

# OAE 2017

Chennai's first largest Natural,  
Organic, Ayurveda, Herbal  
Science & Life Style Expo !



**EXPO**

**OAE 2017**

**CHENNAI**

**09, 10 & 11 June 2017**  
**Chennai Trade Centre - Hall 2**

**[www.oae.net.in](http://www.oae.net.in)**

Organized by,



**Blue bridge**

## IN ASSOCIATION WITH



## SUPPORTED BY



## MEDIA & SUPPORT PARTNERS



# INTRODUCTION

*OAE 2017 is the first largest Organic, Ayurveda & Natural Expo in Chennai (B2C & B2B). Join thousands of industry professionals from across India & overseas, for the Chennai's only dedicated expo to Natural, Organic, Ayurveda & Herbal Science industry. 100's of Companies from across India & overseas with 1000's of exciting products, big brands and innovative product launches. Showcasing life sustaining alternative natural way of living reinforces our reputation as a wholesome show that promotes a sustainable lifestyle.*



**OAE mission statement** is focusing on serving Natural, Organic, Ayurveda & Herbal products in India. Being a significant platform for Natural, Organic, Ayurveda & Herbal Science companies to reinforce their presence in the market. Enhancing the trade of environmentally sustainable products & services.



## EXPO PROFILE

- ✓ *Organic & Ayurveda Health Care Products & Services*
- ✓ *Organic and Natural Food, Beverages, Groceries, Dairy Products, Vegetables & Fruits*
- ✓ *Organic and Natural Cosmetics & FMCG Products*
- ✓ *Organic Kitchen & Culinary Products*
- ✓ *Organic and Chemical free Clothing & Textiles*
- ✓ *Organic and Natural Baby Products & Toys*
- ✓ *Organic Interiors, Handmade Crafts & Home Decors*
- ✓ *Organic In-house Kitchen & Terrace Gardens*
- ✓ *Organic Food Court*



***“ OAE 2017 - launch pad for hundreds of exciting new products.. “***



# SHOW FEATURES



**Organic Food Court** with varieties from Natural, Organic & Herbal drinks, Snacks, Lunch & Dinner..

## **Seminars & Conference**

on user friendly, healthy and life style context in this present world...



## **Visitors Voting Zone**

Visitors vote for their favorite products in the show to be awarded...

## **Entrepreneurship Awards**

by Entrepreneurship Development Institute – Government of Tamil Nadu.



## **Entertainment Shows**

Inclusive of Organic Chef Competition, Organic Fashion & Beauty Show..

## WHO VISITS

***The show attracts over 25,000 visitors including:***

- ✓ *Direct Customers (Common public)*
- ✓ *Independent, Specialist & Multiple Retailers*
- ✓ *Supermarkets & Department Stores*
- ✓ *Public Kitchens (schools, hospitals, care centers)*
- ✓ *Wholesalers & Distributors*
- ✓ *Importers & Exporters*
- ✓ *Restaurants & Hotels*
- ✓ *Caterers*
- ✓ *Independent & Multiple Health Stores*
- ✓ *Online Retailers*
- ✓ *Delis , Farmers & Farm Shops*
- ✓ *Travel Catering, Transport Hubs & Attractions*

*Meet quality buyers with spending power at Chennai's leading Natural, Organic & Ayurveda business show...*

*The launch pad for hundreds of exciting new products, Organic & Ayurveda Expo is where retailers and distributors from across India and overseas get their first glimpse of the best selling products of the future.*

*So, if you want to increase sales and brand awareness – make sure your products are seen here by the buyers who can really make a difference to your business.*



# WHY TO EXHIBIT

- ✓ *An excellent launch pad for new products and innovation*
- ✓ *Meet new buyers – Increase sales*
- ✓ *Raise brand awareness – Increase visibility in the marketplace*
- ✓ *Strengthen existing business relationships in a face to face environment*
- ✓ *Educate your buyers – so they can more effectively sell your products to the end consumer*
- ✓ *Research your own marketplace and respond to emerging trends*
- ✓ *Network with your peers and make new contacts*
- ✓ *Maximize on your investment by meeting new international contacts*
- ✓ *Year long visibility through the Show Catalogue – used as a directory by show attendees*



## EXHIBITING OPTIONS

<i>Stall Type</i>	<i>Dimension</i>	<i>Square Meters</i>	<i>Square Foot</i>
<i>Mini Stall (MI)</i>	<i>2 x 1</i>	<i>2</i>	<i>22</i>
<i>Small Stall (SM)</i>	<i>3 x 1</i>	<i>3</i>	<i>32</i>
<i>Medium Stall (ME)</i>	<i>2 x 2</i>	<i>4</i>	<i>43</i>
<i>Large Stall (LA)</i>	<i>3 x 2</i>	<i>6</i>	<i>65</i>
<i>Shell Scheme (SH)</i>	<i>3 x 3</i>	<i>9 (min)</i>	<i>97</i>
<i>Raw Space</i>	<i>3 x 4</i>	<i>12 (min)</i>	<i>129</i>

*To book a stall & to request for a quote or rate card, write to [stallbookings@oae.net.in](mailto:stallbookings@oae.net.in) or contact Mr. Karthick (Sales Manager) +91 93600 33346.*

### ***Pavilions :***

*We offer flexible solutions for associations, embassies, trade promotion agencies and other organizations to bring their members to this dedicated trade only event.*

### ***Pavilion Options :***

- 1. SPACE ONLY: we provide you with a suitable stand location and you design and build your own pavilion along with your members.*
- 2. SHELL SCHEME PACKAGES BOOKED IN ADVANCE: You book and take full control of the pavilion space including how it is divided up for your members. You organize and sell on the individual pavilion stands to your members.*
- 3. SHELL SCHEME PACKAGES WITH SALES SUPPORT: We work as a partnership to sell stands on your pavilion, we will rely on you for member details for us to contact your members and create marketing support.*



# STALL FACILITIES

## **OAE 2017 – Dressed for Success**

*How you present your stand and engage with potential customers during the show, are all crucial elements of maximizing your investment and getting the best out of our exhibition.*

**RAW SPACE** gives you the opportunity to design and build your stall from scratch. Stall designing & build up @ extra cost based on the theme & design. (minimum size 12 sqms)



**SHELL SCHEME** a hassle free package including 2.5m height panels, fascia, 1 information counter, 3 spotlights, 3 chairs, 1 round table for meetings, 1 - 5AMP Power Socket, 1 waste paper bin & wall to wall carpet.

**MEDIUM & LARGE STALLS** includes 2.5m height panels, fascia, 1 information counter, 2 spotlights, 2 chairs, 1 - 5AMP Power Socket, 1 waste paper bin & wall to wall carpet.

**MINI & SMALL STALLS** includes 2.5m height panels, fascia, 1 information counter, 1 spotlight, 1 chair, 1 - 5AMP Power Socket, 1 waste paper bin & wall to wall carpet.

# SPONSORSHIP PLANS

## IT'S A WIN-WIN

*Exhibiting at OAE 2017 provides you an opportunity to connect with the Organic, Ayurveda, Herbal & Nature loving community, to build your brand awareness and show your company's profile in the event that promotes Nature & well being!*

*Each day, reach a different key audience segment and that provides a fun, entertaining way for you to "wow" customers. Feel good about exhibiting at OAE 2017 – Chennai as you can enjoy the unforgettable sponsorship experience that you have ever had for.*

## WE'LL FIND THE RIGHT FIT

*Looking for the opportunity to become a part of one of the biggest Natural, Organic, Ayurveda, Herbal Science & Life Style expo for the year ? To put your company name in front of thousands of Nature & Organic lovers ? Want to show your customers on your dedication to nature loving community ? Consider sponsoring at OAE.*

*More in the mood for an intimate networking opportunity ? Looking for a one-of-a-kind experience to make a big impression? Associate your name with OAE and receive a long term recognition when you sponsor for our exhibition at Chennai Trade Centre.*



## SPONSORSHIP OPTIONS

*OAE 2017 requires potential sponsors in the below listed category*

- **Presented by (1 Slot)***
- **Powered by (3 Slots)***
- **Co-powered by (4 Slots)***
- **Supported by (6 Slots)***

*And the benefits include,*

- Presenting/Powered by/Co-powered by/Supported by partner of the event.*
- Prominent sponsor recognition on all event-related marketing & promotional collaterals*
- Sponsor listing on all at-event signage and in the event program*
- Sponsor recognition and link from the event page on the OAE web site*

*Unique benefits.*

*Customized promotions*

- Sponsor advertisement in event program*
- Stall Space*
- Opportunity to speak to Visitors at reception*

*For more details write to [sponsorship@oae.net.in](mailto:sponsorship@oae.net.in) or contact Mr. Wasim Ahmad Khan +91 93610 11161  
Mr. Siva Prasad +91 93611 77767*



# OAE AWARDS

*Visitors, vote for your favorite product to the market at OAE 2017 - Chennai from over 100's of entries in Natural, Organic, Ayurveda & Herbal Science sectors. Vote before 2pm on Sunday 11 June 2017 and discover the winning products.*

*Entries will be judged by industry specialists and announced by the chief guest on Sunday 11 June 2017 by 06:00 PM at OAE Awards 2017.*

## ***Categories include:***

- ✓ *Best New Innovative Product*
- ✓ *Best New Organic Product*
- ✓ *Best New Natural Product*
- ✓ *Best New Ayurveda/Herbal Product*



Exhibitors, nominate your products for visitors voting and get your product awarded as the best from the show !

Nomination Fee : Rs. 1500 /-

Last date for Nomination: 05 May 2017 (06:00 PM)

For more details write to [eventmanager@oae.net.in](mailto:eventmanager@oae.net.in) or contact Mr. Madan Raj Rajan +91 98849 52328





# EVENT SCHEDULE

*Just not a trade exhibition, a life changing event with lot of fun and entertainment !!!*

<i>Date</i>	<i>Time</i>	<i>Event Title</i>
09 June 2017	09:30 AM	Inauguration
09 June 2017	03:00 PM	Organic Chef Competition
09 June 2017	06:00 PM	Awards Night by ASSOCHAM
10 June 2017	10:30 AM	Seminar 1
10 June 2017	12:00 PM	Seminar 2
10 June 2017	02:00 PM	Seminar 3
10 June 2017	03:00 PM	Organic Beauty Show
10 June 2017	03:30 PM	Seminar 4
10 June 2017	05:00 PM	Seminar 5
11 June 2017	10:30 AM	Seminar 6
11 June 2017	12:00 PM	Seminar 7
11 June 2017	02:00 PM	Seminar 8
11 June 2017	03:00 PM	Organic Fashion Show
11 June 2017	06:00 PM	OAE Awards 2017
11 June 2017	07:30 PM	Closing Ceremony

## ORGANIZER

**Blue Bridge Resources Private Limited** is part of a rapidly growing, highly successful trade exhibition and consulting group, with its head office in Chennai, Tamil Nadu (INDIA). From just a couple of events a few years ago, we now organize 7 highly successful events, all of them are leaders in their sectors, publish market leading trade magazines, do web stuff and of course, social media to support the industries we work in. Nearly 60 highly motivated and talented individuals work here in our Chennai, Bangalore and Delhi offices, all focused on creating the best possible exhibiting and visiting experiences for our customers.

OAE 2017 is organized by Blue Bridge Resources Pvt Ltd in association with ASSOCHAM - TN, Tamil Chamber of Commerce (TCC) and Association of Organic & Ayurveda (AOA).



# CONTACT

*Who's who at the Show ....*

*For queries on Stall Bookings & Exhibitor details.*

**Karthick Ravi**

*Sales Manager*

+91-93600 33346

[karthick@oae.net.in](mailto:karthick@oae.net.in)

*For queries on Sponsorship, Partnership, Seminars,  
Media & Press.*

**Wasim Ahmad Khan / Siva Prasad**

+91-93610 11161 / +91 93611 77767

[wasimkhan@oae.net.in](mailto:wasimkhan@oae.net.in) / [sivaprasad@oae.net.in](mailto:sivaprasad@oae.net.in)

*For queries on Venue, Entry, Awards & Competitions.*

**Madan Raj Rajan**

*Event Manager*

+91-98849 52328

[eventmanager@oae.net.in](mailto:eventmanager@oae.net.in)

**Organizer**

*Blue Bridge Resources Pvt Ltd*

*Prestige Polygon, 3rd Floor, Vatika Business Centre,*

*#471 Anna Salai, Teynampet, Mount Road*

*Chennai 600 018, Tamil Nadu, India*

+91-044 2489 2389 / +91 044 4028 2517

[contact@bluebridge.org.in](mailto:contact@bluebridge.org.in)

[www.bluebridge.org.in](http://www.bluebridge.org.in)

# OAE 2017

*An exclusive exhibition for Natural, Organic, Ayurveda & Herbal products. Explore the alternative way of living healthy and happy with nature that promotes a sustainable lifestyle...*

