

MEDIA DATA 2020/2021

FOR YOUR SUCCESSFUL FAIR MARKETING

- Exhibition Catalogue, 15,000 copies
- Mobile App for smartphones and tablets, min. 20,000 download
- Fair homepages incl. Exhibitor Database
eurotier.com: 4.5 m. ad impressions per banner
energy-decentral.com: 1 m. ad impressions per banner



Contacts for help, advice & booking:

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Online Exhibitor Service Portal
<https://portaleurotier.dlg.org>

- ➔ Login
- ➔ Selection of suitable stand application
- ➔ “Service Orders”
- ➔ Point 5. “Media Entry, Advertising & Sponsoring”
- ➔ tile “Web & Catalogue Entry” or
tile “Catalogue Ads & Internet Banners”

EUROTIER / ENERGYDECENTRAL

- 2,600 exhibitors – 1,100 from Germany and 1,500 from more than 60 other countries*
 - 155,000 visitors – 108,000 from Germany and 47,000 from over 100 other countries*
 - 281,000 homepage visitors – ca.172,000 from Germany, ca. 109,000 from over 145 other countries*
- ➔ **84% of the exhibitors in 2018 rate the qualification of visitors positively.**

* Counting from year 2018 – for comparison

YOU WILL REACH THIS EXCELLENT TARGET GROUPS WITH HELP OF OFFICIAL EXHIBITION MEDIA!

Decision-makers from the agricultural branch use official Exhibition Media for EuroTier and Energy Decentral to gather information about exhibitors, innovations, technical programme etc.

Mainly the professionals use the Exhibition Media for planning before the fair and as valuable orientation aid during and after the event. Because for two years, they are used intensively as branch directories – until the next exhibition.

- **Exhibition homepage eurotier.com and energy-decentral.com incl. exhibitor search**
min. 4.5 m. ad impressions per banner, as from early Sep. 2020
- **Mobile App for iOS and android devices**
min. 20,000 downloads, multiple use, as from ca. Dec/early Jan. 2021
- **Exhibitor Catalogue**
print run 15,000 pcs, as from Feb. 2021
- **Electronic Visitor Information System EBi on the fair ground in Hanover**
during the exhibition in Feb. 2021

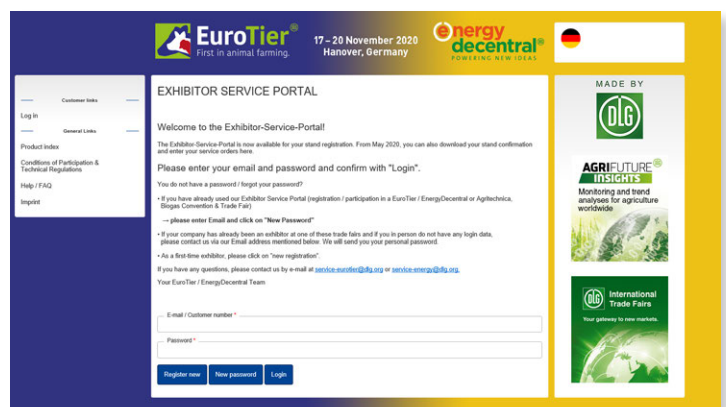
With help of useful and functional **add-ons to your Basic Media Entry** for all a.m. media you will increase visibility, information content and benefit of your “catalogue entry”!

(Company logo, company profile text, product profiles, brand names, product keywords)

With help of creative and emotional **advertisements** in various media you will set yourself apart positively from other exhibitors!

(big color ads on special positions, Internet banners on the exhibition’s homepage and In App banners for the Mobile App, which are linked to your informative detailed entry or to your company homepage)

- You are invited to book by us (via email) or
- via the online Exhibitor Service Portal at <https://portaleurotier.dlg.org>
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ADVERTISEMENTS IN THE OFFICIAL EXHIBITOR CATALOGUE

The professionals in particular use the “analogue” Catalogue as valuable quick and simply orientation aid during and after the fair. For two years, the catalogue is used intensively as a high quality branch directory as well.

- Print run: 15,000 copies
- Publication date: early Feb. 2021
- Content: ca. 2,500 exhibitor’s entries, ca. 620 pages, site plan, hall plans, register of products, Exhibitors – by alphabet, by countries, by product groups, by halls
- Format: 120 x 207 mm
- File format: printable pdf (integrated fonts, resolution 300 dpi)
- Deadline for booking and submission: 30. Nov. 2021
- Advertising opportunities: color ads inside and on special positions (cover, chapter cover card pages); for eye-catching and informative add-ons to media entries (logo, brand names, info texts): see page 7

OFFERS AND PRICES

EXHIBITION CATALOGUE	
Special positions – cover	
Inside front cover	5,549 EUR
Inside back cover	3,949 EUR
Back cover	6,999 EUR
Front cover flap, inside	3,949 EUR
Front cover, with site plan	4,749 EUR
Back cover, inside with guide for use	2,999 EUR
Special positions – inside	
After table of contents, 1/1 page 120 x 207 mm	3,649 EUR
Chapter cover front, 4/5 page 100 x 170 mm	3,599 EUR
Chapter cover back, 1/1 page 120 x 207 mm	3,449 EUR
Insertion post card 100 x 90 mm	1,799 EUR
Bookmark 140 x 120 mm	13,999 EUR
Positions inside	
1/4 page b/w 100 x 50 mm	749 EUR
1/2 page b/w 100 x 100 mm	999 EUR
1/1 page b/w 120 x 207 mm	1,599 EUR
1/4 page 4c 100 x 50 mm	1,249 EUR
1/2 page 4c 100 x 100 mm	1,849 EUR
1/1 page 4c 120 x 207 mm	2,899 EUR



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INTERNET BANNERS ON EUROTIER.COM AND ENERGY-DECENTRAL.COM

In the months until and during the exhibition, eurotier.com and energy-decentral.com are the most important media in the world of their branches. King-sized eye-catching tiles with your company logo will direct visitors into your substantial detail entry. Through proactive banner advertising and sophisticated links your media entry or your own homepage will benefit from many visitors. The banners will promote your company on the exhibition web site for 6 months.

- Ad Impressions: eurotier.com – min. 4.5 m. per banner, energy-decentral.com - min. 1 m. per banner
- Special running time: 1 Sep. 2020 to 31 Aug. 2021 (12 months)
- Content: detailed exhibitor database incl. company and product profiles, interactive hall plans, visitor services, exhibitor services, innovation awards, technical programme, press section
- Position: right side, rotating
- File iformat: gif, png, jpg (100 kb)
- Deadline for booking and submission: 30 Nov. 2020 resp. on request
- Advertising opportunities: linked banners – Buttons, Verticals and Skyscrapers; Top-Entries (big tiles with logo incl. link to the detailed entry); for extra detailed and filterable media entry add-ons (logo, company profile, brand names and cross references, product profiles, more product keywords): see page 7.

OFFERS AND PRICES

INTERNET BANNERS ON “START” AND SUB SITES EXCEPT FOR “EXHIBITORS & PRODUCTS”

eurotier.com

Button 1 (120 x 90 px)	1,149 EUR
Vertical 1 (120 x 240 px)	1,699 EUR
Skyscraper 1 (120 x 600 px)	2,159 EUR

energy-decentral.com

Button 1 (120 x 90 px)	599 EUR
Vertical 1 (120 x 240 px)	699 EUR
Skyscraper 1 (120 x 600 px)	999 EUR

INTERNET BANNERS IN MAIN SECTION “EXHIBITORS & PRODUCTS”

eurotier.com

Button 2 (120 x 90 px)	1,049 EUR
Vertical 2a (120 x 240 px)	1,449 EUR
Vertical 2b (120 x 240 px)	1,449 EUR

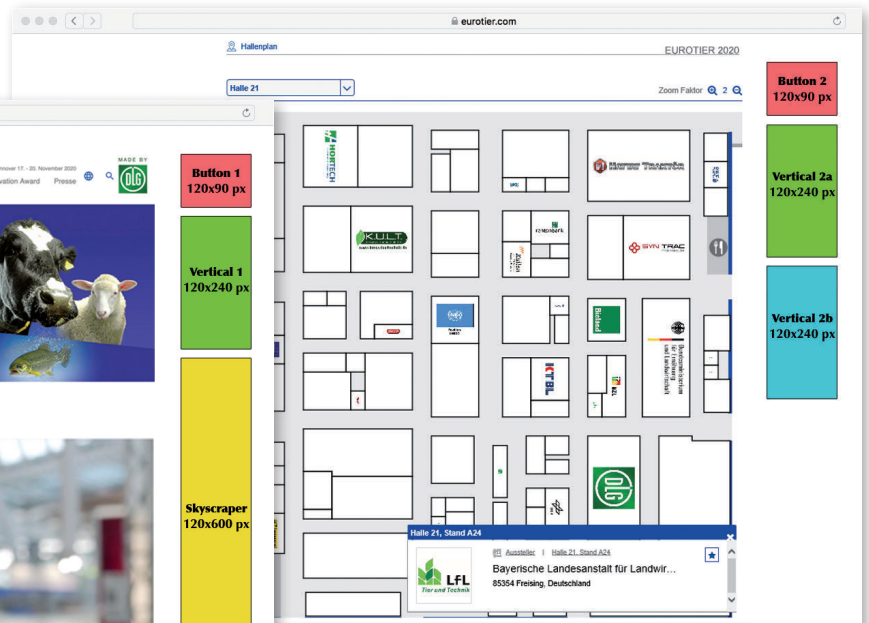
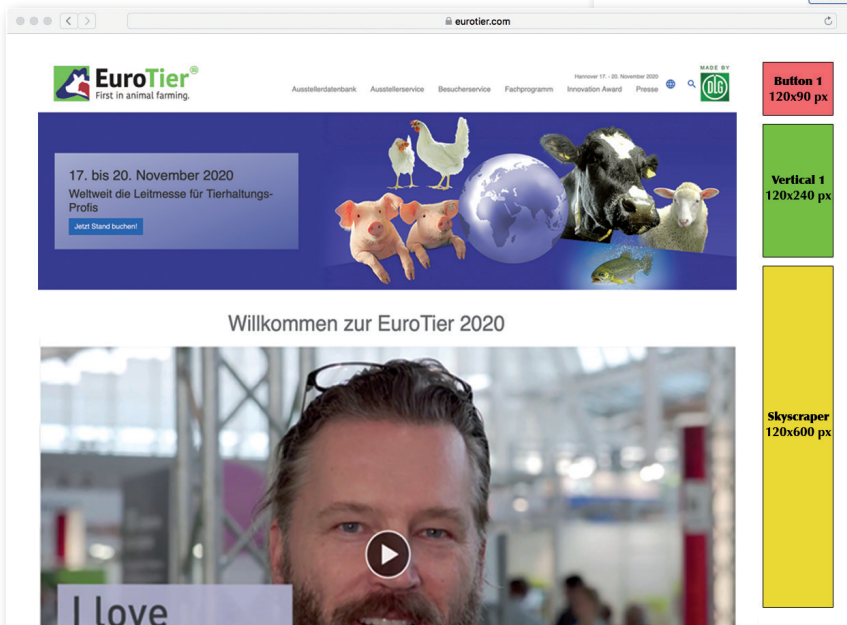
energy-decentral.com

Button 2 (120 x 90 px)	399 EUR
Vertical 2a (120 x 240 px)	599 EUR
Vertical 2b (120 x 240 px)	599 EUR

YOUR PLUS: Each a.m. banner includes an additional banner motif (320 x 50 px) for smaller smartphone display – without extra costs!

EXHIBITORS & PRODUCTS

HOME PAGE



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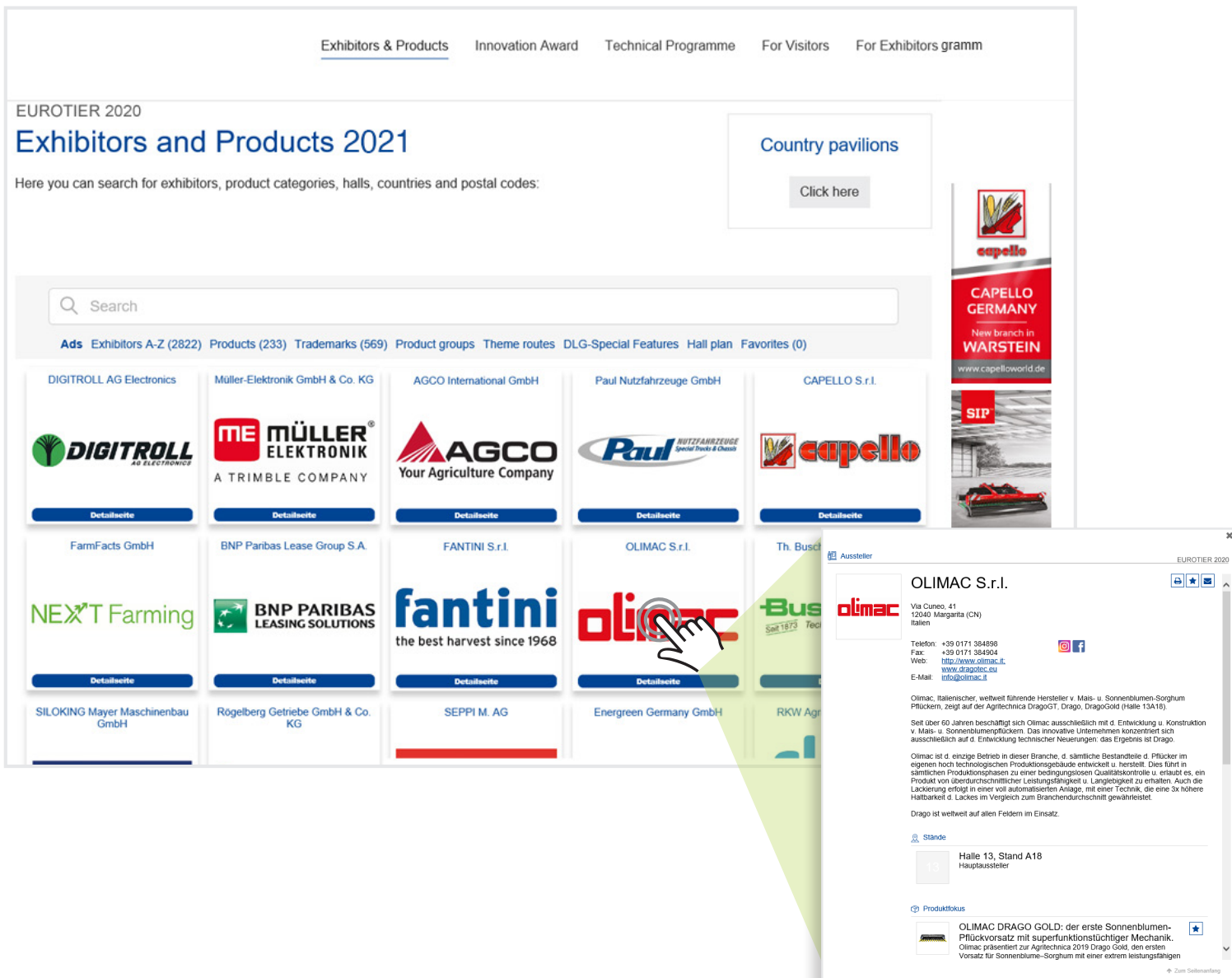
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TOP-ENTRIES IN THE EXHIBITOR DATABASE ON EUROTIER.COM AND ENERGY-DECENTRAL.COM

- King-sized eye-catching tiles with your company logo will direct visitors from the section “Top Entries” into your substantial detail entry.
- Furthermore, it is a reference to your exhibitor entry in the Exhibitor Database: Each research access to the product group in which you booked your “top entry” will show your company on the top of the list of search results – as one of a max. of 5 favorites.
- Thus you will catch your target group’s eye.
- This section is limited to a maximum of 50 Top Entries.

Price: 699 €



The screenshot displays the EuroTier 2021 website interface. At the top, there are navigation tabs: Exhibitors & Products, Innovation Award, Technical Programme, For Visitors, and For Exhibitors gramm. Below this, the main heading is "EUROTIER 2020 Exhibitors and Products 2021". A search bar is present, and a "Country pavilions" button with a "Click here" link is visible. A grid of exhibitor logos is shown, including DIGITROLL AG Electronics, Müller-Elektronik GmbH & Co. KG, AGCO International GmbH, Paul Nutzfahrzeuge GmbH, CAPELLO S.r.l., FarmFacts GmbH, BNP Paribas Lease Group S.A., fantini, olimac, Th. Busch, SILOKING Mayer Maschinenbau GmbH, Rögelberg Getriebe GmbH & Co. KG, SEPPI M. AG, and Energreen Germany GmbH. A detailed view of the 'olimac' exhibitor is shown on the right, featuring contact information, social media links, and a product description for 'OLIMAC DRAGO GOLD'.

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IN APP BANNERS IN MOBILE APP FOR IOS AND ANDROID DEVICES

The free, multifunctional Fair App for Mobiles was completely redesigned. More and more visitors and professionals use the app for quick orientation on the fair ground. Moreover, it allows users successful networking and matchmaking.

- Downloads: min. 20,000, multiple use online and offline
- Publication date: ca. Dec. 2020 / early Jan. 2021
- Content: detailed exhibitor search with company profiles and products, interactive hall plans, technical programme, ticket shop, tools for match making & networking
- Position: horizontal, tab bar on the lower edge or inside the listings, rotating
- File format: png (100 kb)
- Deadline for booking and submission: 30 Nov. 2020 resp. on request
- Advertising opportunities: linked banners Tab Bar, Sandwich Bar; for extra detailed media entry add-ons (logo, company profile, brand names and cross references, product profiles, more product keywords): see page 7.

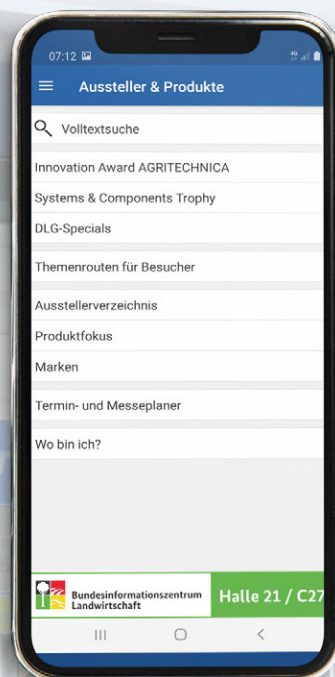
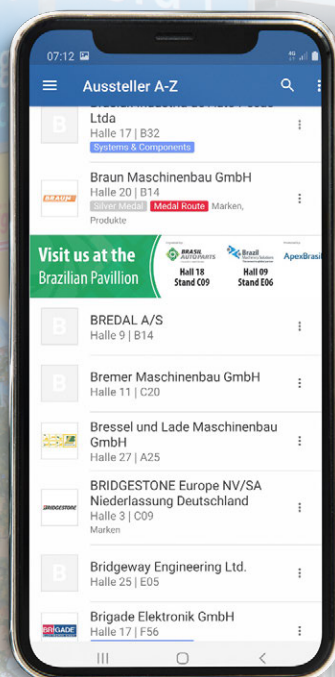
OFFERS AND PRICES

Tab Bar banner (Start and navigation pages)

Format: 1,440 x 225 px 1,099 EUR

Sandwich banner (inside listings: Exhibitors alphabetical, brands, product profiles)

Format: 1,440 x 296 px 1,199 EUR



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ADD-ONS TO YOUR BASIC MEDIA ENTRY IN CATALOGUE, INTERNET DATA BASE AND MOBILE APP

Correct details are important to find you quickly before, during and also after the fair. Therefore, please, check and correct your entry in good time by using the Online Exhibitor Service Portal!

Every exhibitor and co exhibitors will get a basic entry in the exhibition media. This covers company name, address, phone, telefax, one e-mail address, one internet address and a max. of 7 product keywords.

Add-ons make the address entry much more visible and informative. Potential customers or clients will take notice of your company much more rapidly and often. They will locate more easily your stand during the exhibition and of your address and web site – even after the fair.

- Deadline for bookings and corrections: 30 Nov. 2020 (repeatedly retrievable and changeable)
- Practice of orderings and corrections: **only via the online Exhibitor Service Portal at <https://portaleurotier.dlg.org>**
 - ➔ Login ➔ Selection of suitable stand application ➔ “Service Orders”
 - ➔ Point 5. “Media Entry, Advertising & Sponsoring”: ➔ tile “Web & Catalogue Entry”

OFFERS

■ Company logo

A company logo highlights your entry. It will be shown in all media: 1 logo for 3 media.

■ Company profile

The company profile is a info text “About us”, which gives more detailed informations about your company. For each language version english and german you have a volume of 1,000 characters for description. It’s an extension for digital media because of required place.

■ Product profiles

Each product profile presents your most important product in words and pictures - even weeks before the exhibition in Hanover starts, and a long time after this. This “virtual exhibition” will arouse curiosity and inspires potential customers to visit your stand. You can create several product profiles. This are extensions for digital media because of required place.

■ Brand names

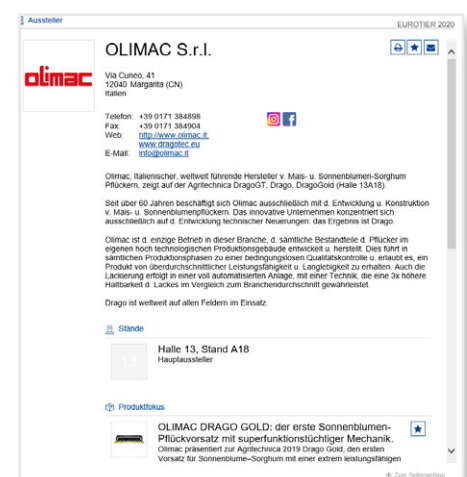
Do you have products that are better known by their brand names? Then chose short special entries under your brand names resp. cross references. In this way users and visitors can find your company also under this search item. The brands works like cross references in paper catalogue and digital databases.

■ Additional product keywords

Product keywords reflects your product and service range. The indexed items help the users for quick searching for specific products. Seven keywords are included in the basic entry. You are welcome to select more keywords.

■ Social Media links

Use the economic potential of your presence on social media platforms and link the address entry in the public exhibitor’s data base to your digital communication channels. Complete your entry with internet addresses which leads to your presence on Facebook, Twitter, LinkedIn or Instagramm.



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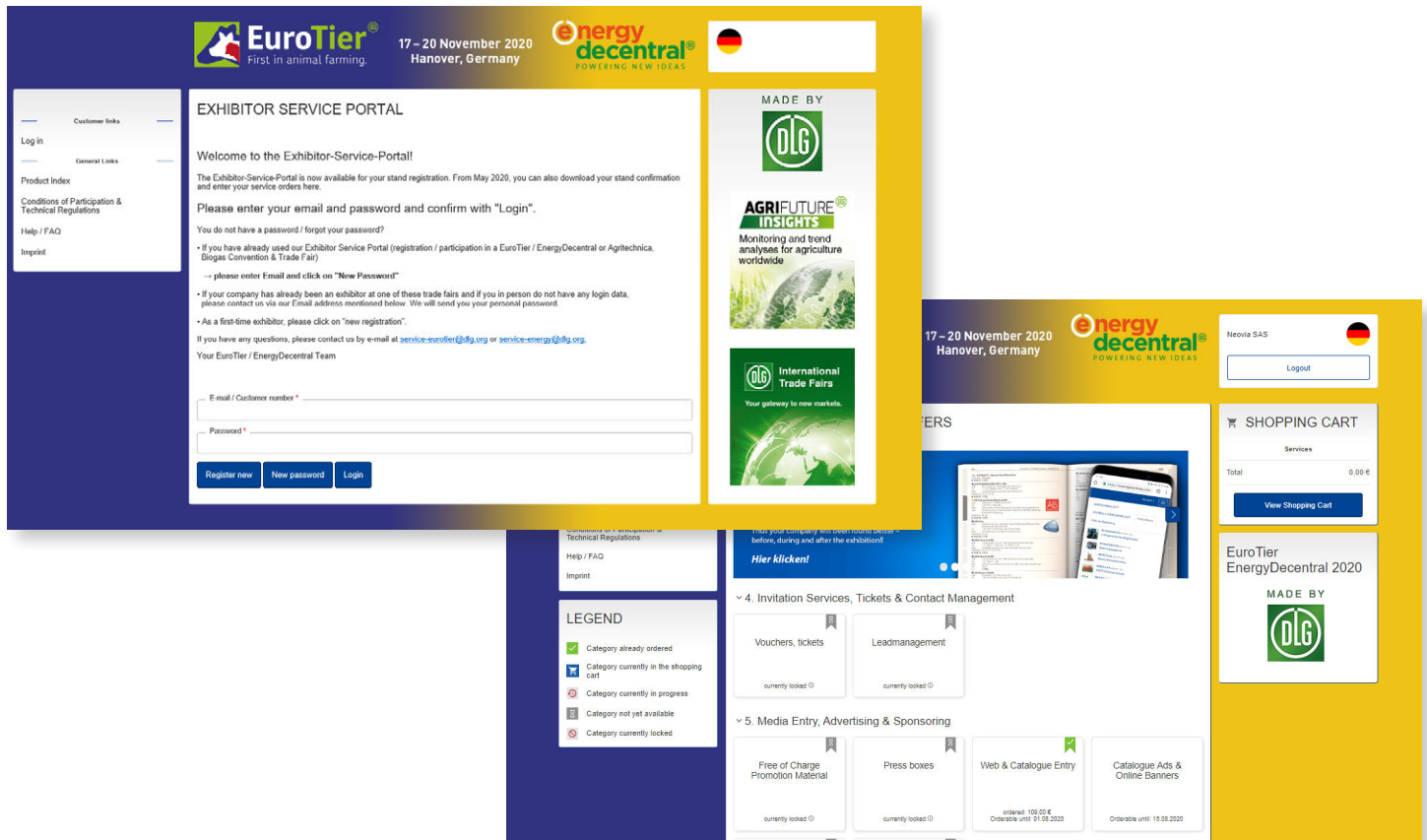
GENERAL TERMS & CONDITIONS

- ➔ see GTC for Advertising in the Official Exhibition Media:
https://www.eurotier.com/fileadmin/eurotier/download/presse/2020/agb/EuroTier_20_AGB_Ads.pdf
- ➔ see GTC for Media entry in the Official Exhibition Media:
https://www.eurotier.com/fileadmin/eurotier/download/presse/2020/agb/EuroTier_20_AGB_mediaentries.pdf

VISIT THE EXHIBITOR SERVICE PORTAL:

<https://portaleurotier.dlg.org>

Organise there – quick and comfortable – all services for your exhibition participation:
Media Entry & Advertising – but also power connection, water, stand cleaning etc.



The screenshot displays the EuroTier Exhibitor Service Portal interface. At the top, it features the EuroTier logo, the event dates (17-20 November 2020, Hanover, Germany), and the EnergyDecentral logo. The main content area is titled 'EXHIBITOR SERVICE PORTAL' and includes a welcome message, a login form with fields for 'E-mail / Customer number' and 'Password', and a 'Login' button. A sidebar on the left contains navigation links such as 'Customer links', 'Log in', 'General links', 'Product index', 'Conditions of Participation & Technical Regulations', 'Help / FAQ', and 'Imprint'. Below the main content, there is a 'LEGEND' section with a color-coded key for category status (e.g., green for 'already ordered', blue for 'currently in the shopping cart'). The bottom right corner shows a 'SHOPPING CART' with a total of 0.00 € and a 'View Shopping Cart' button. The footer of the portal includes the DLG logo and the text 'EuroTier EnergyDecentral 2020'.

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