

## Branding @ Bus Stop



KISAN provides free bus service for the visitors for pick & drop throughout the day during the exhibition days. Most of the visitors coming from outside use this facility. The bus stand is situated at the center of the main parking, right next to the main entry path towards the exhibition. (pl. see the layout of the exhibition). KISAN invites you to avail the branding opportunity @ the bus stop. This branding will surely attract each & every eyeball visiting the exhibition.

KISAN will provide a bare structure of 72 sq.m. (size: 12m x 6m) and platform with synthetic carpet. You will provide the Roofing sheets and will display its brand on the structure.

Charges : Rs. 4,00,000/-

## Balloon Advertisement

Balloon Advertisement means mass audience exposure. The sky flying balloon is mainly used for Brand reorganization as it's by far the most eye catching medium. Located at high traffic density & visibility areas, the balloon shakes to attract and thus leaves impact. It's a very cost effective media, visible across a radius of 3 kms.

|                       |   |
|-----------------------|---|
| Size                  | : 10 ft. Diameter   |
| Color                 | : Golden Yellow Background Letters preferable in combination of Red, Blue & Black Colors. |
| Balloon Flying Height | : 80 ft. To 100 ft. from ground level.  |
| Balloon Flying Time   | : 8.00 a.m. To 8.00 p.m.  |
| Charges               | : Rs. 50,000/-  |



## Internet Cafe & PCO

With the internet & mobile revolution, farmers are well aware of the opportunities the convergence can bring & are eager to explore the untapped potential. We invite you to reach this farming community.

We will offer you a stall of the 24 sq.m to provide internet facility to the visitors. Typically, the internet café would consist of net surfing facility from minimum 6 laptops or 6 desktops. This can be chargeable activity & should be functional from 14<sup>th</sup> Dec 2010 to 19<sup>th</sup> Dec 2010 at 9 am to 6 pm, you can have a good branding from inside as well as from outside of the stall. The stall is situated at the main pathway, thus would attract each & every visitor who'll visit the exhibition. (pl. refer the Layout)

We will offer you a stall of 12 sq.m to provide Public calling facility to the visitors. Again this can be a chargeable activity. The PCO Booth should have minimum of 4 phones & should be functional from 14<sup>th</sup> Dec 2010 to 19<sup>th</sup> Dec 2010 at 9 am to 6 pm provided during the exhibition.

Charges: Rs. 3,00,000/-

## Wallscape



Earn instant recognition. These are large displays, encompassing the entire pavilion fronts. They will create a distinct atmosphere and attract attention. Wall spaces facing the central Arena can be used to display your products graphics and logo. The design and execution will be done by you. Total Area of about 6000 sq.ft.

Sponsorship Amount : Rs. 5,00,000/-