

AgraME

09 - 10 October 2023

Dubai World Trade Centre, UAE

FORGING A FOOD-SECURE FUTURE



Co-located with



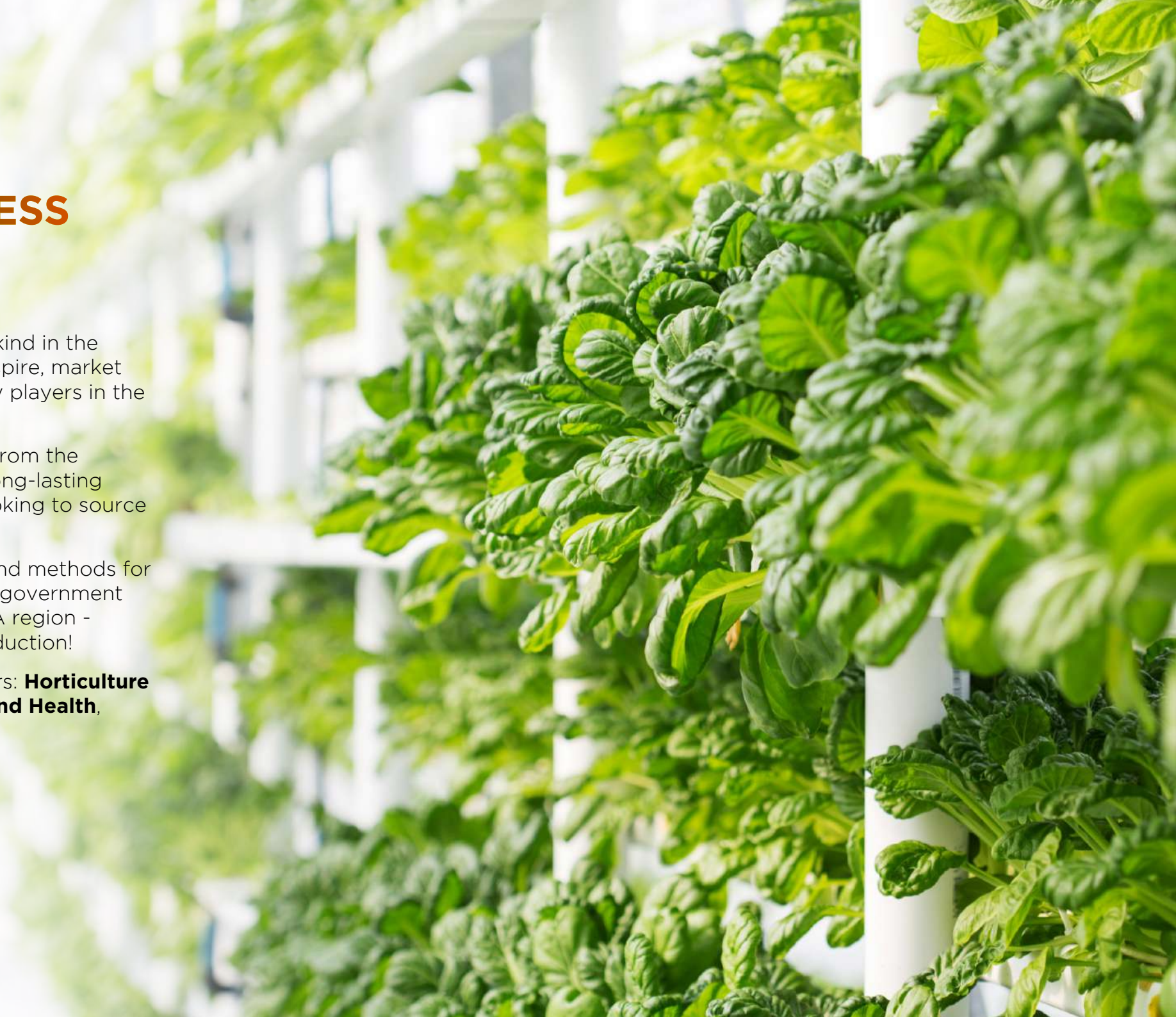
CULTIVATING BUSINESS OPPORTUNITIES

AgraME is the longest running event of its kind in the region and poses a great opportunity to inspire, market the latest innovations and network with key players in the Middle East and Africa.

With more than 84% of attendees coming from the region, AgraME is the best place to forge long-lasting partnerships with industry professionals looking to source new suppliers and partners.

Showcasing the world's top technologies and methods for sustainable agriculture to help compliment government initiatives driving food security in the MENA region - AgraME, reimagines the future of food production!

Giving a refreshed focus on five core sectors: **Horticulture and Indoor Farming, Livestock Nutrition and Health, AgTech, AgraME Fresh** and **Aquaculture**.



AgraME



EXHIBITORS

- Farm Equipment & Housing
- Feed & Feed Ingredients, Systems & Equipment
- Livestock Farm
- Farm Management Systems
- Processing
- Storage & Logistics
- Laboratories & Vaccines
- Pharmaceuticals & Nutrition
- Veterinary Equipment & Supplies
- IoT, AI, Cloud Solutions
- Sensors, UAV / Drones
- Automation & Robotics
- Adaptive Irrigation
- Grow lighting
- Climate Control
- Fresh Products Farmers and Suppliers
- Bio & Organic Products
- Fresh Produce Processing
- Fresh Produce Packaging
- Sorting Equipment
- Conveyers
- Cold Refrigerators and Cold Rooms Panels
- Printing and Labelling
- Fresh Produce Transport & Logistics
- Special Goods Transport
- Air Freight, Sea Freight
- Fruit Terminals and Ports Handling
- Transport Companies
- Customs Clearance Agencies
- Cold Chain and Refrigeration
- Water Treatment
- Crop Protection
- Fertilisers & Pesticides
- Greenhouse Construction Companies
- Horticulture
- Hydroponics, Aquaponics and Aeroponics
- Grow Lights
- Substrates
- Irrigation Equipment & Supplies
- Seeds & Seedlings
- Storage & Logistics
- Processing
- Heavy Machinery & Equipment
- Aquaponics
- Fish Farm
- Monitoring & Maintenance
- Nets & Cages

BUYERS

- Growers and Farmers
- Agents & distributors
- Wholesalers & retailers
- Importers, exporters & traders
- Agricultural companies
- Farm owners & managers
- Fish farm operators
- Government authorities
- Veterinary & animal health specialists
- Food security companies
- Food and beverage companies
- Entrepreneurs
- Agricultural funds
- Investments funds
- Investment banks
- Agricultural investors
- Industry & trade media
- University & students



event at a glance



5,161
Attendees



100+
Exhibitors



87%
of Visitors from the
Middle East and Africa



5,641
SQM



26,000+
Social Media Followers



65,500+
Website Visits



TOP 10 VISITING COUNTRIES



UAE



India



Saudi Arabia



Oman



Iran



China



Egypt



Algeria



Netherlands



USA



exhibit at AgraME

CULTIVATING BUSINESS OPPORTUNITIES

Showcasing the world's top technologies and methods for sustainable agriculture to help compliment government initiatives driving food security in the MENA region - Agra ME, reimagines the future of food production!

EXHIBITION SECTORS

Animal Health & Nutrition
Aquaculture
Apiculture

Horticulture
Mechanical
Agra Tech

Fresh Produce
Hydroponics & Aeroponics
Governance & Leadership



120
Exhibitors



4,000
Visitors



5,641
SQM



co-located events



AquaME is the region's premier event for aquaculture professionals, uniting the aquaculture community to engage, connect and develop their network



HortiME exhibition and conference will align with government and regional goals for food security, developing a sustainable future.



AgraME Fresh is the place to be to connect with buyers and key decision makers for your future business.



why exhibit



AgrME is the largest gathering of agriculture, aquaculture, vertical farming and fresh produce professionals in the Middle East.

AgraME enjoys a 13-year legacy as a leading global agriculture industry event, enabling you to connect with the agriculture community through an evolved Live, In-person and Online structure.

Participating companies will benefit in many ways, including:



SEAL THE DEALS
while you're still attending



FACE-TO-FACE
networking



LIVE PRODUCT
demo



CREATE
RELATIONSHIPS

GENERATE NEW BUSINESS

With 4,000 attendees across the Live and Online show, you can meet new customers and develop relationships with existing clients to further business opportunities in the region.

INCREASE BRAND EXPOSURE

AgraME exhibitors get significant brand exposure before, during and after the event through our year-round marketing activities.

INCREASE YOUR INTERNATIONAL PRESENCE

With over 90 countries represented, AgraME provides your business with multiple opportunities to reach new and potential customers from across the globe.

UNDERSTAND YOUR PRODUCT IN THE MARKET

Many exhibitors benefit from product and market testing that they carry out while exhibiting to gain general and agriculture industry opinion about their offerings.

NETWORK WITH INDUSTRY LEADERS & POTENTIAL BUYERS

Connect with potential clients and partners at AgraME where many of the attendees are key figures from government entities, and dealers and distributors.

STAY UP-TO-DATE & COMPETITIVE

Use the opportunity to stay current with the industry's latest trends, advancements and keep ahead of your competition in one of the extremely important agriculture destinations.

LAUNCH NEW PRODUCTS & SERVICES

AgraME is the longest running agriculture business platform in Middle East and a perfect avenue for you to showcase your latest products and services to an engaged audience that are looking for new business opportunities.





LEVERAGE THE POWER OF COLLECTIVE CREDIBILITY WITH AGRAME

STANDARD EXHIBITION PACKAGE

OPTION 1 - SPACE ONLY SCHEME:

- **USD 450** per sqm.
- Minimum 21 sqm.

Only space is provided, you will have to appoint a contractor to design and build your stand.

OPTION 2 - SHELL SCHEME:

- **USD 500** per sqm.
- Minimum 12 sqm.

Pre-built stand with walls, carpeting, lighting, power and company name on the stand provided.



REGISTRATION PARTNER

Be seen by every visitor that attends AgraME. A combination of digital and onsite branding - this exclusive sponsorship opportunity includes your banner when the visitor registers to attend.

Cost: USD 8,500

TITLE SPONSORSHIP PACKAGE

If you're looking for a premium combination of all the marketing benefits, that includes logo presence in all marketing, lead generation through email marketing and social media announcements, then look no further!

Cost: USD 11,500



CONFERENCE SPONSORSHIP

Reach high level attendees by aligning your brand with the AgraME Fresh Conferences that take place daily at the show floor. Enjoy the privilege of being seen by some of the most influential speakers and decision makers from the industry, at the face-to-face event and online.

Cost: USD 17,500



package

SUSTAINABILITY SPONSORSHIPS AT AGRAME

Setting the pace for Sustainability in the agriculture industry, we are committed to run AgraME as a socially and environmentally responsible event.

Align your brand to sustainability goals and get benefits such as:

- **Increased brand awareness amongst attendees.**
- **Improved brand image and reputation.**
- **Brand alignment with environmental causes.**
- **Storyline and themed messaging pre/post event**

SUSTAINABILITY SPONSORSHIP INCLUDES:



Carbon Offset
\$15,000



Renewable Energy
\$12,000



Sustainable Water
\$10,000



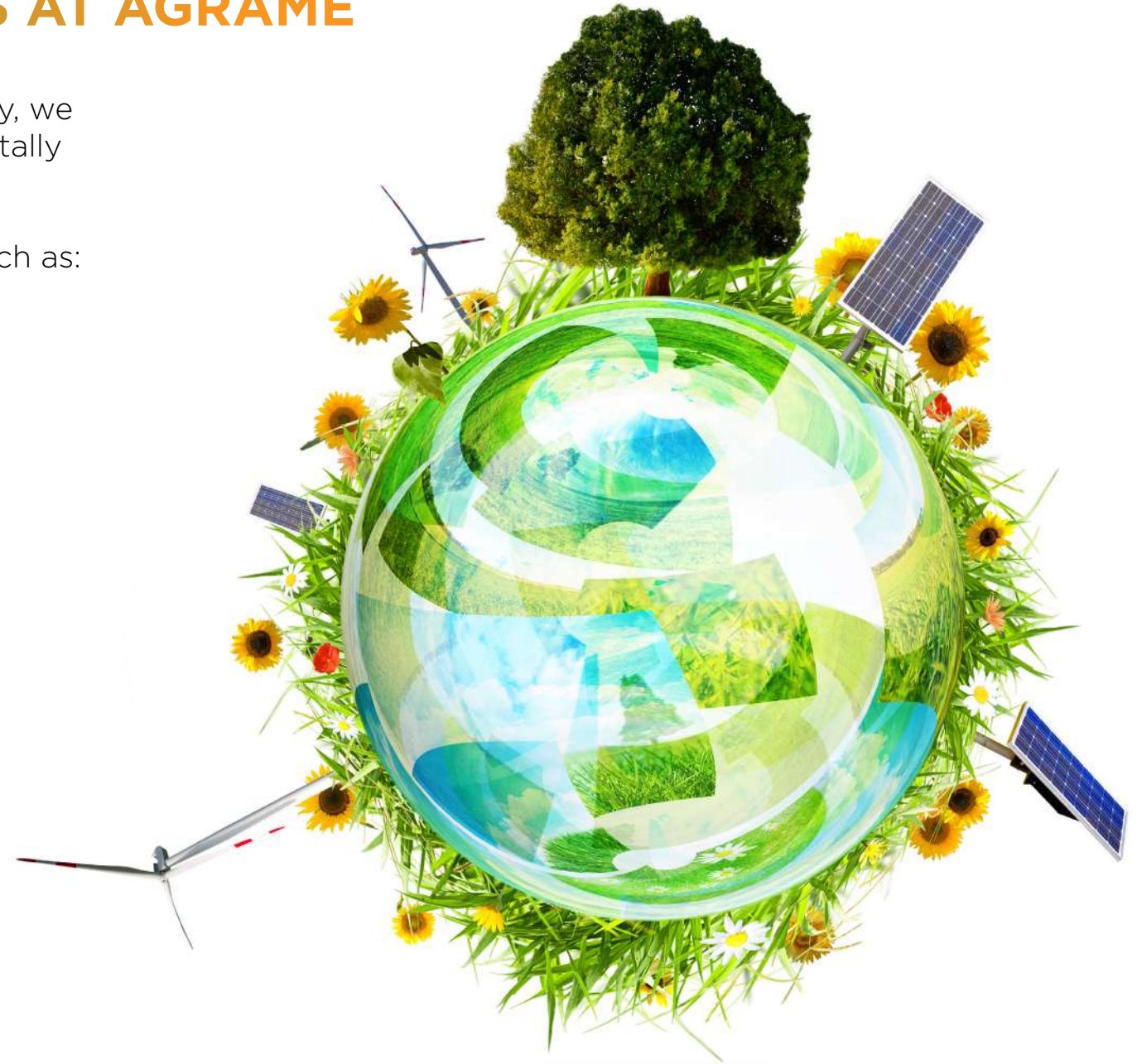
Unique Brand Activation
\$10,000



Mangrove Passport
\$5,000



Health & Well-Being Events
\$10,000



FOCUS ON LEAD GENERATION

Are you looking to increase traffic to your stand, or engage with the show pre-registered visitors before the show doors open?

Our systems allow you to select a segment of visitors and invite them to your stand or showcase a product.

We can segment visitors according to your business needs and target them with your specific message that will excite them to come to see your stand at the show. See the advance marketing packages you can include to your show marketing plan.

■ Simple E-mail campaign

Target your selected segment through an email linked to your website. Make your email more captivating with product images and content downloads.

Cost: **USD 2500**

■ Multi-step E-mail campaign

Over a period of two weeks, we will send two emails to your selected segment. The follow up email will increase open rates and ultimately your brand visibility.

Cost: **USD 3500**

■ Newsletter banners

Our newsletters are recognised as a source of relevant news, key industry highlights and more, with over 55,000+ subscribers.

Cost: **USD 1950**

■ Event App banners

Event App is go-to place for all visitors to navigate through the show. Our visitors log in to the app before the event to plan their visit, learn about the exhibitors and plan their meetings. Place your banner at the dashboard of the event app to increase visibility of your brand and special offerings.

Cost: **USD 2500**

■ Social Media

Today, social media provide the means by which billions of people experience news and events happening around the world. Allow our team to create bespoke packages and assist you with messaging and implementation.

Social Media Marketing of your brand - One social media post (compulsory)

Cost: **USD 500**

Three Social Media post throughout the campaign chosen by you

Cost: **USD 1000**

Three Social media posts during the campaign including video, Three emails to our entire database, one video interview with C-Suite Executive

Cost: **USD 1,500**

FOCUS ON BRAND VISIBILITY

Stand out from the crowd while you are at the show and drive traffic to your stand through these niche branding avenues available during the show days.

- **Glass Entrance Wall**

Cost: **USD 16,000** each

- **Entrance backlit wall banner**

2 Exhibitors per screen:

Cost: **USD 11,000** each

- **Digital Banner** (Outside the halls)

1 screen available:

Cost: **USD 8500**

- **Directional floor tiles** (Inside the halls)

10 floor tiles:

Cost: **USD 3,500**

- **Single floor tile:**

Cost: **USD 500**





AQUAME IS THE REGION'S PREMIER EVENT FOR AQUACULTURE PROFESSIONALS, UNITING THE AQUACULTURE COMMUNITY TO ENGAGE, CONNECT AND DEVELOP THEIR NETWORK.

The aquaculture industry in the region has developed tremendously in the last decade - from onshore to offshore, from feed and farm equipment. AquaME showcases the latest innovations to increase fish production and address food security.

As the longest running Aquaculture event in the region, AquaME provides a platform to enable exhibitors to generate quality leads and network with top industry professionals from the Middle East.

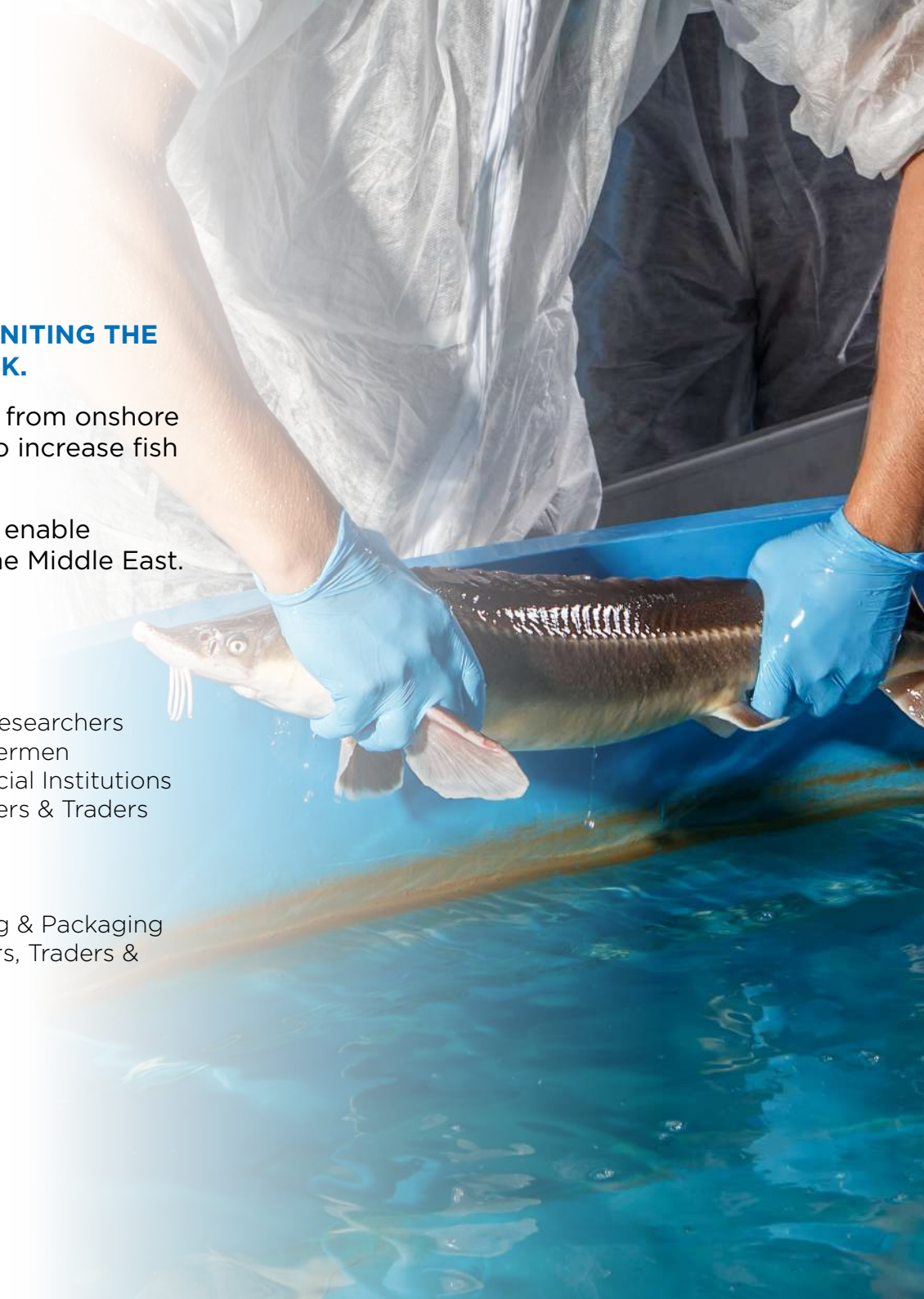
WHO SHOULD EXHIBIT

- Big Data & Other IT Services
- Biosecurity Equipment
- Breeding & Hatchery Equipment
- Cold Chain Equipment
- Export Inspection & Quarantine Services
- Farm Equipment & Supplies
- Feed & Feed Additives
- Feed Processing Equipment
- Feeding Equipment
- Fishing Equipment
- Nets & Cages
- Food Safety, Hygiene & Traceability Solutions
- Logistics Services
- Media & Trade Publications
- Pharmaceutical Products & Vaccines
- Seafood Importers, Traders & Wholesalers
- Seafood Processing & Packaging Equipment
- Water Analysis & Treatment

VISITOR PROFILE

- Academics, Consultants & Researchers
- Aquaculture Farmers & Fishermen
- Corporate Investors & Financial Institutions
- Feed Millers, Feed Wholesalers & Traders
- Food Scientists
- Food Service Operators
- Hatchery Operators
- Seafood Processing, Canning & Packaging
- Seafood Importers, Exporters, Traders & Wholesalers
- Media & Trade Associations
- and many more

what's new





AGRAME FRESH IS THE PLACE TO BE TO CONNECT WITH BUYERS AND KEY-DECISION MAKERS FOR YOUR FUTURE BUSINESS.

Exhibit at AgraME Fresh and generate quality leads, present your product range and capabilities, re-connect with current customers, and show your leadership in the industry.

WHO SHOULD EXHIBIT

FRUIT

Citrus – oranges, grapefruits, mandarins and limes

Stone fruit – nectarines, apricots, peaches and plums

Tropical and exotic – bananas and mangoes

Berries – strawberries, raspberries, blueberries, kiwifruit and passionfruit

Melons – watermelons, rock melons and honeydew melons

Tomatoes and avocados

VEGETABLES

Leafy green – lettuce, spinach and silver beet

Cruciferous – cabbage, cauliflower, Brussels sprouts and broccoli

Marrow – pumpkin, cucumber and zucchini

Root – potato, sweet potato and yam

Edible plant stem – celery and asparagus

Allium – onion, garlic and shallot

LEGUMES

Soy products – tofu (bean curd) and soybeans

Legume flours – chickpea flour (bean), lentil flour and soy flour

Dried beans and peas – haricot beans, red kidney beans, chickpeas and lentils

Fresh beans and peas – green peas, green beans, butter beans, broad beans and snow peas

VISITOR PROFILE

MANUFACTURERS

- Food Manufacturers
- Importers & Exporters
- Juice Producers

SUPPLY CHAIN

- Wholesalers
- Distributors
- Retailers
- Purchasers/Buyers

TRADE AND PROMOTION

- Catering Companies
- Food Services
- Industry Trade Groups
- Trade Promotion Organisations

MARKETS

- Hypermarkets
- Supermarkets
- Local markets
- Hotel & Restaurants



what's new



FOR THE FIRST TIME EVER, THIS YEAR AGRAME WILL BE SPECIFICALLY FOCUSED ON PRODUCTS AND TECHNOLOGIES FROM WITHIN THE HORTICULTURE AND CONTROLLED ENVIRONMENT SECTOR.

The exhibition and conference programme will align with government and regional goals for food security, developing a sustainable future.

WHO SHOULD EXHIBIT

- Crop Protection
- Fertilizers & Pesticides
- Greenhouse Construction Companies
- Hydroponics, Aquaponics, and Aeroponics
- Grow Lights
- Substrates
- Irrigation Equipment & Supplies
- Seeds & Seedlings
- Storage & Logistics
- Processing
- Heavy Machinery & Equipment



VISITOR PROFILE

- Growers & Farmers
- Agronomists
- Agriculture Professionals
- Professionals of the Horticultural Industry
- Government Institutions
- Municipalities
- Academia
- Research & Development
- Technology Companies
- Soft Fruit Growers
- Fresh Produce Growers
- Consultants



PLACING YOUR SAFETY AT THE HEART OF OUR EVENTS



Informa AllSecure Key Commitments

Cleaning and Hygienic:

Enhanced Cleaning: All Informa events will undertake enhanced, deep cleaning before, during, and after our events. We will work with venue partners to ensure the highest standards of hygiene and cleanliness. This includes continuous sanitisation throughout the course of an event, with a focus on high-touch areas such as door handles, restrooms, and food and beverage areas.

Personal Hygiene: All Informa events will provide additional handwashing facilities and hand-sanitising stations throughout the event space, encouraging all participants to regularly wash and disinfect their hands.

Physical Distancing:

Non-Contact Registration: All Informa events will employ a system that facilitates noncontact registration for participants, including the availability of online registration.

Physical Contact

All Informa events will request that participants avoid physical contact, such as handshakes and embraces, promoting alternative ways to greet business partners. The exchange of printed materials, such as business cards and sales brochures, will also be discouraged, with digital alternatives recommended.

Physical Distancing: All Informa events will maintain a density of participants in line with local authority regulations and venue or other relevant guidance. This will be managed through one or more control measures such as preshow communications to participants, a one-way traffic system around show floors, staggered entry times, on-site signage and floor markings and on-site social distance ambassadors.

Food and Beverage Stations: All Informa event teams will work closely with venue partners to employ the highest standard of food safety, minimising self-service buffets in favour of pre-packaged food options. If any queuing is anticipated, social distancing will be maintained through the use of floor markings and relevant signage.

Protect and Detect:

Personal Protective Equipment (PPE): Participants at all Informa events will be asked to wear a face mask upon entry. Further items of PPE, such as gloves and eye screens, will be used by participants and staff if appropriate, in line with local government and health authority advice.

First Aid: All Informa events will have access to a qualified first-aider and a separate quarantine area if possible. Participants will be asked not to attend if they are feeling unwell, and teams will follow local health authority guidance on detecting and managing anyone who displays symptoms of COVID-19.

Screening: All Informa events will follow relevant health authority guidance on screening participants. This may include checking the temperatures of everyone upon entry, through thermal scanning or other screening processes.

Trace and Contact: Should it be necessary, all Informa events will work with local authorities to trace and contact participants at our events, subject to local privacy regulations.

The event is organised in accordance with Informa's AllSecure health and safety standard. As the world's leading events' organiser, Informa has developed a detailed set of enhanced measures to provide the highest levels of hygiene and safety at its events, providing everyone with reassurance and confidence they are participating in a safe and controlled environment.

When you join our event, you can expect to see that health and safety is a priority and that a range of measures are in place to ensure everyone involved is able to enjoy a safe, hygienic, productive, and high-quality, organised event.

All Informa events will be run according to official government and local authority guidance as well as any venue or location-specific regulations. Wherever applicable and possible, our events will apply the fuller range of standards and guidelines described in the Informa AllSecure guidebook.

**BE PART OF THE MOST ADVANCED
AGRICULTURE EVENT IN THE MIDDLE EAST.**

CONTACT

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