



Organized By:

AGRA FOOTWEAR  
MANUFACTURERS &  
EXPORTERS CHAMBER



15TH EDITION

**MEET AT AGRA**

LEATHER, FOOTWEAR COMPONENTS & TECHNOLOGY FAIR



**OCTOBER 2023**

AGRA TRADE CENTRE, VILLAGE SINGHNA, NH-2, AGRA



[www.meetatagra.com](http://www.meetatagra.com)

**SPONSORSHIP PROPOSAL**



# **AGRA FOOTWEAR MANUFACTURERS & EXPORTERS CHAMBER**

## **ABOUT US**

The Agra Footwear Manufacturers and Exporters Chamber (AFMEC), was established in 1998 to promote footwear manufacturing and export within the periphery of Agra. Main objective of the AFMEC has been to adopt modern technology as well as highest quality standards in footwear manufacturing so as to compete in the European/American and other markets outside India.

AFMEC started organizing "MEET AT AGRA", an yearly exhibition-cum-fair, in the year 2007 to promote AGRA as an destination where the footwear machinery manufacturers/suppliers and footwear components manufacturers/suppliers from across Asia/EUROPE/America etc. could come together at one place to showcase best of technology as well as latest products for the futuristic demand.

MEET AT AGRA has been the success story of AFMEC over the years as the number of participants as well as business at the fair has increased many times during the last 14<sup>th</sup> years of its journey. MEET AT AGRA is now in its 15<sup>th</sup> year. AFMEC has also created its own state of the art exhibition-cum-convention Centre namely "AGRA TRADE CENTER" on the national highway, which has become a landmark in itself.

As of now AFMEC represents more than 100 leading Footwear Manufacturer Exporters (Rs. 4000 crores of exports from the city of Agra) and aim is to take the export turnover to Rs. 10000 crores in near future. AFMEC is serving the footwear industry in Agra in active association with Council for Leather Export (CLE) and other government departments. Agra is one of the biggest clusters in the footwear sector in India among Kolkata, Kanpur and Chennai. "There are around 10,000 micro-size units; 150 small-scale industry units; around 30 medium-scale units; and, around 15 large-scale units in the city".

Agra's huge potential to impact the global footwear market has been recognized by the government, which released a special package for implementing its Indian Footwear, Leather & Accessories Development Programme. In tandem, MSME Development Institutes are working on imparting business and technical knowledge of the sector to already-existing entrepreneurs as well as those who want to work in this sector. AFMEC work as a collective force and spread awareness regarding the opportunities available by organizing seminars, meetings from time to time for its members.



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## ABOUT US

Agra Footwear Manufacturers & Exporters Chamber (AFMEC) is presenting the 15<sup>th</sup> edition of "Meet at Agra 2023" - Leather, Footwear Components & Technology Fair from 27<sup>th</sup> to 29<sup>th</sup> October, 2023 at Agra Trade Centre, Village Singhna, NH-2, Agra.


Meet at Agra – 2023 (15<sup>th</sup> Edition) offers a very good business opportunity to the component manufacturers & to the suppliers of finished Leather & Footwear Machinery. The Exhibitors from all over the Country & overseas will participate in this Fair. The finest Leather, Footwear components & Footwear Machinery with latest Technology will be on display in the Fair. All the Big Names from the Leather / Footwear Industry of India will visit the Fair.

"Meet at Agra" has come a long way since its launch. Agra Footwear Manufacturers & Exporters Chamber (AFMEC) has strived hard to upgrade the Fair every year to provide better opportunities & facilities for our esteemed Exhibitors & the Business Visitors. We are proud to inform that this year AFMEC has taken the Fair to next level by organizing "Meet at Agra 2023" – 15<sup>th</sup> Edition – Leather, Footwear Components & Technology Fair at Agra Trade Centre, Village Singhna, NH-2, Agra.

The organizers and the managers of the fair look forward to welcoming all the Exhibitors, Associates, Participants and visitors to this State of the Art facility!!

Meet at Agra, the leather, the footwear component & the technology fair, 2023 establishes its unique position in the footwear industry and is known as the 'premier event' for national and international organizations seeking business opportunities in India's huge domestic market.

The exhibition was conceptualized to bring together a variety of leather, footwear component and machinery & equipment manufacturers from across the world with a view to share the same business platform and enhance the benchmarks of footwear technology and service.



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## EVENT ATTRACTIONS & SCHEDULE

- Inaugural Ceremony
- Lamp Lighting Ceremony
- Welcome Speech
- Award Ceremony
- Technical Seminars
- Live Q&A Session
- Panel Discussion & Live Q&A
- Closing Ceremony

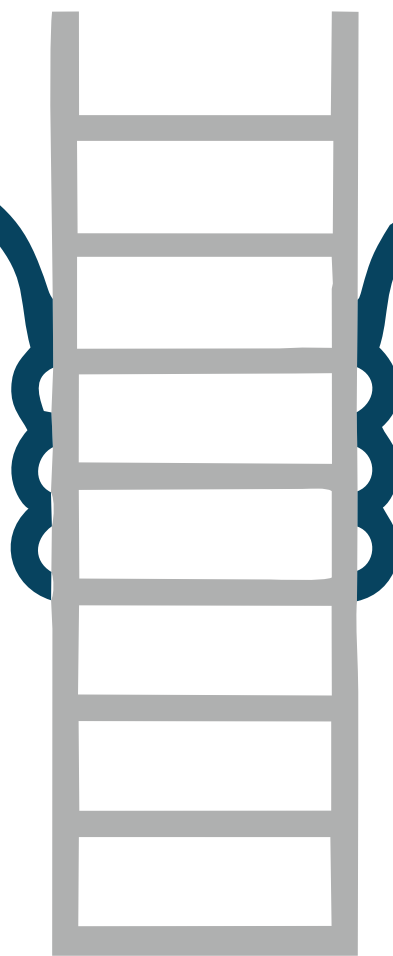






- Showcase
- Connect
- Collaborate
- Exhibition Stalls Spaces
- Seminar
- Participants
- Exhibitors
- Event Title Name Rights
- Activity Title Name Rights
- Investment
- How to improve Shoes industry
- Visitors Walk-in
- Business Walk-in
- Business Speakers (Live)
- Branding Opportunity
- Direct involvement in Public
- Expected Visitors-20,000
- Create Brand Value

## **BUSINESS OPPORTUNITY**



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# **SPONSORSHIP CATEGORY**



**Presented By – 25 Lakhs**

**Co – Presented By – 12.50 Lakhs**

**Platinum Sponsor – 07.50 Lakhs**

**Gold Sponsor – 03 Lakhs**

**Silver Sponsor – 1.5 Lakhs**

**Institutional Partner - 05 Lakhs**

**Banking Partner - 05 Lakhs**

# SPONSORSHIP BENEFITS

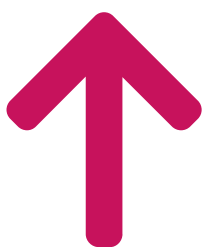


- Logo on Hoardings
- Media Coverage (Electronic, Prints and Magazine)
- Logo on Invitation Cards
- Logo on News Paper Ads
- Logo on Poll Dangler
- Logo on Backdrop
- Visual Ads
- Digital Ads
- Social Media Ads- Facebook, Instagram, Twitter, Google, LinkedIn and YouTube Channel.
- Web Advt. -meetatagra.com / afmec.org
- Guest of Honour
- Logo on Welcome Gate
- Logo Local Cable Ads
- RJ-FM Activity
- Logo Stand on Event place
- Logo on Notepad
- Logo on Event Booklets
- Event Photography & Videography
- Logo on Side Boundary
- Live Brand Digital Album
- Logo on Brochure
- Logo on Email Newsletters
- Branding on all official Ads & Letters printing
- Logo on Moments.

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# REASON TO EXHIBIT



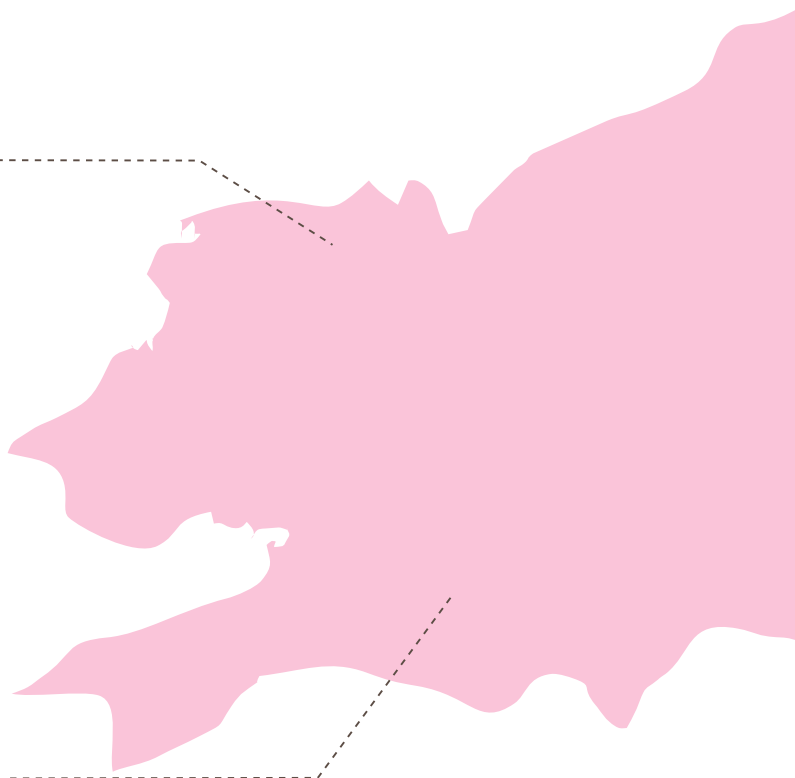
## RAISE BRAND AWARENESS

Make your business stand out and get a place for your brand in Agra with a population of 2.3 million



## BUILD STRATEGIC ALLIANCES

Generate leads for strategic alliances and most importantly, potential customers. Find distributors in Agra and enjoy B2B meetings.





# VISITOR PROFILE

 Government officials	 Investors & Businessmen	 Industrialist & Factory Owners	 Trade Delegations & Foreign Missions
 Trade Buyers	 Shoes manufacturers	 Importers and Traders of Footwear	 Wholesalers & Distributors
 Trade Associations & Federations	 Fashion and Trend creators	 Consultants	 Footwear & Leather Specialist
 Online Shopping	 Bags and Leather Manufacturers	 Shoes Component Manufacturers	 Design Houses/- Fashion Designers
 Specialized Media	 Product Developer	 Store Owners and Retailers	 Trade Agents

# GLIMPSE 2022 FAIR



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## SPONSORSHIP ACCEPTANCE FORM MEET AT AGRA 2023

1. Company Name: \_\_\_\_\_

2. Contact Person: Position: \_\_\_\_\_

3. Address: \_\_\_\_\_

4. Mobile: Phone: \_\_\_\_\_

5. E-mail: \_\_\_\_\_

GSTIN: PAN: \_\_\_\_\_

### Level of Sponsorship

- ☐ Presenting By
- ☐ Co-Presenting By
- ☐ Platinum Sponsorship
- ☐ Gold Sponsorship
- ☐ Silver Sponsorship
- ☐ Other Category

\_\_\_\_\_  
Sponsor Signature

Sponsorship Amount INR: \_\_\_\_\_

Please return this form to:  
By E-mail: [afmec.agra@gmail.com](mailto:afmec.agra@gmail.com)  
Or Respond by Phone to: +91 9837026771



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Agra Trade Centre, Village, Singhna,  
Near Gokulam Water Park, NH-2, Agra, Uttar Pradesh (India)

*For more Information & Registration contact:*

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