



**EuroTier**<sup>DLG</sup>  
First in animal farming.

**e**nergy  
**decentral**<sup>DLG</sup>  
POWERING NEW IDEAS



## Media data for sponsoring and marketing services 2020

- Technical programme participation
- Sponsoring
- Advertising in DLG printed and online media
- Press services at the trade fair
- Trade press stand

[www.eurotier.com](http://www.eurotier.com) | [www.energy-decentral.com](http://www.energy-decentral.com)

MADE BY



## DRAW ATTENTION TO YOURSELF

The leading international trade fairs EuroTier and EnergyDecentral will again be expecting over 150,000 visitors from all over the world in Hanover in November 2020. Make use of the attractive options for participating in the technical programme and sponsoring to highlight and draw attention to your brands and products. We offer you appropriate packages for optimum sponsoring as well as attractive marketing services.

## SPONSORING AND MARKETING SERVICES

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**Contact:** Jessica Biehl · J.Biehl@dlg.org · Tel. +49 69 24788-210

The sponsoring and participation portfolio is available on the EuroTier and EnergyDecentral websites. The respective links can be found under the offer descriptions in this brochure. Exhibitors can register their interest in becoming sponsors. However, this only involves a declaration of intent, as DLG reserves the right not to produce this product if a sufficient number of sponsors is not reached.

The current version of the general EuroTier/EnergyDecentral sponsoring and participation conditions applies. These can be found on the EuroTier and EnergyDecentral websites.

## LANYARDS FOR TRADE FAIR VISITORS

Lanyards will already be distributed to visitors free of charge at the entrances to the EuroTier and EnergyDecentral trade fair grounds. They offer space for a personalised trade fair badge and will be worn visibly by visitors during their visit.

As exhibitors you can present your company brand on the lanyard with sponsoring. You already attract the attention of the professional visitors to your company's presence when they arrive.

- There are sponsoring possibilities for EuroTier and/or EnergyDecentral
- Packages of 15,000 lanyards each can be applied for
- Several packages can be requested per company
- Front side: full-colour digital printing



Example illustrations

- The sponsor's logo will be shown together with the EuroTier or EnergyDecentral and the DLG Logo
- Proportional stocking of the exhibition ground entrances
- Proportional stocking of the issuing points

### Technical Data:

- The printing data must be received by e-mail at the following address by week 27 while taking the specified formats into account: J.Biehl@DLG.org
- Formats: Company logo as vector file (.eps, .pdf, .ai, fonts converted to paths)

**Price** (per package of 15,000 Lanyards): EUR 8,850 plus VAT

**Contact:** Jessica Biehl · J.Biehl@DLG.org

[www.eurotier.com/en/sponsoring-advertising](http://www.eurotier.com/en/sponsoring-advertising)

[www.energy-decentral.com/en/sponsoring-advertising](http://www.energy-decentral.com/en/sponsoring-advertising)

## INTERNATIONAL VISITORS' LOUNGE

Use our international Meeting Hotspots at EuroTier and EnergyDecentral to present your brands. Address in particular the international trade fair visitors of our International Visitors' Lounge. As a sponsor, we offer you attractive positioning possibilities on various advertising materials. The sponsoring package can be booked for the DLG International Visitors' Lounge (IVL).

- Advertising materials: Coffee cups, napkins and sugar sticks
- Up to 5 sponsor logos can be positioned on the advertising materials
- The sponsoring packages contain the following quantities:
  - Coffee Cups: 7,500
  - Napkins: 7,500
  - Sugar Sticks: 7,500

### Technical Data:

- The printing data must be received by e-mail at the following address by week 40 while taking the specified formats into account: J.Biehl@DLG.org

**Price** (per package): EUR 5,000 plus VAT

**Contact:** Jessica Biehl · J.Biehl@DLG.org

[www.eurotier.com/en/sponsoring-advertising](http://www.eurotier.com/en/sponsoring-advertising)

[www.energy-decentral.com/en/sponsoring-advertising](http://www.energy-decentral.com/en/sponsoring-advertising)



Example illustrations

- Maximum logo sizes on the individual advertising media (W x H):
  - Coffee Cups: 30 x 13 mm
  - Napkins: 32 x 15 mm
  - Sugar Sticks: 13 x 7 mm
- Formats: Company logo as vector file (.eps, .pdf, .ai, fonts converted to paths)

## SMARTPHONE CHARGING STATIONS

At EuroTier and EnergyDecentral a total of ten mobile phone charging stations are available at central locations. They can have a complete, individual design by means of foliation according to customer requirements (the design must comply with the EuroTier and/or EnergyDecentral product index).

In addition, company videos or images can be shown on the integrated screen. Furthermore an illuminated poster area is also available.

### Among other things, the following locations are planned:

- International Visitors' Lounge (Hall 26)
- DLG Forums: Cattle (Hall 12), Pig (Hall 16), Poultry (Hall 5), EnergyDecentral (Hall 25)
- TopTierTreff (Hall 11)

### Technical Data:

- The printing data must be received by e-mail at the following address by week 41 while taking the specified formats into account: J.Biehl@DLG.org
- 19-inch HD display, for showing individual images and videos
- 5-inch touch-screen control panel
- 6 lockable compartments with pin code, for mobile phones or digital cameras, etc.
- LED-illuminated poster area (37 cm x 52 cm)

**Price (per station):** EUR 4,000 plus VAT

**Contact:** Jessica Biehl · J.Biehl@DLG.org

[www.eurotier.com/en/sponsoring-advertising](http://www.eurotier.com/en/sponsoring-advertising)

[www.energy-decentral.com/en/sponsoring-advertising](http://www.energy-decentral.com/en/sponsoring-advertising)



Example illustrations



## 'TopTierTreff'

Once again, top genetics from various breeds of cattle will be presented to professional visitors on the stage at the 'TopTierTreff' at EuroTier in 2020; over 400 seats will be available for visitors to follow the information that is on offer. The animals will be filmed and details will additionally be shown on a large video wall.

The left and right sides of our panoramic screen, which was first used in 2018, offers a permanent home for your logo. Videos can additionally be shown during the breaks between the presentation blocks.



Sponsoring packages	Gold	Silver	Bronze
	EUR 7,000*	EUR 4,500*	EUR 3,500*
Video spot played 4 times per day	90 sec.	60 sec.	60 sec.
2 tickets for the stable aisle party	✓		
Permanent display of a logo on the left or right edge of the video wall; size 3.00 m x 0.83 m (width x height)	✓		
Display of a logo on the video wall during longer breaks in the show (>10 minutes); size 1.48 m x 0.95 m (width x height)	✓	✓	
Permanent display of a logo on the left or right edge of the video wall; size 1.48 m x 0.95 m (width x height)		✓	
e-tickets for business partners	25	15	5

\*Plus statutory VAT (19%)

**Contact:** Anna Karer

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[www.eurotier.com/en/participation-technical-programme](http://www.eurotier.com/en/participation-technical-programme)

## CATTLE & PIG EVENT

**Date: 16 November 2020, Convention Center (CC), from 6 p.m.**

On the evening prior to EuroTier, 16 November 2020, leading farmers, advisors, scientists and representatives of EuroTier exhibitors will again have the opportunity to engage in dialogue about the industry's current topics.

From 6 p.m., DLG extend an invitation to the expert presentations as part of the joint Cattle & Pig Event in the Convention Center at the trade fair grounds. From 8 p.m., the specialist part with presentations by internationally recognised and renowned speakers will shift to a joint reception in the Convention Center foyer. This event is subject to a charge of EUR 45.00.

Registration and payment will be carried out online. Participation will include the expert presentations as well as food and drinks at the subsequent reception. We are anticipating around 600 Guests from Germany and abroad.

**Price:** EUR 3,500 plus VAT

**Contact:** Julia Wild · J.Wild@DLG.org

[www.eurotier.com/en/participation-technical-programme](http://www.eurotier.com/en/participation-technical-programme)

As a EuroTier 2020 exhibitor, you have the option of positioning your company as a partner.

### We offer the following services:

- Listing of your company with logo on the banners in the auditorium
- Listing with logo in the invitation programme for the event
- Roll-up of your company in the Convention Center foyer – in the entrance area of the auditorium
- Five free admission tickets for the Cattle & Pig Event for passing on to employees and/or customers
- Logo display at [www.eurotier.com](http://www.eurotier.com) under Technical Programme/Cattle & Pig Event

The number of our theme partners is limited to eight companies; consideration is at the discretion of DLG.

## ANIMAL HEALTH EVENT

**Date: 19 November 2020, Convention Center (CC), from 6 p.m.**

Since 2008, the annual congress of the German Association of Practising Veterinary Surgeons (bpt) has taken place partly in parallel with EuroTier, this year from 19 – 21 November. It is now the established tradition for DLG and bpt to jointly open the event in the Convention Center at the trade fair grounds as part of the Animal Health Event under the subtitle 'Vet Meets Farmer'.

Around 350 guests, the majority of whom will be vets, but also including interested farmers and industry representatives, are expected to attend this top-class event with subsequent reception in the Convention Center lobby. The event is free for the participants; online registration is requested for organisational reasons.

**Price:** EUR 2,500 plus VAT

**Contact:** Julia Wild · J.Wild@DLG.org

[www.eurotier.com/en/participation-technical-programme](http://www.eurotier.com/en/participation-technical-programme)

### We offer the following services:

- Listing of your company with logo on a banner in the Convention Center foyer – in the entrance area of the auditorium
- Listing with logo in the invitation programme for the event
- Roll-up of your company in the Convention Center foyer – in the entrance area of the auditorium
- Logo display at [www.eurotier.com](http://www.eurotier.com) under Technical Programme/Animal Health Event

The number of our theme partners is limited to five companies; consideration is at the discretion of DLG.

# INTERNATIONAL CONFERENCE TOWARDS NEW HORIZONS: EASTERN EUROPEAN ANIMAL PRODUCERS ON THE WAY TO INTERNATIONAL MARKETS

**Date: Wednesday, 18 November 2020, 10 a.m. to 12.30 p.m.,  
Convention Center (CC), room 3B**

Following the disintegration of the Soviet Union, animal production in the majority of eastern European countries also collapsed. Livestock populations were depleted rapidly in order to safeguard liquidity, and the supply of domestic products of animal origin made way for imported goods from the west. For decades, the countries of eastern Europe were regarded as purchasers of dairy and milk products. In recent years, however, we have been seeing a complete reversal. The levels of self-sufficiency have increased significantly, with some products actually heading towards overproduction. The result of this is that the topic of export is increasingly gaining in importance.

As part of the event, we want to discuss the animal production trends and development prospects in their home countries together with representatives from various eastern European states. Particular focus will be placed on the strategies for expanding into new markets. How are producers ensuring their competitiveness? What role do cost reduction, quality, traceability and sustainability play in this? Which solutions in the areas of technological modernisation and digitalisation are livestock farms striving to achieve? How are animal diseases such as African swine fever and pandemics such as COVID-19 influencing the global market, and will this lead to new opportunities for emerging countries in eastern Europe?

Besides the speakers from eastern Europe, experts from target markets such as western Europe and Asia will also be invited to take the podium in order to enrich the event with their views on these issues.

In total, around 150 participants, representatives from agriculture, consulting, politics and associations, are expected to attend. The conference is being organised in cooperation with the DLG - Working Group Eastern Europe and various expert organisations as well as media partners from eastern Europe.



The event is free for the participants; online registration is requested for organisational reasons.

#### **We offer the following services:**

- Display of your company's logo at [www.eurotier.com](http://www.eurotier.com) at Technical Programme/International Conference
- Listing of your company as a sponsor at [www.eurotier.com](http://www.eurotier.com) in the press releases for the event
- Placement of your company logo:
  - In the event programme that is sent to potential participants
  - On the banner in the auditorium
  - On the title slide of the event
- Placement of your company's roll-up in the foyer in front of the event room

The number of our theme partners is limited to five companies; consideration is at the discretion of DLG.

**Price:** EUR 1,700 plus VAT

**Contact:** Julia Wild · [J.Wild@DLG.org](mailto:J.Wild@DLG.org)

## DLG-SPECIAL ,EMISSION CONTROL – EMISSION REDUCTION IN ANIMAL PRODUCTION‘

Entitled ‘**Emission Control – Emission Reduction in Animal Production**’, this year’s special at EuroTier is dedicated to the current challenges in animal production – regardless of whether cattle, pig or poultry production is involved.

- Current topics from science, consulting and industry in the areas of husbandry technology, housing construction and feeding will be discussed intensively.
- Solutions for reducing emissions to a feasible minimum will be shown, whether through innovations in process technology and housing construction, in performance-adjusted feeding systems or also through the use of modern digital tools.

Service package 1	Service package 2	Service package 3
<ul style="list-style-type: none"> <li>• Listing of the company as a theme partner in the EuroTier special ‘Emission Control – Emission Reduction in Animal Production’ (board with all participating companies).</li> <li>• Allocation of the company’s information offer to one of the focuses.</li> <li>• Listing of the company in special brochures on the special ‘Emission Control – Emission Reduction in Animal Production’.</li> <li>• Listing of the company on the EuroTier site for the special ‘Emission Control – Emission Reduction in Animal Production’ with logo.</li> </ul>	Service package 1, additionally: <ul style="list-style-type: none"> <li>• Approx. 4 m<sup>2</sup> information area for one topic area; option of presenting exhibits in the form of a stele/poster, layout by the company, implementation by DLG (graphics, production).</li> </ul>	Service packages 1 and 2, additionally: <ul style="list-style-type: none"> <li>• An additional 4 m<sup>2</sup> information area for an additional topic area; option of presenting exhibits in the form of a stele/poster, layout by the company, implementation by DLG (graphics, production) → 2 steles in total.</li> <li>• Short technical presentation (10 plus 5 minutes) once per day in the ‘Emission Control’ forum.</li> <li>• 1 person/company employee/company expert in the special ‘Emission Control – Emission Reduction in Animal Production’ in the vicinity of the company’s information area (optional, not mandatory).</li> </ul>
<b>EUR 1,700 plus VAT</b>	<b>EUR 3,300 plus VAT</b>	<b>EUR 6,500 plus VAT</b>

- DLG will coordinate the specialist allocation in the overall stand area.
- The stand will be centrally guarded and cleaned daily before the start of the trade fair by order of DLG.
- Transport, insurance and installation and removal of company exhibits will be undertaken by the exhibitor.
- Exhibits must be delivered and set up in good time prior to the start of the trade fair; removal will take place by lunchtime on 21.11.2020 at the latest on behalf of the theme partner.
- Texts in the information areas will be formatted with a uniform font type and size. The texts will be provided to DLG by 15.07.2020; translation will also be carried out centrally by order of DLG.
- Closing date for registration: 30.06.2020

**Contact:** Sven Häuser · ETprogramme@DLG.org  
[www.eurotier.com/en/participation-technical-programme](http://www.eurotier.com/en/participation-technical-programme)



## DLG-SPECIAL ,POWER GENERATION IN AGRICULTURE – GENERATION AND USE‘

The DLG-Special ‘Power Generation in Agriculture – Generation and Use’ will present the latest technologies, from power generation, control and storage up to and including the use and sale of self-generated electricity in agriculture, to EnergyDecentral visitors on four theme islands:

- **Power generation:** Will present solutions for electricity generation systems such as PV modules and everything that these entail (power inverters, substructure, etc.), agrivoltaics, biogas CHPs representing the generation of electricity from biogas, methane or hydrogen or a wood CHP for producing electricity from wood
- **Electricity use of farm inputs:** Offers a platform for farms with typical electricity consumers such as cow comfort, light, milking and refrigeration technology or also ventilation as well as electrically operated units and robots. Ideally, a look will also be taken into the future of electric tractors, drones and swarm robots as well as milk vending machines for direct sales. Here, the aim is to show how such devices can be integrated into needs-based generation from the perspective of consumers.
- **Control / charging management and sale of self-generated electricity:** Presentation of the latest technology in the fields of control hardware and software, invoicing software, electricity charging stations, direct marketing and energy cooperatives, etc.
- **Storage:** Will show battery and UPS developments for storing self-generated electricity.

Sponsoring	Participation in the special as a co-exhibitor	Optional in extension as co-exhibitor
Listing of the company as a sponsor of the special ‘Power Generation in Agriculture – Generation and Use’ (board with all participants).	Option of presenting one exhibit in an area of the special.	Further exhibits EUR 250 plus VAT each
Logo on logo billboard of the special.	Interview with the presenter about the exhibit and the exhibit’s contribution in terms of the topic of ‘Power Generation in Agriculture’.	Image clip for the company’s own advertising EUR 800 plus VAT
Logo on communication materials for the special (incl. website in the technical programme for visitors with link on website).	Display of image and video material on the LED walls at the special.	
	Listing of the company as a participant in the special ‘Power Generation in Agriculture’ (board with all participants).	
	Product focus incl. logo with link on the website (link to the media entry – Exhibitors & Products).	
	Product focus in the media entry included.	
<b>EUR 500 plus VAT for EnergyDecentral 2020 exhibitors EUR 1,000 plus VAT for non-EnergyDecentral 2020 exhibitors</b>	<b>EUR 3,300 plus VAT</b>	

- DLG will coordinate the specialist allocation in the overall stand area.
- The stand will be centrally guarded and cleaned daily before the start of the trade fair by order of DLG.
- Transport, insurance and installation and removal of company exhibits will be undertaken by the exhibitor.
- Exhibits must be delivered and set up in good time prior to the start of the trade fair; removal will take place by lunchtime on 21.11.2020 at the latest on behalf of the theme partner.
- Texts in the information areas will be formatted with a uniform type font and size. The texts will be provided to DLG by 15.07.2020; translation will also be carried out centrally by order of DLG.
- Closing date for registration: 31.7.2020

**Contact:** Marcus Vagt · energy@DLG.org

[www.energy-decentral.com/en/participation-technical-programme](http://www.energy-decentral.com/en/participation-technical-programme)

# OPTIONS FOR PARTICIPATING IN THE SPECIES-SPECIFIC EXPERT FORUMS AT EUROTIER

## Participation in the species-specific expert forums

With its technical programme, EuroTier 2020 offers professional animal producers a comprehensive overview of current trends concerning cattle, pigs, poultry, sheep and goats. EuroTier exhibitors have the opportunity to present their specialist expertise and knowledge in the form of short contributions (total of 45 minutes). The presentation will expressly focus on specialist issues. We recommend a maximum timeframe of 30 minutes for the presentation to still allow sufficient time for questions from the audience.

### Expert forum 'Cattle'

Topic examples:

- Animal- and environmentally-friendly husbandry systems
- Animal health and needs-based feeding
- Emission-reducing measures (in the Special 'Emission Control')
- Calf rearing and cattle fattening
- Herd management and controlling
- Digitalisation and precision farming
- Grazing management and suckler cow husbandry

### Expert forum 'Poultry'

Topic examples:

- Animal welfare and animal health
- Future-proof production concepts and techniques
- Digitalisation in poultry production
- Emission-reducing measures (in the Special 'Emission Control')
- Gender determination and male chick production
- European 'Green Deal' – challenges and opportunities
- Feeding
- Breeding – dual purpose breeds, brown/white laying hens
- Trade and export

- A maximum of 2 forum slots per exhibitor and forum are possible.
- DLG will coordinate the specialist allocation and decide on the inclusion of your proposal. Advertising events are not desired.
- Presentation and sound technology will be provided and operated by DLG.
- Listing of title, speaker and organiser in the daily programme and the technical programme on the eurotier.com website and in the app.

### Expert forum 'Pigs'

Topic examples:

- Animal- and environmentally-friendly husbandry systems
- Alternatives to castration without anaesthesia
- Animal health and needs-based feeding
- Emission-reducing measures (in the Special 'Emission Control')
- Animal monitoring and stock control
- Biosafety and disease prevention
- Management and stock management
- Digitalisation and precision pig farming
- Competitiveness

**The topics of sheep and goats will be available at the reserved times in the 'Cattle' forum.**

Topic examples:

- Wolf management
- Livestock fences
- Animal health
- Herd management
- Marketing of lamb meat, milk and wool
- Landscape conservation
- Breeding, breeding valuation and performance testing

**Price per forum:** EUR 500 plus VAT

**Contact:** Nicola Bock · ETprogramme@DLG.org

[www.eurotier.com/en/participation-technical-programme](http://www.eurotier.com/en/participation-technical-programme)

## OPTIONS FOR PARTICIPATING IN THE EXPERT FORUM AT ENERGYDECENTRAL

With its technical programme, EnergyDecentral 2020 will offer energy producers in the agricultural industry a comprehensive overview of current trends and developments. EnergyDecentral exhibitors have the opportunity to present their specialist expertise and knowledge in the form of short contributions (total of 45 minutes). The presentation will expressly focus on specialist issues. We recommend a maximum timeframe of 30 minutes for the presentation to still allow sufficient time for questions from the audience.



### Biogas forum slot

Topic examples:

- Straw fermentation
- Farm manure instead of maize – feasibility and implementation limits
- LNG from farms – the filling station of the future
- Biogas upgrading
- Invitation to tender and post-EEG scenarios

### Solid fuels & firing technology forum slot

Topic examples:

- Modern boilers for low emissions
- Processing of solid fuels
- Grinding, mixing, dosing
- Wood chip quality assurance

- A maximum of 2 forum slots per exhibitor are possible.
- DLG will coordinate the specialist allocation and decide on the inclusion of your proposal. Advertising events are not desired.
- Presentation and sound technology will be provided and operated by DLG.
- Listing of title, speaker and organiser in the daily programme and the technical programme on the energy-decentral.com website and in the app.

### Wind, PV and storage technology forum slot

Topic examples:

- Cleaning PV modules
- Agrivoltaics
- Cost-effectiveness analyses for self-produced electricity
- Legal framework conditions
- Orientation of modules – east/west vs. south-facing

### Combined heat and power plants forum slot

Topic examples:

- Lubricant analyses – what is tested?
- Predictive maintenance
- Emission control for CHPs
- Hydrogen CHPs – power to gas

**Price:** EUR 400 plus VAT per 45-minute event

**Contact:** Marcus Vagt · M.Vagt@DLG.org

[www.energy-decentral.com/en/participation-technical-programme](http://www.energy-decentral.com/en/participation-technical-programme)

## BANNER ADS ON THE WEBSITES EUROTIER UND ENERGY DECENTRAL

Three banner formats in 6 positions are available on the [www.eurotier.com](http://www.eurotier.com) website:

- Button for banner I: (120 x 90 pixels)  
Homepage + all sub-pages-  
except exhibitor & products EUR 1,149
- Button for banner II: (120 x 90 pixels)  
Exhibitors & products EUR 1,049
- Vertical banner: (120 x 240 pixels)  
Homepage + all sub-pages-  
except exhibitor & products EUR 1,699
- Vertical banner IIa: (120 x 240 pixels)  
Exhibitors & products EUR 1,449
- Vertical banner IIb: (120 x 240 pixels)  
Exhibitors & products EUR 1,449
- Skyscraper banner: (120 x 600 pixels)  
Homepage + all sub-pages-  
except exhibitor & products EUR 2,159

### Technical Data:

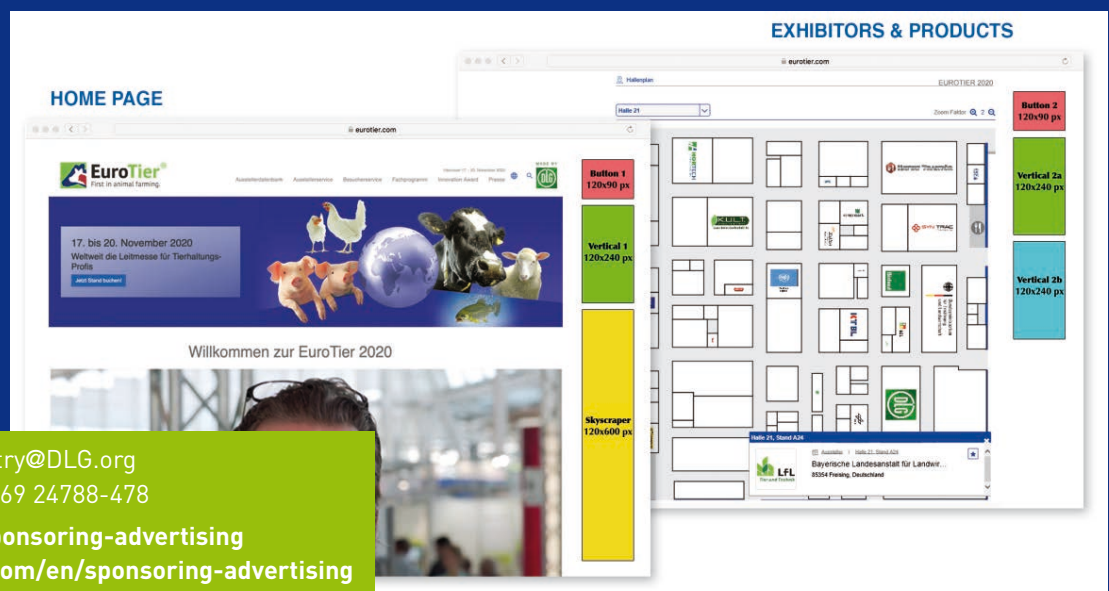
- Duration (all banners):  
1 September 2020 – 28 February 2021 (6 months)
- For each banner specified above, a second format  
(320 x 50 pixels) can be sent in. This bar banner will, for  
example, be displayed at the lower edge of the screen  
on smart phone screens if the standard display is not  
possible.
- File formats: .jpg, .animated .gif, .png, .svg (not Flash)
- Data delivery: week 33 at the latest

Three banner formats in 6 positions are available on the [www.energy-decentral.com](http://www.energy-decentral.com) website:

- Button for banner I: (120 x 90 pixels)  
Homepage + all sub-pages-  
except exhibitor & products EUR 599
- Button for banner II: (120 x 90 pixels)  
Exhibitors & products EUR 399
- Vertical banner: (120 x 240 pixels)  
Homepage + all sub-pages-  
except exhibitor & products EUR 699
- Vertical banner IIa: (120 x 240 pixels)  
Exhibitors & products EUR 599
- Vertical banner IIb: (120 x 240 pixels)  
Exhibitors & products EUR 599
- Skyscraper banner: (120 x 600 pixels)  
Homepage + all sub-pages-  
except exhibitor & products EUR 999

### Technical Data:

- Duration (all banners):  
1 September 2020 – 28 February 2021 (6 months)
- For each banner specified above, a second format  
(320 x 50 pixels) can be sent in. This bar banner will, for  
example, be displayed at the lower edge of the screen  
on smart phone screens if the standard display is not  
possible.
- File formats: .jpg, .animated .gif, .png, .svg (not Flash)
- Data delivery: week 33 at the latest



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[www.eurotier.com/en/sponsoring-advertising](http://www.eurotier.com/en/sponsoring-advertising)  
[www.energy-decentral.com/en/sponsoring-advertising](http://www.energy-decentral.com/en/sponsoring-advertising)

# ADVERTISEMENTS IN THE OFFICIAL EXHIBITOR CATALOGUE

Above all, professional visitors use the 'analogue' catalogue as a quick and simple orientation aid during and after the trade fair. The catalogue serves as a high-quality industry address book for two years.

- Circulation: 15,000 units
- Publication date: mid-October
- Content: approx. 2,500 exhibitor entries, approx. 620 pages, site plan, hall plans, exhibitor product directory – alphabetically, by country, by product group, by hall
- Format: 120 x 207 mm
- File format: printable pdf (integrated fonts, resolution 300 dpi)
- Final booking and submission date: 15 August 2020

## Offers & prices

- **Special cover positions**
  - 2<sup>nd</sup> cover page (C2) EUR 5,549
  - 3<sup>rd</sup> cover page (C3) EUR 3,949
  - 4<sup>th</sup> cover page (C4) EUR 6,999
  - Front cover flap, inner EUR 3,949
  - Front cover, next to site plan EUR 4,749
  - Rear cover, inner, next to user help EUR 2,999
- **Special inner positions**
  - After table of contents, 1/1 page, 120 x 207 mm EUR 3,649
  - Chapter cover sheet, front, 4/5 page, 100 x 170 mm EUR 3,599
  - Chapter cover sheet, rear, 1/1 page, 120 x 207 mm EUR 3,449
  - Enclosed card, 100 x 90 mm EUR 1,799
  - Bookmark, 140 x 120 mm EUR 13,999
- **Inner positions**
  - 1/4 page, b/w, 100 x 50 mm EUR 749
  - 1/2 page, b/w 100 x 100 mm EUR 999
  - 1/1 page, b/w 120 x 207 mm EUR 1,599
  - 1/4 page 4c 100 x 50 mm EUR 1,249
  - 1/2 page 4c 100 x 100 mm EUR 1,849
  - 1/1 page 4c 120 x 207 mm EUR 2,899



### Contact:

verlag-mediaentry@DLG.org · Harms Mentzel  
[www.eurotier.com/en/sponsoring-advertising](http://www.eurotier.com/en/sponsoring-advertising)  
[www.energy-decentral.com/en/sponsoring-advertising](http://www.energy-decentral.com/en/sponsoring-advertising)



# DLG NEWSLETTER\* – HIGH COVERAGES OR TARGET GROUP-SPECIFIC OUTPUTS:

## Image/text display

- Headline: max. 60 characters
- Teaser text: max. 330 characters incl. blanks
- Link listing
- Image width 260px (height variable)

## Video link

- Start image + headline 50 characters
- Text 400 characters (incl. blanks)
- Link listing

## Invoicing – price per thousand outputs (coverage)

Overall order coverage	Price per thousand outputs
≤ 20,000	EUR 36
> 20,000 – 99,999	EUR 30
≥ 100,000	EUR 25

Invoicing per campaign (order); several outputs can be ordered at once.



Newsletter in German*	Coverage	Output
DLG members' newsletter	17,000	Weekly
DLG animal newsletter	31,000	June/July, September, October, week 46, week 48, December
DLG crop production newsletter	130,000	week 19, week 21, week 23, week 25, week 27, week 29, August, September, October/November, November/December
agrarticker newsletter	4,350	Each working day

\*This offer is only available for the German newsletter version!

## Contact:

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## TRADE PRESS STAND

EuroTier and EnergyDecentral offer publishers the option of displaying specialist publications at a central trade press stand at the trade fair. The EuroTier press stand is located in Hall 2. The EnergyDecentral press stand is located in Hall 25 in the area of the DLG Special “Power Generation in Agriculture – Generation and Use”

- All publishers/specialist publications of the industry can participate.
- The number is limited to a maximum of three specialist publications per publisher. No publications from other sectors may be displayed (calculated requirement for the trade fair: 400 - 500 copies, any excess copies will be disposed of after the trade fair by the organisers).
- The press boxes will be supervised by our stand personnel and will be refilled several times a day.
- The magazines must be delivered between 09/11 and 13/11/2020. Participating publishers will receive detailed information in due time before the trade fair.
- The project management reserves the right to confirm of participation, as the number is limited.

**Price:** Exhibiting publishers: EUR 300 plus VAT  
Non-exhibiting publishers: EUR 600 plus VAT  
(from three publications, we will grant a discount of 10% on all publications)

**Contact:** Jessica Biehl · J.Biehl@DLG.org

[www.eurotier.com/en/participation-technical-programme](http://www.eurotier.com/en/participation-technical-programme)

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Example illustrations

## PRESS BOXES AT PRESS CENTRE AND ONLINE

Once again approximately 800 journalists from around the world are expected at EuroTier and EnergyDecentral. Exhibitors can occupy press boxes on site at the EuroTier and EnergyDecentral press centre or they can make their information available in online press boxes.

- Price:**
- Press box on site at press centre: EUR 52 plus VAT
  - Online press box (from August 2020): EUR 152 plus VAT

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Example illustration