relevant buyers and industry professionals, subject to availability
Digital Promotion	Dedicated sponsor announcement, logo on TDAP or FoodAg webpage, selected social media mentions and post-event appreciation	Logo on TDAP or FoodAg webpage and selected social media mentions
Promotional Material	Logo on invitations, programme and promotional material, plus right to place approved brochures, samples or vouchers at the stall	Logo in the official programme and selected promotional material, plus approved brochures or samples at the stall
Content & Media Rights	Access to approved event photographs and short video clips featuring the sponsor for corporate promotion	Access to approved event photographs featuring the sponsor
MC Acknowledgements	Priority acknowledgements by the Master of Ceremonies across all four days	Acknowledgements during selected sessions
Corporate Passes	20 complimentary corporate passes	10 complimentary corporate passes
VIP Invitations	4 VIP invitations for the Inaugural Ceremony or official dinner	2 VIP invitations for the Inaugural Ceremony or official dinner
Post-Event Visibility	Sponsor included in the post-event highlights, appreciation communication and basic visibility report	Sponsor included in the post-event appreciation communication

Notes: All activations, branding, product use, buyer introductions and media content are subject to TDAP approval, operational feasibility and event guidelines. Sponsor-provided products, chefs, samples, displays and promotional materials shall be arranged at the sponsor's own cost.

Marketing & Media Exposure

Sponsors will benefit from exposure through:

- National print media
- Television coverage
- Digital marketing campaigns
- TDAP website
- Official exhibition catalogue
- Email marketing
- Social media campaigns
- Outdoor branding
- Venue signage
- Press conferences and media briefings

Our Audience

FoodAg attracts:

- Food Manufacturers
- Food and Its products Exporters
- Importers
- Retail Chains
- Supermarkets
- HoReCa Buyers
- Wholesalers
- Distributors
- Government Agencies
- Trade Associations
- International Buying Delegations
- Investors

Become Our Partner

Join FoodAg 2026 as a corporate sponsor and position your organization at the forefront of Pakistan's food and agriculture sector. Whether your objective is brand visibility, lead generation, product launches or business networking, FoodAg provides an unmatched platform to achieve your goals.