

8<sup>th</sup> Edition  
**UNITED**  
**AGRITECH 2017**

Largest Exhibition on Agriculture & Dairy Technology

29<sup>th</sup>, 30<sup>th</sup> & 31<sup>st</sup> December 2017  
Parimalam Hall, Erode

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**UNITED**  
**AGRITECH 2017**  
Largest Exhibition on Agriculture & Dairy Technology

Organised by  
**UTFI**  
UNITED TRADE FAIRS  
INDIA (P) LTD.,

29<sup>th</sup>, 30<sup>th</sup> & 31<sup>st</sup> December 2017

Venue : Parimalam Hall, Erode

**SPONSORSHIP PRIVILEGES & BENEFITS**

S.No.	Description	Title Sponsor	Co Sponsor	Platinum Sponsor	Gold Sponsor	Silver Sponsor
		5 Lakhs	3 Lakhs	2 Lakhs	1.5 Lakhs	1 Lakhs
1.	Free Stall Space (Bare Space)	36 Sq.m	24 Sq.m	21 Sq.m	18 Sq.m	12 Sq.m
2.	Special Writeup	3 Main News Papers	Nil	Nil	Nil	Nil
3.	Branding advertisements in Newspapers / Magazine in proportionate size	✓	✓	✓	Nil	Nil
4.	Inclusion of Logo with Hyper link to your website	✓	✓	✓	✓	Nil
5.	Branding in Outdoor media publicity like Flex Banners	✓	✓	✓	✓	✓
6.	Branding in bunting inside the fair venue	20 Nos	10 Nos	10 Nos	5 Nos	3 Nos
7.	Branding in the main entrance Arch in proportionate size	✓	✓	✓	✓	✓
8.	Branding in the Inauguration Backdrop in proportionate size	✓	✓	✓	✓	✓
9.	Branding in Hall Entrance	✓	✓	✓	✓	✓
10.	Branding in Visitors Pass	✓	✓	✓	✓	✓

Concurrent Event  
3rd Edition  
**UNITED**  
**DAIRY TECH**

Concurrent Event  
3rd Edition  
**UNITED**  
**DAIRY TECH**



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**About Organizers :**

United Trade Fairs India Private Limited. (UTFI) has established itself as one of India's most successful exhibition organizers. Our exhibitors and visitors now come to expect from us nothing less than a world-class event year after year. The repertoire of our events include exhibitions, trade shows, seminars and conference, on various industries such as agri exhibition, Building expo, engineering trade show, Health & medical Expo. Our team of expert operational staff is known for delivering reliable outcomes consistently. Exhibitors, sponsors & visitors are assured of unmatched value for their time and money at all our events.

We firmly believe that there is no better business referral than that given by a satisfied consumer. That is why we provide an assortment of creative ideas and make use of the latest trends and styles to successfully meet your demand at any scale that too in a budget.

**Visitors by Field of Activity in Previous Edition**

- Farmers upto 1 acre
- Farm owner
- Agri - Equipment Manufacturer and Traders
- Food Processing Industry
- Academics and Research
- Professional Consultants
- Students
- Others



**Visitor Profile for UNITED AGRI TECH 2017**

- Farmers
- Agents & Distributors
- Farm Contractors
- Bankers, Educationist & Students
- Govt Authorities
- Importers & Exporters
- Trade Industry & Trade Media
- Investors & Entrepreneurs
- Consultants
- Scientists & Technologists
- Transport &
- Logistic Experts
- Dairy
- Poultry & Livestock Farmers
- Veterinary Practitioners

**EXHIBITORS PROFILE**

The exhibition is open for all companies and organizations with products or services related to the following topics :

- Agri Equipment & Machinery
- Aquaculture
- Bio technology, Fertilizers and chemicals
- Dairy Technology & Equipment Manufacturer / Exporters
- Dairy Products Manufacturer / Exporter / Traders
- Livestock Technology
- Ghee Making Machines, Mixer, Feeders & Grinders
- Packaging Machinery, Equipment & Materials
- Feed Manufacturing Machinery
- Feed Storage System
- Feeds, Feeding & Feed Additives-Vitamins
- Milk Storage Tanks / Silos Mfrs.
- Plant protection, Plasticulture
- Cattle / Dairy Farmers
- Fermented Milk, Ice Cream & Milk Powder
- Butter, Butter Oil, Cheese, Condensed milk
- Animal Husbandry
- State & Central Govt. Department / Agencies
- Food Lab & Quality Testing Equipment
- Animal Health Products
- IT Solutions
- Cold Chain / Cold Storage / Refrigerated Van
- Magazines / News Paper / Books / Directories
- New Dairy & Agro Entrepreneurs
- Ministries / Export Promotion Bodies / Departments
- Educational Institutes / College / Universities etc.
- Agri / Dairy Farmers
- Irrigation, Water Technology
- Poultry



**Why should you participate in United AGRI TECH 2017?**

1. Opportunity to interact with the best farm owners, Retailers, Wholesalers, Distributors, Technocrats, Policy makers from Govt bodies, Industry professionals, Academicians and most progressive farmers from the entire South India.
2. Exhaustive advertising and media coverage
3. Targeted business networking
4. Live demonstration of machineries
5. Common platform for agriculture produce, process and marketing
6. Progressive increase in business visitors year after year



## Glimpses of Previous Edition



### Previous Edition Media Report



### Why @ Erode?

The consistent success of UNITED AGRITECH series of fairs can be attributed to conducting this fair in Erode because of the following:

Erode is a city in the South Indian state of Tamil Nadu once part of great Kongu Nadu. The district in general is characterised with a scanty rainfall and a dry climate. Chief sources of irrigation in the erode are the canals and wells and these constitute the main stay of the farmers.

Dairy farmers in southern India are very familiar to Erode Cow market as it is one of the biggest cattle market in Tamil Nadu. Many Small and mid size dairy farms are located in this region. Apart from co-ops, many private dairy procurement companies are involved in milk procurement and milk products manufacturing in and around Erode. Enormous rivers and dams are very nearby Erode like Bhavani, Cauvery, Noyyal & Palar. Erode is located in the western part of Tamil Nadu and well connected by rail and road to all parts of Tamilnadu and South India.

### Media Coverage

As a leading Agricultural event of the region, United Agritech 2017 will attract extensive media coverage. There will be wide ranging presence in the following.

### Farm Reach Program

We are doing the Farm Reach Program in North of Tamilnadu for this Expo, which will be started before one month of exhibition through our well experienced team.

#### Print Media

- Regional Vernacular News Papers
- Business Magazines
- Journal & Magazines
- Flyers

#### Electronic Media

- Business TV Channels
- Regional Satellite TV Channels
- FM Station of the Region
- Email busting
- SMS Campaign
- Telectalling

#### Outdoor Media

- Govt. Departments
- Road Show
- One to one Reach
- Online Media

### About the Venue

United Agri Tech 2017 is set to take place on Dec 29 to 30, 2017 at Parimalam Hall in Erode, Tamilnadu, INDIA. Parimalam Hall is located in Centre of the city in Erode and is 25000 Square meter in size which includes out door area.



### About Parimalam Hall

- Time :** 9.30 am to 7.30 pm
- Centrally located in heart of the city
  - 5 Kms from City Railway Station
  - 2 Km from Bus Stand
  - Within 1 Km from all major hotels in the city

### Media Supporters

வளரும் தமிழகம்

நவீன வேளாண்மை



வளரின் வணிக உலகம்



Organized by  
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