



China Agricultural Husbandry Expo 2013
- **The First (2013) International Days**

- Date: May 18 – 20, 2013
- Location: Hall B2 , Wuhan International Expo Center
- Organizer: CAHE organizer; China Animal Agricultural Association
- Co-organizer: *Poultry International China magazine, International Husbandry China magazine, LyJa Media*

Sponsors:



About

Aiming to enhance the mutual understanding, communication and exchange between Chinese and American animal husbandry enterprises, China Animal Agriculture Association (CAAA) decides to hold the first "Animal Husbandry International Days" amid the 2013 China Animal Husbandry Expo. "Cultural exchange between Chinese and American animal husbandry enterprises" is the theme of these Special Days. *International Poultry* and *International Animal Husbandry Magazine* is the co-organizer.

Theme

The three-day event will center on the theme of "Healthy and Safe Food".

Schedule

Date	Agenda for the days
May 18th	Opening ceremony of "International Days" Themed forum:"Healthy and Safe Food" Photograph show Lottery game A Happy Taste of Delicious Food
May 19th	Lottery game A Happy Taste of Delicious food
May 20th	Free Communication and Networking

Sponsor Opportunities:

- Welcome outstanding enterprises mainly involved in breeding, farming facilities and equipment, feed, feed additive, animal health and food production.
- Programs for enterprises to participate:
 - Forum speech
 - Tailor-made survey and questionnaire
 - Corporate photo gallery and video display
 - Corporate brochure and gift distribution
 - Name of the on-site interaction activities such as the lottery
 - Face-to-face with CAAA and Officials of China's Ministry of Agriculture
 - Food supply

Media promotion

➤ **Internet**

1. Web page dedicated for the International days; interactive games and competition for prize or food coupon as a measure to attract more participation on line and on site.
2. Combined action with relevant on-line media, extensive link to the International Days page, intensified media exposure.
3. Real-time report of the International Days on micro-blog in forms of news or dynamic state.

➤ **Magazine**

1. Ads for the Special Day (show logo of sponsors on it) published on the nearest *International Animal Husbandry China* or *Poultry International China*.
2. Swap ads with relevant magazines in the industry, including ads of the Special Day.

➤ **Mobile Phone**

1. Report of the Special Day via mobile news.

➤ **Organizer**

1. The expo committee of CAAA will give the Animal Husbandry International Day full exposure on its official web site in forms of video, news and pictures prior to, during and after the event.
2. The host will present and recommend on site the agenda of the special day via mobile two-dimensional code to all participants and encourage active involvement of visitors.
3. A variety of activities and free food coupon giving to attract more participations and visits.

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