



www.agro-mach.com



LIVE AgroMach MENA 2021

Machinery | Irrigation | AgriTech

7th | 8th April, 2021

An event by *Supporting Partner*



*"Pushing The Boundaries of Agriculture Mechanization,
Irrigation & Technology In Middle East & North Africa"*



AgroMach MENA 2021

After the success of AgroMach Africa 2020, TAB group is delighted to launch AgroMach MENA 2021.

AgroMach continues to be a highly sought after exclusive content focussed conference and business focussed exhibition where decision makers, key stakeholders and business leaders connect with industry experts, manufacturers, dealers and distributors for networking, exploring business opportunities and exchanging innovative ideas.

The expo will showcase the widest range of latest agriculture machinery, cutting edge irrigation solutions and innovative technologies in the Agriculture Sector. It will provide a dedicated platform for both MENA and international agriculture professionals, manufacturers, dealers and investors to discuss the nature of their business, promote their resources and build fruitful partnerships with complete focus on business development.

AgroMach MENA presents an unparalleled opportunity for you to keep up with the wave of new technologies, agri-mechanization and innovative ideas in irrigation. This premier event will bring together global agriculture professionals to explore the market, introduce their brands, make new connections and create long-term partnerships. This show will also set up dynamic relationships between the governments, private businesses & international investors to achieve the results quickly, effectively & successfully.



AgroMach MENA 2021 will target three important set of stakeholders –

1. International Companies – These will include global agri-business from different countries who are interested in exploring business & partnership opportunities in the MENA region. These will include Agriculture Investment companies, Machinery & Equipment companies, Irrigation companies, Technology & Consulting Companies etc.

2. Regional Companies – These will include both indigenous and international companies already working in a region. They will network with the global companies, explore new partnerships & technologies and share their expertise.

3. Institutions – This will include the key stakeholders from the relevant ministries, associations, financial institutions, academia & organizations who will talk about the Challenges, Investment Opportunities, Research, Policies, Regulations & Implementation. The participating companies will also have the opportunity to seek advice to facilitate their business decisions.



Attendant Profiles – AgroMach MENA 2021

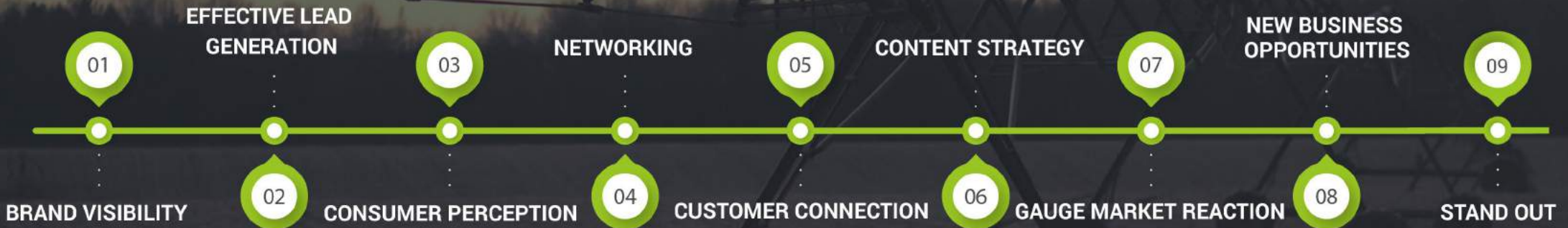
Agricultural Machinery, Irrigation & Agri-Technologies

- Agriculture Machinery, Equipment & Implements
- Tractors
- Agricultural Tyres And Rims
- Irrigation Equipment & Machinery
- Irrigation Technology
- Irrigation Solutions
- Drip, Surface & Overhead Irrigation
- Water Management / Conservation Solutions
- Agriculture Technology
- Smart / Digital Agriculture
- Precision Technologies
- AI / ICT For Agriculture
- Banks And Insurance Companies
- Financial Institutions
- Agriculture Organizations
- Green House Solutions
- Solar Irrigation Solutions
- Importers / Exporters
- Farmers & Farmer Associations
- Dealers / Distributors
- Agriculture Associations
- Governments

WHY SPONSOR

Unleashing Opportunities for Agriculture Machinery, Irrigation & Technology

This year – wherever you're located – the market is within your reach ! Choose a sponsorship package to make your brand stand out at AgroMach MENA 2021. Present your solutions to thousands of targeted attendees and generate meaningful leads.



TITLE SPONSOR \$25,000

- **Exclusively for One Company.**
- **Company will be Recognised as “Title Sponsor”** represented as Strategic Partner for the Event. Placed above the Diamond, Platinum, Gold and other Sponsors.
- **Highest Branding – Guaranteed the most Exclusive Brand Visibility** throughout the event cycle (Pre / during / Post event) via Website, Landing Pages, Event Banners & Adverts, Event Newsletters, Social Media, Press Releases, Event Platform etc.
- **Exclusive Speaking Slots (20 - 30 mins):** Up to 4 Speakers can Present at Inaugural Session + VIP Round Table + Main Session + Technical Sessions. Corporate Video will be Played during these Sessions.
- **Moderation opportunity (Inaugural session + Session(s) of choice)**
- **Dedicated Spotlight** Session (up to 30 mins) – Product, Service or Technology Demo/ Product Launch etc.
- **Highest Visibility** Booth in the Virtual Exhibition Area – First in Sequence and First to see.
- Total of 4 VIP Lounge Tables within the Lounge and VIP Area.
- Customised Branded Welcome / Waiting Area. Multiple Private Meeting Rooms and 6 Board Rooms with up to 6 Booth Managers.
- **Exclusive Website Branding:** Company Logo, 200 words Description and Website Link.
- **90 secs Video Advert + Display Ad** (400X330) will be featured on event website “Home” Page.
- **Specific advertisement through email campaigns:** SIX dedicated featured mentions sent across to our 50k+ Agriculture Industry Contacts worldwide.
- **Magazine Coverage:** Front Cover Page on the Event Magazine.
- **20 full-access event Delegate Passes** including Speakers, Booth Managers and Invited Guests.
- **Access to all Leads Generated** throughout the event cycle. (Pre / during / Post event)
- Complete Access to Event Analytics + Competition Analysis + Unlimited session recordings

DIAMOND \$15,000

- Only up to THREE Companies can avail this.
- Company will be Recognised as “Diamond Sponsor” placed above the Platinum, Gold and other Sponsors.
- Very Prominent Branding at most premium locations throughout the event cycle (Pre / during / Post event) via Website, Landing Pages, Event Banners & Adverts, Event Newsletters, Social Media, Press Releases, Event Platform etc.
- Exclusive Speaking Slots (20 - 30 mins): Up to 3 Speakers can Present at VIP Round Table + Main Session + Technical Sessions. Corporate Video will be Played during these Sessions.
- Moderation opportunity (VIP Round Table + Session of choice)
- Dedicated Spotlight Session (up to 20 mins) – Product, Service or Technology Demo/ Product Launch etc.
- Prominent Visibility Booth in the Virtual Exhibition Area – Next in Sequence and Second to see.
- Total of 3 VIP Lounge Tables within the Lounge and VIP Area.
- Branded Welcome/Waiting Area. 2 Private Meeting Rooms and 4 Board Rooms with up to 4 Booth Managers.
- Exclusive Website Branding: Company Logo, 150 words Description and Website Link.
- 60 secs Video Advert + Display Ad (325X250) will be featured on will be featured on event website “About” Page.
- Specific advertisement through email campaigns: FOUR dedicated featured mentions sent across to our 50k+ Agriculture Industry Contacts worldwide.
- Magazine Coverage: First inside Page in the Event Magazine.
- 15 full-access event Delegate Passes including Speakers, Booth Managers and Invited Guests.
- Access to all Leads Generated during the event.
- Competition Analysis + Upto 6 hours of session recordings

PLATINUM SPONSOR \$10,000

- Only up to FIVE Companies can avail this.
- Company will be Recognised as “Platinum Sponsor” placed above the Gold and Silver Sponsors..
- **Premium Branding at prominent locations** throughout the event cycle (Pre / during / Post event) via Website, Landing Pages, Event Banners & Adverts, Event Newsletters, Social Media, Press Releases, Event Platform etc.
- **Prime Speaking Slots (20 - 30 mins):** Max. 2 Speakers can Present at Main Session (Day 2) + Technical Sessions (Day 1). Corporate Video will be Played during these Sessions.
- **Moderation opportunity (Main Conference Session + Technical Session).**
- **Premium Visibility** Booth in the Virtual Exhibition Area – Next in Sequence and Quick to see.
- Total of 2 VIP Lounge Tables within the Lounge and VIP Area.
- Branded Welcome/Waiting Area. 1 Private Meeting Room and 3 Board Rooms with up to 3 Booth Managers.
- **Exclusive Website Branding:** Company Logo, 125 words Description and Website Link.
- **45 secs Video OR Display Advert** (250X250) will be featured prominently on Event Website.
- **Specific advertisement through email campaigns:** TWO dedicated featured mentions sent across to our 50k+ Agriculture Industry Contacts worldwide.
- **Magazine Coverage:** Full Page among initial pages in the Event Magazine.
- **10 full-access event Delegate Passes** including Speakers, Booth Managers and Invited Guests.
- **Access to all Leads Generated** through your virtual booth as well as your speaking sessions.
- Competition Analysis + Up to 4 hours of session recordings

GOLD SPONSOR \$5,000

- **Company will be Recognised as “Gold Sponsor”** placed above the Silver Sponsors.
- **Prime Branding at good locations** via Website, Landing Pages, Event Banners & Adverts, Event Newsletters, Social Media, Press Releases, Event Platform etc.
- **Speaking Slot (20 - 30 mins):** Only 1 Speaker can Present at Technical Sessions (Day 1 or 2). Corporate Video will be Played during the Session.
- **Moderation opportunity (Technical Session).**
- **Premium Visibility** Booth in the Virtual Exhibition Area – Next in Sequence and Easy to see.
- Total of 1 VIP Lounge Table within the Lounge and VIP Area.
- Branded Welcome/Waiting Area. 2 Board Rooms with up to 2 Booth Managers.
- **Exclusive Website Branding:** Company Logo, 100 words Description and Website Link.
- **Display Ad** (200X200) will be featured on the event website.
- **Specific advertisement through email campaigns:** ONE dedicated featured mention sent across to our 50k+ Agriculture Industry Contacts worldwide
- **Magazine Coverage:** Full Page among initial pages in the Event Magazine.
- **5 full-access event Delegate Passes** including Speakers, Booth Managers and Invited Guests.
- **Access to all Leads Generated** through your virtual booth as well as your speaking session.

SILVER SPONSOR \$3,000

- **Company will be Recognised as “Silver Sponsor”** placed above the Exhibitors.
- **Speaking Slot (20 - 30 mins): Only 1 Speaker** can Present at Technical Session (Day 2). Corporate Video will be Played during the Session.
- **Booth in the Virtual Exhibition Area – Next in Sequence to the Gold Sponsors.**
- **2 Board Rooms with up to 2 Booth Managers.**
- **Website Branding:** Company Logo, 75 words Description and Website Link.
- **Magazine Coverage:** Full Page in the Event Magazine.
- **Logo to be featured** on social media, newsletters & event promotion activities under Silver Sponsors category above exhibitors.

EXHIBITOR \$1,000

- **Company will be Recognised as "EXHIBITOR"** throughout the event.
- **Booth in the virtual Expo.**
- **Website Branding:** Company logo and description along with website link.
- **Magazine Coverage:** Full Page in the Event Magazine.
- **Logo to be featured** on social media, newsletters & event promotion activities as exhibitors.

SPONSORSHIP/ EXHIBITOR REGISTRATION FORM

PLEASE SEND ONLY ONE REGISTRATION FOR YOUR ENTIRE ORGANISATION.

Company Name: _____

Address: _____

City/Country: _____

Your name & designation: _____

Email: _____

Phone/Mobile: _____

Date: _____

Signature: _____

By signing above, I agree to the terms and conditions of this booking.

PAYMENT MODE

- Bank Transfer
 Online Payment Link

PACKAGE SPONSORSHIP OPTIONS

- | | |
|---|-----------|
| <input type="checkbox"/> TITLE SPONSOR | \$ 25,000 |
| <input type="checkbox"/> DIAMOND SPONSOR | \$ 15,000 |
| <input type="checkbox"/> PLATINUM SPONSOR | \$ 10,000 |
| <input type="checkbox"/> GOLD SPONSOR | \$ 5,000 |
| <input type="checkbox"/> SILVER SPONSOR | \$ 3,000 |
| <input type="checkbox"/> EXHIBITOR | \$ 1,000 |

*plus taxes if applicable

TERMS AND CONDITIONS

Scope of Agreement: General:

These are the conditions of the contract between you, the Client ("You" and "your") and Gazelle Business Media Pvt Ltd trading as TAB group ("TAB group", "we", "us" and "our") governing your use of our services, including the registration for this event as set out in your booking form. This agreement constitutes the entire agreement between TAB group and you.

You, your executive/s or your agents may not transfer or assign any of the rights or obligations of this Agreement (in whole or part) without our prior consent. Any attempt to resell, assign or transfer rights without our consent will entitle us to cancel the contract without liability to you.

This agreement is governed by and will be construed in accordance with Indian law and each party irrevocably agrees that the courts of India will have the non-exclusive jurisdiction to deal with any disputes arising out of or in connection with this agreement.

All prior agreements understandings and negotiations and representations (save for fraudulent misrepresentation) whether oral or in writing are cancelled in their entirety. The terms of any other electronic communications will not form part of this agreement.

Our commitment to you:

Should the event be cancelled for reasons or circumstances beyond our control including malfunctioning of the technological platforms used for delivering the event, we reserve the right to reschedule the event. Should the event fail to be rescheduled within six months for any reason, your refund shall not exceed the total amount received by us from you.

Payment Terms:

Full amount is required within five working days from signing the registration form by invoice bank transfer, online payment link or credit card.

Cancellations:

Upon a written request for cancellation, at least 30 days prior to the event date, 50% of the event fee is payable and non-refundable. Any cancellation less than 30 days before the event date will not be acceptable and 100% of the event fees is payable. In case of non-participation at the event, the amount paid can be used by the company for participating at any of the future events within 12 months.

CONFERENCE REGISTRATION FORM

DELEGATE DETAILS

Full Name: _____

Job Title: _____

Email: _____

Full Name: _____

Job Title: _____

Email: _____

Full Name: _____

Job Title: _____

Email: _____

Company: _____

Address: _____

Signature: _____

Name: _____

Date: _____

Telephone: _____

By signing above, I agree to the terms and conditions of this booking.

REGISTRATION FEES (✓on number of delegate)

1 Delegate: \$ 299

2 Delegates: \$ 499

3 Delegates: \$ 599

FOR MORE THAN THREE DELEGATES CONTACT US TO GET A TAILORED QUOTE : agri.expo@tab-global.com

*plus taxes if applicable

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Previous Event Glimpses...



1000+

Targeted Visitors



400+

Conference Delegates



40+

Sponsors / Partners / Exhibitors



35+

Expert Speakers



30+

Countries Represented



10+

Power Packed Sessions

Exhibiting Partners



Our Company



TAB Group is a dynamic strategic consulting group operating globally. We specialize in facilitating trade promotion and creating opportunities for investments, joint ventures, technology transfers and strategic partnerships through international exhibitions, trade shows, conferences, summits, conclaves and market research. TAB group helps connecting Governments, Policy Makers, Businesses, Trade Associations, Institutions & Media etc. through strategically designed interactive events that drive the future of the industries we work in.

Contact Info

E14-B, Sector 8, Noida 201301 - India

Email : info@tab-global.com

Website: www.tab-global.com | www.agro-mach.com

Contact details

For Sponsorship, Exhibition & Delegate Registration contact:

Sparsh Ratta

sparsh.ratta@tab-global.com | +91 7042960151

Mohammad Talha

mohammad.talha@tab-global.com | +91 82679 42696

For Speaking Opportunities & Media Partnership Contact

Afsheen Siddiqui - Conference & Partnerships

afsheen.siddiqui@tab-global.com | +91 8851008335

For Visitor Registration or any other event related info contact

agri.expo@tab-global.com | info@africa-agriexpo.com



An event by **TAB** | group

www.agro-mach.com

