

International Flower Fest pooppoli 2024

Regional Agricultural Research Station, Ambalavayal



Organized by
Kerala Agricultural University
&
Department of Agriculture
Development and Farmer's Welfare, Kerala



We are happy to inform you that Pooppoli, the international flower fest is set to bloom in all its glory from 1st to 15th January 2024, at the Regional Agricultural Research Station (RARS) Ambalavayal, Wayanad. The 8th edition of this spectacular event will be jointly organized by the Kerala Agricultural University and the Department of Agriculture Development and Farmers' Welfare. This flower festival seeks to promote improved cooperation amongst many stakeholders in the floriculture sector as well as to highlight the potential of floriculture in the high range zone.

The fest's major attractions are its huge flower collection and themed gardens. An agro industrial exhibition is planned on the sidelines of the event, with the participation of top players in the agricultural sector. Renowned research institutes of ICAR and Agricultural University, line departments, NGOs as well as private agro firms are expected to take part in the event. Technical sessions such as seminars, farmer- scientist interface, and variety competitions are also planned as a part of this flower fiesta. Food courts, amusement park and cultural programmes would add more charm to the flower fest.

In the last edition of Pooppoli in 2023, more than 4.75 lakh visitors across the world have turned up within the 15 days duration of the event. The Pooppoli Flower Festival holds

immense importance for the picturesque district of Wayanad. Labelled as one of the largest extension programmes of the University, Pooppoli promotes agro tourism, boosts local economy and highlights Wayanad's potential as a destination for floriculture. Whether you're a passionate gardener, a curious scientist, or simply someone who revels in the splendor of nature, the Pooppoli is an event not to be missed. Mark your calendars and join us in welcoming the new year with a burst of floral vibrancy and fragrance at this wondrous extravaganza!

We are looking forward to your participation and valuable support to the event. You can do this either by providing sponsorships or participating in the agro industrial exhibition of Pooppoli 2024.

For stall booking, sponsorship, and other details, please contact

Event : Pooppoli- International Flower Fest 2024

Date: 1-15 January 2024

Contact : Associate Director of Research,
Regional Agricultural Research Station,
Ambalavayal, Wayanad, Kerala 673593
email: adramb@kau.in
Mobile number : 9496860421
Land phone : 04936 260 561

SPONSORSHIPS Description	Principal sponsor (₹10 Lakh + 18% GST)	Platinum Sponsor (₹5Lakh + 18% GST)	Diamond Sponsor (₹3 Lakh + 18% GST)	Gold Sponsor (₹2 Lakh + 18% GST)	Silver Sponsor (₹1 lakh+ 18%GST)	Cultural event sponsor Govt. Holidays (₹1.5 Lakh + 18% GST)	Cultural event sponsor Weekdays (₹1Lakh + 18% GST)
FREE STALL SPACE	60 Sq. Mtrs.	30 Sq. Mtrs.	18 Sq. Mtrs.	12 Sq. Mtrs.	9 Sq. Mtrs.	1 day main stage events	1 day main stage events
ADVERTISEMENT IN FAIR DIRECTORY	Front inner page	Back wrapper page	2 nd page after Introduction	One full inner page	One Half page	One Half page	-
BRANDING IN OUTDOOR MEDIA PUBLICITY	✓	✓	✓	✓	✓	-	-
BRANDING IN THE MAIN ENTRANCE ARCH	✓	✓	-	-	-	-	-
BRANDING IN INAUGURATION & VALEDICTORY BACKDROP	✓	✓	✓	✓	✓	✓	-
BRANDING IN THE INVITATION	✓	✓	✓	-	-	-	-
INCLUSION OF LOGO WITH HYPERLINK FROM THE EVENT'S OFFICIAL WEBSITE TO YOUR WEBSITE	✓	✓	✓	✓	✓	-	-

* The acceptance of the sponsorship will be in observance with the Govt. policy in this regard. ADR, RARS Ambalavayal, holds the sole discretion to take the final decision in case of any disputes.