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Gwalior Trade Fair exhibitors witness tremendous response year after year

by EVENTFAQS Bureau | Corporate/Brand Marketing | December 20, 2013

Gwalior Trade Fair is categorized as one of the largest business fairs in India. The booking and stall designing in this huge affair has been contributed by Ascent Brand Communications Pvt. Ltd. for consecutively 8 years in a row. Ever since its inception, this 112 years old property has acquired a constant growing graph which clearly indicates the hugeness of this Vyapar Mela. Year after year the exhibitors witness an overwhelming response & increased sales throughout the month long mela. This feedback has resulted into the participation from many new & prime brands with the continuous participation of the regular brands since years.

This property is spread over 104 acres where over 30 lakh visitors witness the cultural and corporate activities every year. The trade fair acts as a commercial hub for showcasing a vast range of industrial products and crafts with more than 75 major companies (private and government) participating from categories like electronics, home appliances, automobiles, FMCG, furniture, plastic goods, metal ware, clothes, apparel, leather goods, cottage industry items, luggage, etc. The automobile sector was a new introduction in the trade fair in the year 2012.

The major highlights of this one month long mela includes exhibitors from 8 adjoining & neighboring states, participation from 18 major industries, rich history of 112 years, more than 500 platforms and 5000 pavilions & stalls. This larger than life activity is managed by Gwalior Trade Fair Authority working under the Govt. of India with dedicated staff working throughout the year.

The brands get unlimited branding opportunities & visibility options on welcome gates, branded 'chhatrees,' hoardings, block panels, pole ads, etc. The audio announcements and jingle facilities are also available throughout the day targeting their visitors. The production of stalls for the year 2014 has already started and many skilled labors, expert designers are set into action for adding another successful year in the history of this prestigious fair.

It attracts people from all age groups by managing several activities and events like cooking competition, Indian costume show, bhajan sandhya, orchestra, laughter shows, kavi sammelan, musical shows, Bollywood star shows, plays, etc.

Commenting on the property, Shailendra Singh Chouhan, CEO, Ascent Brand Communications said: "Ascent has been instrumental in promoting this at a national level bringing new clients and categories adding variety to the fair. Ascent handles large chunks of pavilion design business with mammoth structures spanning from 5000 to 10,000 sqft areas. This is done by deploying manpower of more than 250 people working for more than 20 days. This association of us has not only managed to reap great appreciation but also won awards galore."

Its is expected that Gwalior Trade Fair 2014 will repeat its victorious history by adding new achievements to it.

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