



INTERNATIONAL EXHIBITION ON
Food Products, Beverages, Processing, Packaging, Cold Chain,
Kitchen Equipment, Bakery Equipment & Allied Industry

3rd Edition

Food
EXPO

24 25 26

NOVEMBER 2023

Chennai Trade Centre
CHENNAI, INDIA



Organiser



MEDIA DAY
MARKETING

www.foodexpo.in

BOOK YOUR
STALL NOW!



ABOUT EXHIBITION

The Food Expo will be a three day event bringing the best Services, Machinery, Equipment, Technology, Products and services and allied Industry stake holders in the Food Sector on to a single platform for their Mutual Benefit.

The 1st and 2nd edition of the show conducted in Hyderabad was well received by the Industry and market. The show witnessed more than 100 Exhibitors and 9500+ visitors from across the country.

Through this mega fair we have initiated a platform for bringing together the very latest Food technologies and professionals to interact, understand buyer-seller needs, and bring awareness to all segments of end users.

INSIGHTS INTO THE INDIAN FOOD PROCESSING INDUSTRY

India's food processing sector is one of the largest in the world and its output is expected to reach \$535 Bn by 2025-26. A Strong Supply Demand, Supply side advantages such as abundance in availability of raw material and manpower. Export opportunities and Proactive government policies opens to door of India as a lucrative destination for the food processing industry.

India being one of the densely populated countries in the world stands to be a very big consumer in terms of consumption and export of processed food. The Indian Food and Grocery market is the 6th largest in the world and constitutes 65% of the total retail market in India. This Industry hold a share of 11.60% in providing employment in the country while the industry roughly holds about 2.2% of the total FDI in the country.

The Potential for the Food Processing Industry in India

- The Food Processing industry is expected to attract investments worth \$33 billion and generate employment to about 9 million people by the year 2024.
- The total worth of the Food Processing sector is expected to be worth more than half a trillion dollars.
- India is expected to be the 5th largest consumer with annual household consumption to triple by 2030

Some of the major decisions taken by the government of India to boost the sector include

- Sanctioning 37 food parks across the country under the Mega Food Parks Scheme.
- 100% FDI permitted under the automatic route in Food Processing Industries.
- 100% FDI allowed through government approval route for trading, including through e-commerce in respect of food products manufactured in India

WHAT TAMIL NADU HOLDS FOR THE FOOD PROCESSING INDUSTRY

- Second-largest state economy in India
- Second-best governed state in India
- 2nd position in the country in registered food processing units
- CGAR of the food processing industry is around 11.2%
- Contributes 7.2% of the food processing output of the country
- About 36 Product based clusters.





WHY EXHIBIT

- Lead Generation
- Branding
- An Apt Platform to reach the Targeted Customers
- A one stop for all latest industry trends in one place.
- An Excellent opportunity to showcase new products and technologies to leading Clients
- The Right Platform to boost you business
- An Excellent opportunity to engage Face-to-Face with Prospective Clients.
- An Apt Platform to Connect with Right Partners for your business needs.
- Individual pages to open for all 14 events from the home page

WHY VISIT

- A One stop for all latest industry trends in one place
- See new products and technologies from leading vendors.
- Compare and decide what best suits your business needs
- A helping platform for making purchasing decisions
- Learn about the latest trends, and engage Face-to-Face with Suppliers.
- An apt platform to connect with right partners for your business needs.

EXHIBITORS PROFILE

- Packaging Technology & Services
- Wrapping, Sealing & Lamination Equipment
- Food Testing Lab & Equipment
- Grain Milling Technology
- Dairy, Bakery Product & Technology
- Grading & Sorting Machinery
- Pack Houses/ Warehousing Equipments& Machinery
- Cold room & Refrigeration Appliances
- Food products-Bakery and Confectionary, Edible Oil and Seeds, Frozen and Functional Foods, Milk and Milk Products, Pickles, Jam and Appalam (Pappad), Poultry and Cattle Feed, Ready to Cook (RTC) Food & Dry Fruits, Soft Drinks and Beverages, Spices and Condiments, Tea and Coffee etc.
- Bakery and Confectionary, Snacks, Chocolates
- Organic Food Products
- Herbal foods products
- Quality Certification Agencies
- Perishable and food Cargo Handling
- Banks/ Agri Finance Companies
- Food Sector Infrastructure
- Food Park Developers
- Conveying, transport and storage facilities

VISITORS PROFILE

- Supermarket
- Grocery and convenience store
- Distributor, wholesaler & retailer
- Food catering / food service
- Hotel, restaurant and bar
- Packaging & distribution centre
- Food manufacturer
- Food importer / exporter
- Cash & carry company
- Departmental store
- Fast food
- Bakery / Bakery organisation
- Prospective Entrepreneurs / start up who intend to set up Food Processing Industries.
- Existing Food Processing manufacturers / service providers looking for new Technologies, products & processing etc.
- Scientists, Technology seekers and suppliers
- Consultants and Representatives from Institution dealing in Food processing R&D /innovations.
- Delegates desiring to know about Government Policies and incentives for setting up the Food Processing Industry.
- Purchaser of Food items.
- Entrepreneurs willing to venture into the Food Processing Sector Import / Export.
- Key personnel from core and allied industries
- Policy Makers and Government Officials.
- Students from Professional & Educational Institutions



SPONSORSHIP OPTIONS

Your participation as a sponsor will ensure your brand visibility among the stake holders in the industry and will help you in creating a Global Image and better market penetration.

MDM offers a verity of sponsorship opportunities that are tailored to suit your needs. Team MDM will be happy to offer you a package that will be of maximum benefit to your organization. The team is happy to discuss any new proposals you may wish to put forward

TITLE SPONSOR

Rs. 25,00,000

DELIVERABLES

- Sponsor's Name will be highlighted in the event name (example: ABC Limited presents EXPO NAME in all publicity materials and website)
- Bare space of 200 sqm. at a prime location in the Exhibition
- Sponsor's CEO to be on Dias at Inaugural function
- Branding in printed literature, publicity campaign and VIP invitations
- Interview of Sponsor's CEO to be published in supporting media publications / Newsletters
- Sponsor's Logo to be prominently displayed on events' website hyperlinked to Sponsor's website
- Logo on the Cover Page of Exhibition Directory
- Inside front cover advertisement in Exhibition Directory) (to be provided by the sponsorer)
- Two Sponsor's Hoarding in the Exhibition (10 feet x 10 feet)(to be provided by the sponsorer)
- Sponsor's Logo prominently displayed as "Title Sponsor" on on-site signages and backdrop
- 4 standees of the Sponsor at the Exhibition ((to be provided by the sponsorer)
- Literature of the Sponsor to be distributed and displayed at the registration desk, VIP Lounge etc. (to be provided by the sponsorer)
- Branding on 12 poles (around the event venue)
- Announcement in Press release / Newsletters
- Special e-mailer for visiting Sponsor stall
- Highlighted as the "Title Sponsor" in the post-show report and event website



POWER SPONSOR

Rs. 20,00,000

DELIVERABLES

- Sponsor's Name will be incorporated in the event name(example: EXPO 'POWERED BY' in all publicity materials and website)
- Bare space of 160 sqm. at a prime location in the Exhibition
- Branding in printed literature, publicity campaign and invitation tickets
- Sponsor's Logo to be prominently displayed on events' website hyperlinked to Sponsor's website
- Back cover advertisement in Exhibition Directory (to be provided by the sponsorer)
- Sponsor's Logo prominently displayed as "Powered By" on-site signages and backdrop
- 3 standees of the Sponsor at the Exhibition ((to be provided by the sponsorer)
- Literature of the Sponsor to be Distributed and displayed at the registration desk, VIP Lounge etc. (to be provided by the sponsorer)
- Branding on 8 poles (around the event venue)
- Announcement in Press release / Newsletters
- Special e-mailer for visiting Sponsor stall
- Highlighted as the "Power Sponsor" in the post-show report and event website



EVENT PARTNER

Rs. 16,00,000

DELIVERABLES

- Sponsor's Logo to be prominently displayed on events' website hyperlinked to Sponsor's website
- Bare space of 120 sqm. at a prime location in the Exhibition
- Branding in printed literature, publicity campaign and invitation tickets
- Sponsor's Logo prominently displayed as "Event Partner" on on-site signages and backdrop
- 2 standees of the Sponsor at the Exhibition (to be provided by the sponsorer)
- Literature of the Sponsor to be distributed and displayed at the registration desk, VIP Lounge etc. (to be provided by the sponsorer)
- Branding on 8 poles (around the event venue)
- One page advertisement in the Exhibition Directory (to be provided by the sponsorer)
- Highlighted as the "Event Partner" in the post-show report and event website



PLATINUM SPONSOR

Rs. 12,00,000

DELIVERABLES

- Sponsor's Logo to be prominently displayed on events' website hyperlinked to Sponsor's website
- Bare space of 100 sqm. at a prime location in the Exhibition
- Branding in printed literature, publicity campaign and invitation tickets
- Sponsor's Logo prominently displayed as "Platinum Sponsor" on on-site signages and backdrop
- Branding on 6 poles (around the event venue)(to be provided by the sponsorer)
- One page advertisement in the Exhibition Directory (to be provided by the sponsorer)
- Highlighted as the "Platinum Sponsor" in the post-show report and event website



DIAMOND SPONSOR

Rs. 10,00,000

DELIVERABLES

- Sponsor's Logo to be prominently displayed on events' website hyperlinked to Sponsor's website
- Bare space of 75 sqm. at a prime location in the Exhibition
- Branding in printed literature, publicity campaign and invitation tickets
- Sponsor's Logo prominently displayed as "Diamond Sponsor" on on-site signages and backdrop
- Branding on 4 poles (around the event venue)(to be provided by the sponsorer)
- One page advertisement in the Exhibition Directory (to be provided by the sponsorer)
- Highlighted as the "Gold Sponsor" in the post-show report and event website



GOLD SPONSOR

Rs. 7,50,000

DELIVERABLES

- Sponsor's Logo to be prominently displayed on events' website hyperlinked to Sponsor's website
- Bare space of 50 sqm. at a prime location in the Exhibition
- Branding in printed literature, publicity campaign and invitation tickets
- Sponsor's Logo prominently displayed as "Gold Sponsor" on on-site signages and backdrop
- Branding on 2 poles (around the event venue)(to be provided by the sponsorer)
- One page advertisement in the Exhibition Directory (to be provided by the sponsorer)
- Highlighted as the "Gold Sponsor" in the post-show report and event website



SILVER SPONSOR

Rs. 5,00,000

DELIVERABLES

- Sponsor's Logo to be prominently displayed on events' website hyperlinked to Sponsor's website
- Bare space of 36 sqm. at a prime location in the Exhibition
- Branding in printed literature, publicity campaign and invitation tickets
- Sponsor's Logo prominently displayed as "Silver Sponsor" on on-site signages and backdrop
- One page advertisement in the Exhibition Directory (to be provided by the sponsorer)
- Highlighted as the "Silver Sponsor" in the post-show report and event website



EXHIBITOR LUNCH SPONSORS

Rs. 4,50,000 per day

DELIVERABLES

- Sponsor's Panel in the Lunch area to give credits to the Sponsor
- One full page advertisement in the Exhibition Directory (to be provided by the sponsorer)
- Sponsor's Logo to be prominently displayed on events' website hyperlinked to Sponsor's website
- Sponsor's logo to be printed on Lunch Coupon



VISITOR CARRY BAGS

Rs. 7,50,000

DELIVERABLES

- Gain high visibility by publicity of environmental friendly bags distributed free at the registration counter
- Deliverables
- Branding as Visitor carry bag partner
- Sponsor's literature inserts in all visitor bags (to be provided by the sponsorer)
- Sponsor's logo on all visitor bags
- Promotion on website and print material as Visitor bag sponsorer
- One page advertisement in directory (to be provided by the sponsorer)
- Special mail invitation by mail to visit the sponsorer's stall
- Special Mention in show report as Visitor bag manufacturer.



VISITOR BATCH SPONSOROR

Rs. 7,50,000

Logo on the front side and company product profile and contact details on the back side will create wide publicity and help in reaching the markets effectively

Deliverables

- Exclusive branding of the sponsor's log as badge partner
- Logo and desired literature on the visitor batch (backside)
- Mention as logo partner on the website
- Special mailer invitation to visit sponsor's stall
- One page advertisement in the Exhibitor directory (to be provided by the sponsorer)
- Exclusive campaign on social media platforms



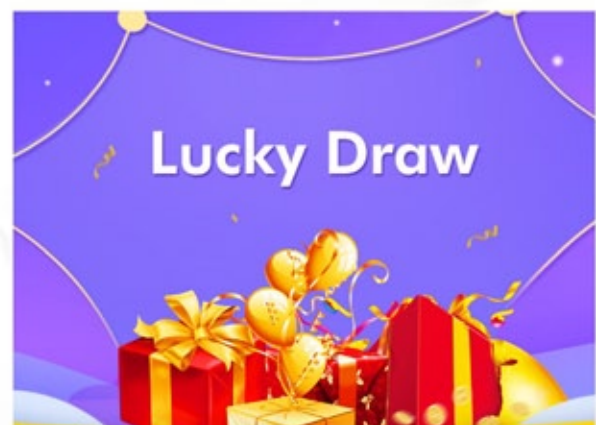
LUCKY DRAW SPONSORER

Rs. 7,50,000

An very effective way to attract the attention and gain visibility by being a lucky draw sponsor.

Deliverables

- Branding as Luck Draw sponsor on website and other print material
- Special lucky draw promotion through emailers, and social media
- Special mention in Post show report
- One page advertisement in Exhibitor directory (to be provided by the sponsorer)



REGISTRATION COUNTER SPONSORER

Rs. 7,50,000

An effective way for your brand to be visible to all the visitors and exhibitors at the venue. Sponsor's name and logo will be printed on the registration forms & will be displayed on the visitor registration page.

- Branding on the website as Registration counter sponsor with logo and link to website on home page.
- Logo on the registration page with link to the home page of sponsor
- 2 Special invitation mails on behalf of the sponsor to all the industry database
- Logo in print material and advertisement material
- One page advertisement in the visitor directory (to be provided by the sponsorer)
- Special Mention in the Post show report published in all publications



LANYARD SPONSOR

Rs. 7,50,000

Name and logo on the lanyard would give a good visibility to your brand and will help you create brand awareness in the Industry and the markets

- Branding on the website as Lanyard sponsor
- Logo on the website with link to the company home page
- Logo in print material and advertisement material
- One page advertisement in the Show Directory(to be provided by the sponsorer)
- Special Mention in the Post show report published in all publications



*All Art work for Promotional material has to be given by the sponsorer

THANK YOU

For Sponsorship Contact: +91-93421 85915 | +91-93414 73494

E-mail: info@mediaday.co.in, **Website:** www.foodexpo.in



ABOUT ORGANIZER

Media Day Marketing is a B2B event organizing firm working since 2016 with successful events like 6th edition of Truck Trailer and Tyre Expo, 3rd edition of Auto Technika, Green Vehicle Expo, 2nd edition of Food Expo and Dairy Expo . Continuing its efforts towards adding New Segments, MDM will be hosting the 1st edition of Green Energy Expo, Bangalore and Bakery and Kitchen Equipment Expo, Chennai. MDM will be stepping into the International Arena by organizing the 8th Edition of Truck Trailer and Tyre Expo in Abu Dhabi in 2024 and a similar event in Istanbul, Turkey.

STALL CHARGES (PSM)

SHELL SPACE

Rs. 8000/- per sqm (\$280) + GST

BARE SPACE

Rs. 7500/- per sqm (\$250) + GST

One Table, Two Chairs, 3 Spot Lights (9,12)
4 Spot Lights (15,18), Dust Bin, Electric Point,
Fascia, Carpet.

GET IN TOUCH



**MEDIA DAY
MARKETING**

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