

Host State



AgriCon
INDIA



Organised by



1 – 2 – 3 October 2026 | BIEC Bengaluru, Karnataka | India
AN INITIATIVE BY MESSE MUENCHEN INDIA PVT. LTD. AND HORTICONNECT GLOBAL PVT. LTD.

Catalysing Tomorrow's Agriculture & Horticulture Today



ONE ROOF. TWO BUYER WORLDS. YOUR 2027 PIPELINE SECURED.

30,000+

sq.m of Innovation

300+

Global Exhibitors

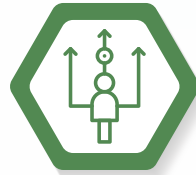
50,000+

Targeted Buyers

WHY EXHIBIT ?

Reach the Right Buyers:

Connect with progressive farmers, FPOs, agri-businesses, institutional buyers and export-focused stakeholders actively looking for solutions.



Build Market Visibility:

Position your brand in front of a high-value audience through a platform designed to drive awareness, recall and business relevance.



Tap India's Growth Markets:

From inputs and irrigation to farm tech, post-harvest, cold chain, processing, packaging, finance and data - reach the full value chain.



One Unified Agri + Horti Platform:

Be part of the only platform bringing agriculture and horticulture together under one roof, creating stronger cross-sector business opportunities.



Direct Access to Decision-Makers:

Meet the people who influence adoption on the ground - from growers and agri-enterprises to policymakers and ecosystem leaders.



Showcase Solutions Live:

Demonstrate your technology, products and services through live demos, helping visitors see real value, not just brochures.



Gain Through Knowledge-Led Engagement:

Benefit from CORE workshops, knowledge sessions and real success stories that create deeper conversations and stronger industry trust.



Turn Meetings into Pipeline:

With B2B matchmaking, premium networking zones and focused business engagement, the platform is built to convert interactions into opportunities.



PRINCIPAL PARTNER

QTY - 1



Price

INR 24,00,000/- + taxes

EUR 28,500 + taxes

PRE-EVENT DELIVERABLES

- Partner logo featured in all online, print newspaper and onsite promotions as "Powered by"
- Logo visibility on event website with hyperlinks
- 2 emailers to AgriCon India and HortiConnect India database
- Logo visibility on all event emailers
- Logo inclusion in 1 newspaper ad in relevant cities (T&C applied)
- Logo inclusion in print advertisements (partner media)
- Logo in exhibition invitations (VIP card, exhibitor, visitor)
- Announcement on social media platforms
- CEO/MD Testimonial on social media
- Logo inclusion in backdrop of all roadshows

ONSITE DELIVERABLES

- Logo visibility as "Powered by" on Hall entrance gates
- 1 min video on LED screen played in loop
- Full page ad in visitor guide (online and physical)
- 10 - 15min presentation slot at Innovation Forum
- 1 hoarding exclusive branding onsite (20x10feet)
- Partner CEO present during inaugural ribbon cutting
- Logo in exhibition invitations (VIP card, exhibitor, visitor)
- Announcement on social media platforms
- CEO/MD Testimonial on social media
- Logo inclusion in backdrop of all roadshows

GOLD PARTNER

QTY - 2



Price

INR 10,00,000/- + taxes

EUR 12,000 + taxes

PRE-EVENT DELIVERABLES

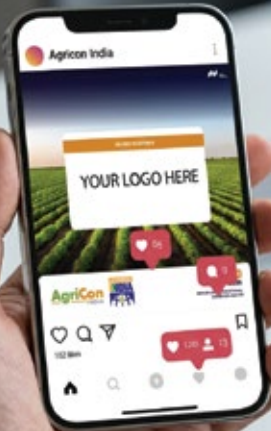
- Logo visibility on event website with hyperlinks
- 2 emailers to event database
- Logo visibility on all event emailers
- Logo inclusion in print advertisements
- Logo in exhibition invitations
- Announcement on social media platforms
- CEO/MD Testimonial on social media

ONSITE DELIVERABLES

- Logo visibility as Gold Partner on hall entrance gates
- 1 min video on LED screen played in loop
- Full page ad in visitor guide (online and physical)
- 15 min presentation slot at Innovation Forum

SILVER PARTNER

QTY - 3



Price

INR 8,00,000/- + taxes

EUR 9,500 + taxes

PRE-EVENT DELIVERABLES

- Logo visibility on event website with hyperlinks
- 2 emailers to event database
- Logo visibility on all event emailers
- Logo inclusion in print advertisements
- Logo in exhibition invitations
- Announcement on social media platforms
- CEO/MD Testimonial on social media

ONSITE DELIVERABLES

- Logo visibility as Silver Partner on hall entrance gates
- Full page ad in visitor guide (online and physical)



ASSOCIATE PARTNER

QTY - 5



Price

INR 5,50,000/- + taxes

EUR 6,500 + taxes

PRE-EVENT DELIVERABLES

- Logo visibility on event website with hyperlinks
- Logo visibility on all event emailers
- Logo inclusion in print advertisements
- Logo in exhibition invitations
- Announcement on social media platforms

ONSITE DELIVERABLES

- Logo on all applicable on-site branding
- Full page ad in visitor guide (online and physical)
- Need to buy space separately



LANYARD PARTNER

QTY - 1



Price

INR 15,00,000/- + taxes

EUR 18,000 + taxes

PRE-EVENT DELIVERABLES

- Logo visibility on event website with hyperlinks
- Logo visibility on all event emailers
- Logo inclusion in print advertisements
- Logo in exhibition invitations
- Announcement on social media platforms

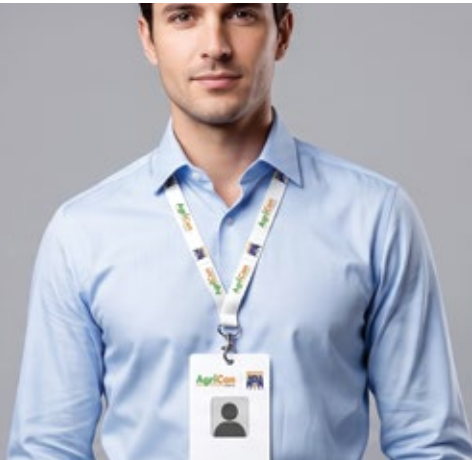
ONSITE DELIVERABLES

- Exclusive logo visibility on all visitor Lanyards
- Full page ad in visitor guide (online and physical)
- Logo on all applicable on-site branding



BADGE PARTNER

QTY - 1



Price

INR 15,00,000/- + taxes

EUR 18,000 + taxes

PRE-EVENT DELIVERABLES

- Logo visibility on visitors registration link
- Logo visibility on event website with hyperlinks
- Logo visibility on all event emailers
- Logo inclusion in print advertisements
- Logo in exhibition invitations
- Announcement on social media platforms
- Visitor badge partner banner on email

ONSITE DELIVERABLES

- Exclusive logo visibility on all visitor badges
- Full page ad in visitor guide (online and physical)
- Logo on all applicable on-site branding

VISITOR BAG PARTNER

QTY - 1



Price

INR 10,00,000/- + taxes

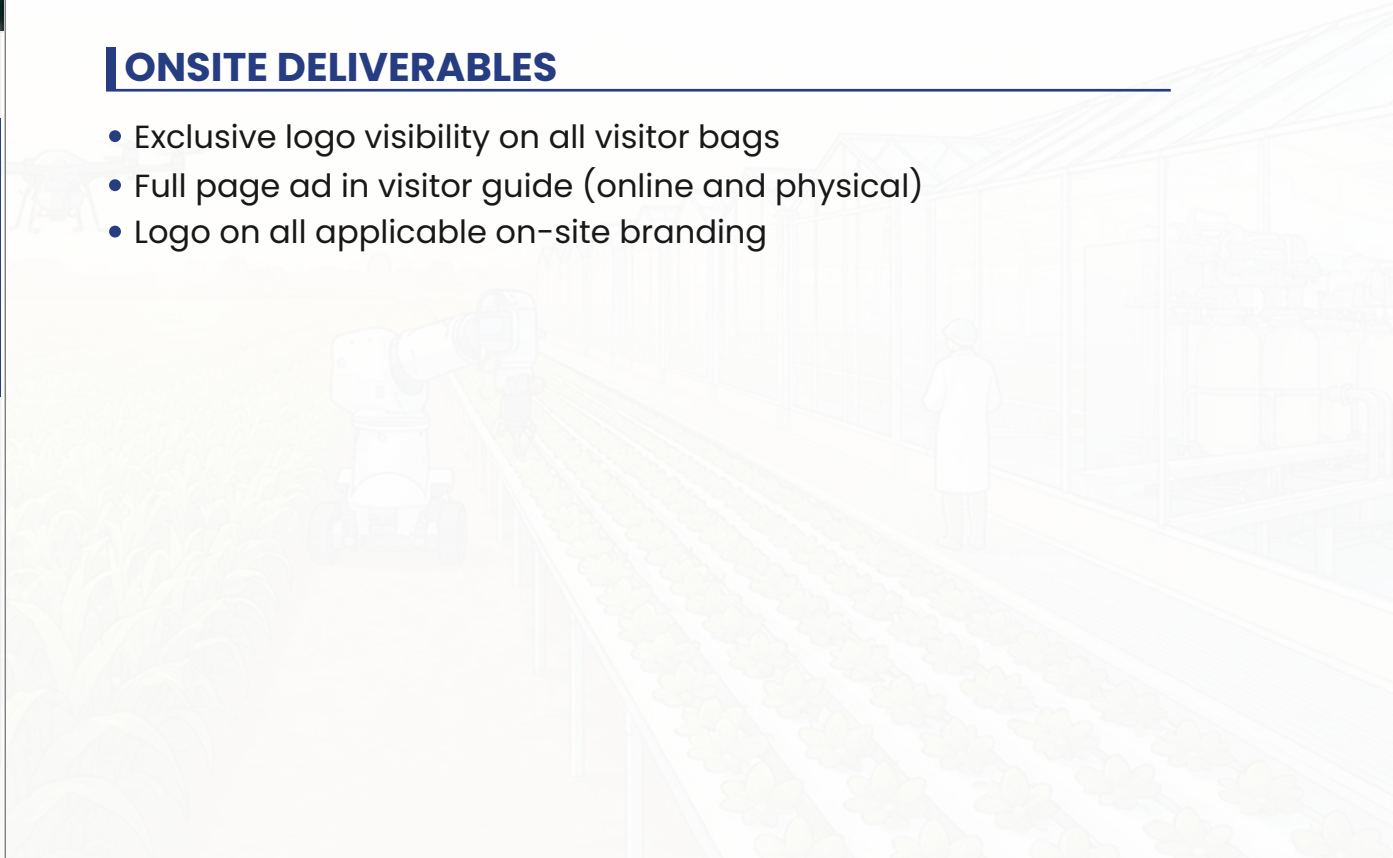
EUR 12,000 + taxes

PRE-EVENT DELIVERABLES

- Logo visibility on event website with hyperlinks
- Logo visibility on all event emailers
- Logo inclusion in print advertisements
- Logo in exhibition invitations
- Announcement on social media platforms

ONSITE DELIVERABLES

- Exclusive logo visibility on all visitor bags
- Full page ad in visitor guide (online and physical)
- Logo on all applicable on-site branding



BUYER-SELLER FORUM PARTNER QTY - 2



Price

INR 10,00,000/- + tax
EUR 12,000 + taxes

PRE-EVENT DELIVERABLES

- Logo visibility on event website with hyperlinks
- Logo visibility on all event emailers
- Logo inclusion in print advertisements
- Logo in exhibition invitations
- Announcement on social media platforms

ONSITE DELIVERABLES

- Exclusive branding at Buyer-Seller lounge area
- Logo on tent cards
- Logo on all applicable on-site branding
- Full page ad in visitor guide
- One-to-one meeting with buyers

INNOVATION FORUM (PER SESSION)



Price

INR 3,50,000/- + tax
EUR 4,500 + taxes

PRE-EVENT DELIVERABLES

- Logo visibility on event website with hyperlinks
- Logo visibility on all event emailers
- Logo inclusion in print advertisements
- Logo in exhibition invitations
- EDM to event database
- Announcement on social media platforms

ONSITE DELIVERABLES

- 1 hr session slot (complete curation by the partner)
- Prominent logo visibility at Innovation Forum
- Logo on all applicable on-site branding
- Full page ad in visitor guide
- 2 exclusive brandings at Innovation Forum

EXHIBITOR PRESENTATION SLOT



ONSITE DELIVERABLES

- 15mins (including Q&A)

Price

INR 75,000/- + tax
EUR 1,000 + taxes

EXHIBITOR PRESENTATION SLOT



ONSITE DELIVERABLES

- 30mins (including Q&A)

Price

INR 1,00,000/- + tax
EUR 1,500 + taxes

WORKSHOP PARTNER (PER SESSION)



Price
Per Session

INR 5,50,000/- + tax
EUR 6,500 + taxes

PRE-EVENT DELIVERABLES

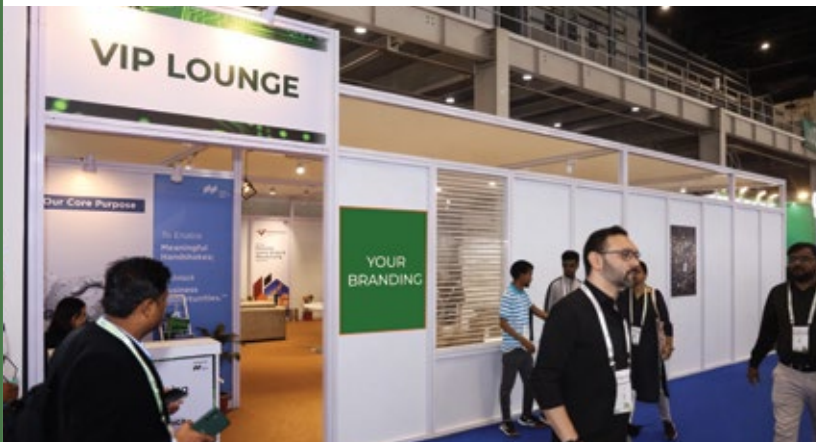
- Logo visibility on event website with hyperlinks
- Logo visibility on all event emailers
- Logo inclusion in print advertisements
- Logo in exhibition invitations
- EDM to event database
- Announcement on social media platforms

ONSITE DELIVERABLES

- Prominent logo visibility at Innovation Forum
- 2hrs session slot (complete curation by the partner)
- Logo on all applicable on-site branding
- Full page ad in visitor guide
- 2 exclusive brandings at Innovation Forum

VIP LOUNGE PARTNER

QTY – 2



Price

INR 10,00,000/- + tax
EUR 12,000 + taxes

PRE-EVENT DELIVERABLES

- Logo visibility on event website with hyperlinks
- Logo visibility on all event emailers
- Logo inclusion in print advertisements
- Logo in exhibition invitations
- Announcement on social media platforms

ONSITE DELIVERABLES

- Exclusive branding at VIP lounge area
- Logo on all applicable on-site branding
- Full page ad in visitor guide

VISITOR REGISTRATION PAGE

QTY - 1



Price

INR 15,00,000/- + tax
EUR 18,500 + taxes

PRE-EVENT DELIVERABLES

- Logo visibility on event website with hyperlinks
- Logo visibility on all event emailers
- Logo featured and linked on event website
- Logo on registration portal/email confirmation
- Logo in print advertisements
- Logo in exhibition invitations
- Announcement on social media platforms

ONSITE DELIVERABLES

- Exclusive logo visibility at registration counter
- Logo on all applicable on-site branding
- Logo printed on visitor survey forms
- Full page ad in visitor guide

BRANDING

GOLF- CART BRANDING



ONSITE DELIVERABLES

- Material: Vinyl Fabric
- Size: 2.5ft(w)x1.5ft(h) & 6.6ft(w)x1.5ft(h)
- Quantity: 6

Price

INR 6,00,000/- + tax
EUR 7,500 + taxes

PATHWAY BRANDING



ONSITE DELIVERABLES

- Material: GCO Fabric with MS Frame
- Size: 20ft(w) x 10ft(h)
- Quantity: 16

Price

INR 2,00,000/- + tax
EUR 2,500 + taxes

SHUTTLE BUS PARTNER

QTY - 5



Price

INR 5,00,000/- + tax
EUR 6,000 + taxes

PRE-EVENT DELIVERABLES

- Logo visibility on event website with hyperlinks
- Logo in print advertisements
- Announcement on social media platforms

ONSITE DELIVERABLES

- Size: 20ft(w) x 10ft(h)
- Quantity: 5
- Prominent logo visibility on shuttle buses
- Logo on all applicable on-site branding
- Full page ad in visitor guide
- Distribution of flyers in shuttle buses

VIDEO SCREEN PARTNER (PER SCREEN)



Price
Per Screen

INR 5,00,000/- + tax
EUR 6,000 + taxes

PRE-EVENT DELIVERABLES

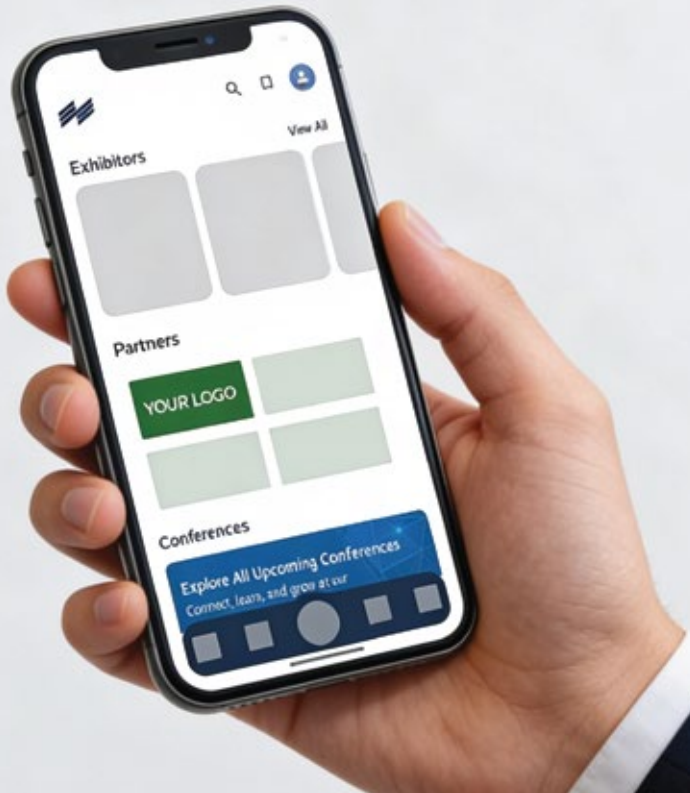
- Logo featured and linked on event website
- Logo on e-mailer
- Logo and profile in digital show catalog
- Logo on trade fair invitation

ONSITE DELIVERABLES

- Exclusive branding on panel
- 2 min audio visual clip played
- Logo on all applicable on-site branding

MMI MATCH PARTNER

QTY - 3



Price

INR 4,00,000/- + tax
EUR 5,000 + taxes

PRE-EVENT DELIVERABLES

- Prominent logo visibility in MMI Match portal
- Announcement on social media platforms

ONSITE DELIVERABLES

- Logo on all applicable on-site branding
- Full page ad in visitor guide

WALKWAY STANDEES BRANDING

Price

INR 60,000/- + tax
EUR 1,000 + taxes



ONSITE DELIVERABLES

- Material: GCO Fabric with metal frame
- Size: 3ft(w) x 8ft(h)
- Quantity: 3 sets

PATHWAY STANDEE BRANDING

Price

INR 40,000/- + tax
EUR 500 + taxes



ONSITE DELIVERABLES

- Material: GCO Fabric with MS Frame
- Size: 4ft(w) x 8ft(h)
- Quantity: 16

CUBE BRANDING

Price

INR 80,000/- + tax
EUR 1,000 + taxes



ONSITE DELIVERABLES

- Advertisement on one side of cube
- Quantity: 50

WATER BOTTLE PARTNER

QTY - 1



Price

INR 15,00,000/- + tax

EUR 18,000 + taxes

PRE-EVENT DELIVERABLES

- Logo visibility on event website with hyperlinks
- Logo visibility on all event emailers
- Announcement on social media platforms

ONSITE DELIVERABLES

- Sponsor logo on bottles at conference area and other places
- Logo on all applicable on-site branding
- Full page ad in visitor guide

AWARDS

BEST STALL DESIGN AWARD

Price

INR 1,50,000/- + tax
EUR 2,000 + taxes



BEST AGRI-HORTI TECHNO AWARD

Price

INR 1,00,000/- + tax
EUR 1,500 + taxes



BEST FLORAL DÉCOR AWARD

Price

INR 1,50,000/- + tax
EUR 2,000 + taxes



VISITOR GUIDE PARTNER

Ad Options	Rate (INR)	Ad Size
Back Cover	1,20,000/-	154 mm (w) x 216 mm (h) (Bleed Size) 148 mm (w) x 210 mm (h) (Non-bleed Size)
Front Inside Cover	1,00,000/-	154 mm (w) x 216 mm (h) (Bleed Size) 148 mm (w) x 210 mm (h) (Non-bleed Size)
Back Inside Cover	1,00,000/-	154 mm (w) x 216 mm (h) (Bleed Size) 148 mm (w) x 210 mm (h) (Non-bleed Size)
Book Mark	1,00,000/-	75 mm (w) x 180 mm (h)
Double Spread/Double Page	1,00,000/-	302 mm (w) x 216 mm (h) (Bleed Size) 296 mm (w) x 210 mm (h) (Non-bleed Size)
1st Page (Premium)	75,000/-	154 mm (w) x 216 mm (h) (Bleed Size) 148 mm (w) x 210 mm (h) (Non-bleed Size)
3rd Page (Premium)	75,000/-	154 mm (w) x 216 mm (h) (Bleed Size) 148 mm (w) x 210 mm (h) (Non-bleed Size)
5th Page (Premium)	75,000/-	154 mm (w) x 216 mm (h) (Bleed Size) 148 mm (w) x 210 mm (h) (Non-bleed Size)
7th Page (Premium)	75,000/-	154 mm (w) x 216 mm (h) (Bleed Size) 148 mm (w) x 210 mm (h) (Non-bleed Size)
9th Page (Premium)	75,000/-	154 mm (w) x 216 mm (h) (Bleed Size) 148 mm (w) x 210 mm (h) (Non-bleed Size)
Full Page (Premium)	75,000/-	154 mm (w) x 216 mm (h) (Bleed Size) 148 mm (w) x 210 mm (h) (Non-bleed Size)
Full Page (Regular)	65,000/-	154 mm (w) x 216 mm (h) (Bleed Size) 148 mm (w) x 210 mm (h) (Non-bleed Size)
Half Page	35,000/-	128 mm (w) x 210 mm (h)

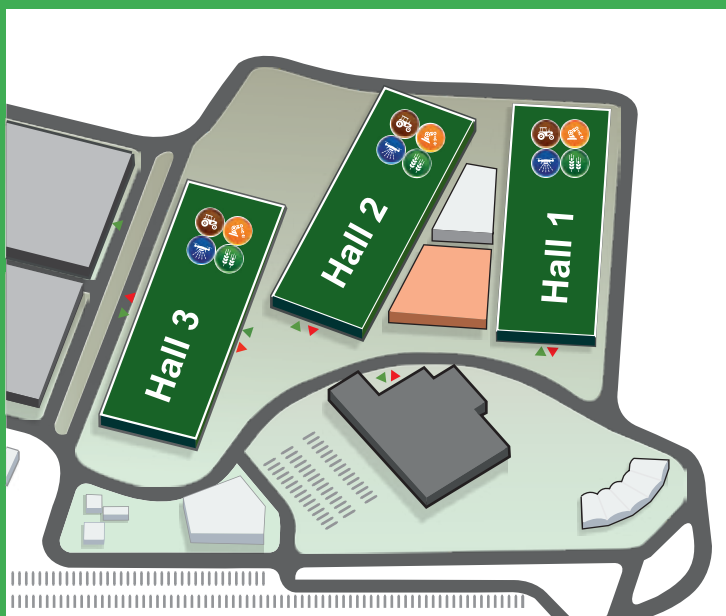
Note: GST will be applicable and last date for placing ad in the visitor guide will be August 5th, 2026.

	Rate (Euro) + Service tax as applicable	Rate (Horticonnect & Agricon India)
Entrance Arch Floral Décor Sponsor (2 slots)	EUR 3,000	INR 2,50,000/- (each)
Expo Indoor Theme Installations (10 – 15 slots)	EUR 1,500	INR 2,50,000/- (each)
Entertainment Music Band Sponsor	EUR 3,000	INR 2,50,000/- (each)
Fashion Show Sponsor	EUR 6,500	INR 5,50,000/- (each)
Fashion Show Co-Sponsors	EUR 5,500	INR 4,50,000/- (each)
Sponsor One Day Lunch Hosting @ BIEC (5-star catering)	EUR 8,000	INR 6,50,000/- (each)
Co-Sponsor One Day Lunch Hosting @ BIEC (5-star catering)	EUR 6,500	INR 5,50,000/- (each)
Sponsor Networking Dinner	EUR 29,500	INR 25,00,000/- (each)
2 Co-Sponsors Networking Dinner	EUR 18,000	INR 15,00,000/- (each)
4 Co-Sponsors Networking Dinner	EUR 12,000	INR 10,00,000/- (each)
Visitor Sponsor One Day Lunch Hosting @ BIEC (Pack lunch – with sponsor logo)	EUR 8,000	INR 6,50,000/- (each)
Visitor Co-Sponsor One Day Lunch Hosting @ BIEC (Pack lunch with sponsor logo)	EUR 6,500	INR 5,50,000/- (each)
Visitor 2 Co-Sponsors Networking Dinner (Pack lunch – with sponsor logo)	EUR 4,500	INR 3,50,000/- (each)
Tea Coffee Sponsor (per-day)	EUR 4,500	INR 3,50,000/- (each)



BIEC, BENGALURU 1 – 2 – 3 OCTOBER 2026

India's premier buying week for high-scale agriculture and horticulture.



TARIFF PER SQ.M

National	INR	International	EURO
Bare Space	₹ 8,000	Bare Space	€ 150
Shell Space	₹ 8,500	Shell Space	€ 200

Scan to Exhibit



AgriCon



Horticonnect

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Association Partners



Media Partners

