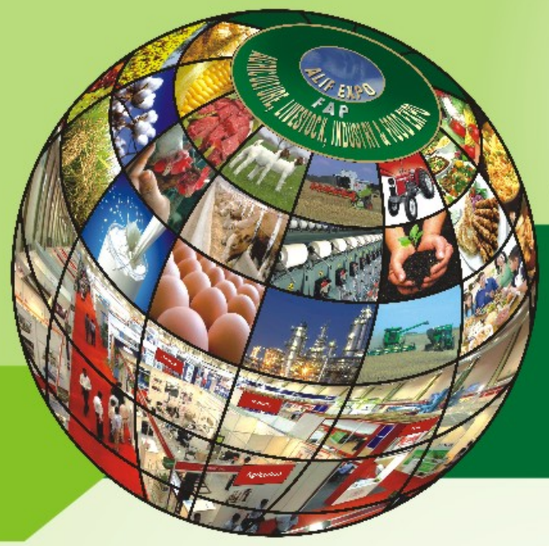


Farmers Associates Pakistan

FAP-ALIF EXPO CONFERENCE 2011

INTERNATIONAL AGRICULTURE, LIVESTOCK, INDUSTRY & FOOD EXPO

October 31 to November 02- 2011
Hotel Pearl Continental - Lahore, Pakistan

FAP - AILF EXPO/Conference:
The Event coinciding with World Food Day

In the Name of Allah, Most Compassionate, Ever-Merciful

ALIF (in Arabic) is the first alphabet of the name of the Almighty ALLAH, Creator and Sustainer of all the Universe, Human Beings and Creatures. ALIF stands for Agriculture, Livestock, Industry and Food Expo/Conference being held under the aegis of Farmers Associates Pakistan and organized by M/s Rang Communications (Pvt.) Ltd. along with its Media Promoters AIMS and Marketing Partner Trilogy Alliance, at Hotel PC, Lahore from 31st October to November 2, 2011 coinciding with World Food Day of the Food and Agriculture Organization (FAO) of the United Nations Organization (UNO).

FAO is celebrating World Food Day since 1980. To celebrate World Food Day in a benefiting manner in Pakistan this year, an International conference on Productivity Enhancement for Food Security & Poverty Alleviation will be held as part of ALIF EXPO. The eminent researchers, scholars and policy makers will present their papers related to prime objectives of the FAO in the said conference.



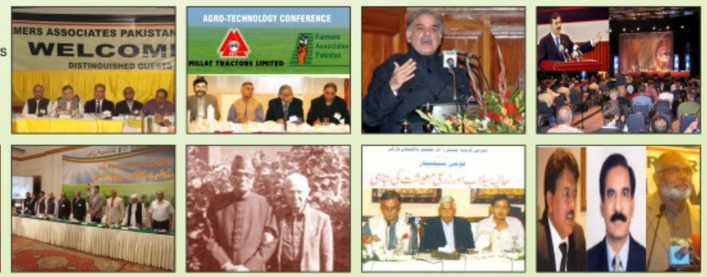
International Conference:
Productivity Enhancement for Food Security & Poverty Alleviation

The prime objective of the international conference coinciding with the World Food Day is to serve as a catalyst of change for uplifting the Agriculture sector to increase its overall share in the GDP by taking fast track short term and sustainable long term steps to bolster the sector on sound footings. Many factors, including low per acre yield, have affected the growth of agriculture sector badly. As a result, this vital sector is facing multiple crises and various challenges, the resolution of which should be the top most national priority for ensuring food security and poverty alleviation.

There will be five sessions of the two day international conference:

First Day:
- Inaugural Session
- Technical Session
- Group Discussions by the four sectors

Second Day:
- Recommendatory Session
- Awards Distribution Ceremony





www.alifexpo.com



Objectives of the Expo:

ALIF EXPO 2011 will provide an opportunity under one roof to the potential national and International Agro/allied sectors companies to come together for exploring better understanding of the regional and global markets.

Benefits of the EXPO:

- Cost-effective promotion and display of products & services of the participants on the EXPO Stalls as well as on Publicity Towers, Backdrop of the Conference and promotion literature/website of the Event
- Opportunity for expansion of Agro marketing network through new dealers and distributors
- Extensive Agri marketing promotion campaign for launching new products/brands
- Opportunity for alliances and joint ventures with leading national and multinational Agro-industrial groups
- Generate immediate orders through Direct Sales Services



BENEFITS OF SPONSORS / EXHIBITORS



Platinum Sponsor

- Executive's privilege as a Special Guest on stage
- 390 sq. ft. (3 M x 12 M) space in Exhibition Hall at prominent location
- Two color pages in event souvenir
- To be awarded International Quality Award
- Complete coverage in pre and post Event promotions/ material/ advertisement
- Official website of the Event to have company profile

PKR 680,000/-

Gold Sponsor

- Executive to be part of Group Discussions Panel during Conference
- 300 sq. ft. (3 M x 9 M) space in Exhibition Hall at suitable location
- One color page in event souvenir
- To be awarded Top Quality Shield
- Coverage in pre and post Event promotions/material/ advertisement
- Official website of the Event to have company highlights

PKR 480,000/-

Silver Sponsor

- 190 sq. ft. (3 M x 6 M) space in Exhibition Hall at specified location
- One B & W page in event souvenir
- To be awarded FAP/ALIF Participating Shield
- Coverage in pre Event promotions/material/ advertisement
- Official website of the Event to have company details

PKR 280,000/-

General Stall

- 10 ft x 10 ft (3M x 3 M) space
- Official website of the Event to have company insertion
- Name and logo in event souvenir
- To be awarded FAP/ALIF Participating Certificate

PKR 80,000/-

FAP ALIF EXPO 2011 Award Categories

- International Quality Award
- Top Quality Shield
- FAP/ALIF Participation Shield
- FAP/ALIF Participation Certificates
- Malik Khuda Bakhsh Bucha Zarai Gold Medal



Farmers Associates Pakistan

Event Secretariate
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inspiring solutions....
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Media Promoter
aims

Marketed By
Trilogy Alliance

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