India Back to Gandhi

RURAL BUSINESS SUMMIT & TRADE FAIR 2019
Crafting Livelihood for Rural India

2nd-6th October, 2019
New Delhi

Supported by

MSME EXPORT PROMOTION COUNCIL
(Supported by Ministry of MSME, Govt. of India)
When we talk about Rural economy, the role of Mahatma Gandhi is indispensable. His concept of rural development revolves around creating model villages for transforming ‘swaraj’ into ‘su-raj’. He believed that “The future of India lies in its villages”. Moreover, he strongly advocated that rural India should develop for wholesome development of the country because India lives in its villages.

To commemorate the occasion of completion of 150th Birth Anniversary of Mahatma Gandhi, our Father of the Nation, and taking forward his ideology and vision of Rural Development, MSME Export Promotion Council (supported by Ministry of MSME, Govt. of India), is organizing RURAL BUSINESS SUMMIT & TRADE FAIR 2019, a Mega Trade Fair and Summit, from 2nd- 6th October, 2019, in New Delhi. A platform for the beneficiaries of SHGs, Rural artisans and craftsmen.

“I would say that if the village perishes India will perish too. India will be no more India. Her own mission in the world will get lost. The revival of the village is possible only when it is no more exploited.”

M. K. Gandhi
Rural Trade Fair in the heart of Delhi

Exhibition & Sale of Rural Arts & Craft

2nd- 6th October, 2019
New Delhi

ENTRY FREE

RURAL BUSINESS SUMMIT & TRADE FAIR 2019

KEY ATTRACTIONS
- Food Festival
- Cultural Programmes
- 250 Stalls By Rural Artisans Across India
- Workshop & Buyers & Sellers Meet

WHO CAN EXHIBIT
- Agriculture, Horticulture, Organic Farming
- Agri Machinery & Equipment
- Animal Husbandry, Dairy, Poultry
- All Food Products, Spices, processed food products
- Fresh Fruits & Dried Fruits
- Herbal Products
- Leather Products
- Handloom, Textiles, Fabrics & Apparels
- Wood, Bamboo, Jute, Rattan articles
- Furniture-Modern & Traditional and heritage products
- Metallic articles, Brass and wrought iron products.
- Handmade Jewellery & Tribal ornaments
- Handicrafts, Decorative items, Interior Design, Carpets and Decor
- Terracotta Items & Earthen utensils
- Handmade and Embroidered Paintings, Toys
- Khadi Items (Dari, Garments, Khadi Bags, Material, Shawls)
- Energy Efficient Products
- Rural Innovators
- Medical & Hospital Equipment
- Security, Fire Safety Defense
- NGOs, Self Help Groups
- Banks, NBFCs & Rural Financing Agencies
- Rural Agriculture Development Department, Panchayati Raj & Skill Development Centers
- Cottage and Small-Scale Industry Board

STALL PRICING

<table>
<thead>
<tr>
<th>Booth size (One side Open)</th>
<th>9 sqm</th>
</tr>
</thead>
<tbody>
<tr>
<td>Booth Price</td>
<td>Rs. 50,000 + 18% GST</td>
</tr>
</tbody>
</table>

Additional Pricing
- In case of Corner Stall and stalls at prominent reserved locations
- Floor space 3 x 3 sqm
- Octanorm frame, with Company Fascia and branding
- One table, One electric dropout, Two chairs, 1 spot light
- Inside stall Carpeting
- Packed lunch for 2 people per stall for all Exhibition days

Book Your Stall Now

15% Early Bird discount till 30th June, 2019
**SPONSORSHIP OPPORTUNITIES**

<table>
<thead>
<tr>
<th>SPONSORSHIP CATEGORIES &amp; BENEFITS</th>
<th>EVENT SPONSOR</th>
<th>GOLD SPONSOR</th>
<th>SILVER SPONSOR</th>
<th>LUNCH SPONSOR</th>
<th>CULTURAL PROGRAMME SPONSOR (Exclusive)</th>
<th>DELEGATE KIT SPONSOR (Exclusive)</th>
<th>CORPORATE CONTRIBUTOR</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Rs. 35 Lakhs</td>
<td>Rs. 15 Lakhs</td>
<td>Rs. 5 Lakhs</td>
<td>Rs. 10 Lakhs</td>
<td>Rs. 10 Lakhs</td>
<td>Rs. 5 Lakhs</td>
<td>Rs. 1 Lakhs</td>
</tr>
</tbody>
</table>

**Prices are exclusive of 18% GST**

<table>
<thead>
<tr>
<th>Number of Sponsors</th>
<th>One (Exclusive)</th>
<th>Two</th>
<th>Three</th>
<th>One (Exclusive)</th>
<th>One (Exclusive)</th>
<th>Multiple</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pre-Event &amp; Post-Event Promotions</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>▪ Logo on all event mailers, Collaterals</td>
<td>✓</td>
<td>✓</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td>▪ Wings of the Backdrop (Category wise)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>▪ Separate panel “Thanking all the sponsors” at the summit &amp; Exhibition venue</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>▪ Opportunity to screen corporate film during the Summit</td>
<td>3 Min</td>
<td>1 Min</td>
<td>30 sec</td>
<td>-</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td>▪ CEO video message on the initiative during the Summit</td>
<td>90 sec</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>▪ Logo branding in Event Promotion Advertisements in National Newspapers</td>
<td>Logo + Message</td>
<td>Logo</td>
<td>Logo</td>
<td>Logo</td>
<td>Logo</td>
<td>Logo</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Stall Space allocation</th>
<th>27 sqms at prime location</th>
<th>18 sqms at prime location</th>
<th>6 sqms</th>
<th>9 sqms at prominent location</th>
<th>9 sqms at prominent location</th>
<th>6 sqms</th>
</tr>
</thead>
</table>

| Speaking Opportunity in the Inaugural Session | ✓ | ✓ | - | - | - | - |
| Speaking Opportunity in the sectoral panel discussion** | ✓ | ✓ | ✓ | - | - | - |
| ▪ Number of Passes | 10 | 5 | 2 | 5 | 5 | 2 | 1 |
| Thankyou Lunch Sponsor | - | - | - | ✓ | - | - |
| Branding of logo on Delegate Kit Bag | - | - | - | - | - | ✓ |
| ▪ Acknowledgment in the conference booklet | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| ▪ Advertisement in conference booklet /or Publication (Color) | Double page + bookmark at Prominent space | Full page at Prominent space | Full Page | Full page at Prominent space | Full page at Prominent space | Full Page |
| ▪ Company Promotion Material in Delegate Kits | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Acknowledgement in the Special Publication to be released | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |

**CONTACT DETAILS (FOR SPONSORSHIP & STALL BOOKING)**

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