



EuroTier^{DLG}
First in animal farming.

The world's leading trade fair for
animal production
2021
Hanover / Germany, 9 – 12 February

www.eurotier.com | facebook.com/eurotier



Special – Direct Marketing

Technology and consultancy
for practical applications

MADE BY



Buying directly from farmers is fully in line with the current trend



For many people, being able to buy products from their own region with traceable origin and freshness are important reasons for buying “directly from the farmer”. According to current surveys by DLG (the German Agricultural Society), on-farm processing and direct sales are therefore becoming increasingly attractive for ever more farms. In Germany alone, currently around 30,000 farmers are practicing direct marketing at different levels of intensity and professionalism – extending right through to the perfectly organised on-farm shop, with a continuing upward trend.

In its “Direct Marketing” Special at EuroTier 2021, the world’s leading trade fair for animal production professionals, DLG will be providing information about technical solutions, products and services, as well as current marketing strategies.



“At EuroTier, in addition to gathering a lot of information I manage to acquire a comprehensive overview about direct marketing from exhibitors and the Technical Programme. All this at a single venue – that saves time ...!”

Claudia Müller, Farmer and direct marketer, Wächtersbach / Germany

EuroTier – First in animal farming

- Meeting place for professionals working in the fields of production and processing of meat, milk and eggs.
- Around 155,000 visitors from Germany and other countries regularly gather information about current production and marketing strategies.
- Around 2,600 exhibitors from around 60 countries present their innovations.



Convincing customer potential

- 40 % of the visitors from farms (approx. 35,000 visitors) are interested in the topic of direct marketing.
- 2,600 visitors are planning concrete investments in production and packaging machinery as well as in vending machines.

Optimal networking and sector know-how

- As organiser of EuroTier, the DLG possesses a comprehensive network of experts and partners from the field of Direct Marketing.



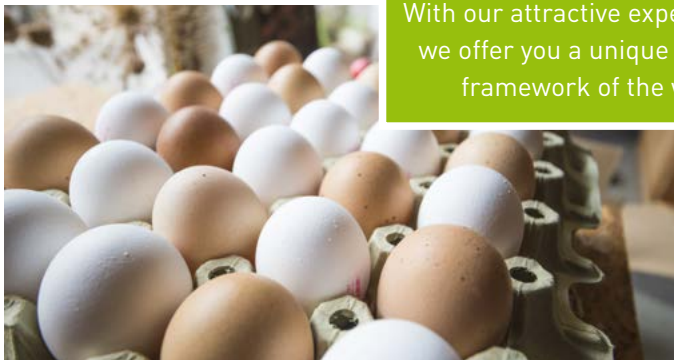
Attractive communication mix

- As an exhibitor you can profit from DLG’s extensive media network and that of its partners. These include the trade journals DLG-Lebensmittel, BioTOPP and various Newsletters and Social Media Channels.



Special – Direct Marketing: Meeting place for your customers

With our attractive expert and exhibition programme, we offer you a unique business platform within the framework of the world's leading trade fair.



Exhibition programme:

- Processing and packaging of foods produced from cattle, pigs, poultry, sheep, goats, game and fish
- Storage and logistics, refrigeration
- Shop fittings, vending machines and sales vehicles
- Farm inputs and technological aids
- Consultancy and services/organisations as well as publishers

Technical programme:

- Several lectures given every day on challenges and trends in direct marketing
- Many examples of best practices
- Recommendations for action
- There are opportunities for exhibitors to take part in the Technical Programme (price on request)

Deadline for registration: 28 August 2020

Prices for stand areas:

(EUR per m², including stand construction, all prices plus VAT where applicable)

- **Row stand:** 290.00 €/m²
- **Corner stand:** 307.00 €/m²

Plus base rate for each exhibitor:

- Base rate: 823.00 €

In addition, the Hofladen-Café is available to exhibitors at the Special for conducting talks with customers.



Stand construction features:

Wall elements, panel with company logo, 1 table, 4 chairs, 1 counter, 1 electricity socket 220 V/3kW, carpeting, general stand illumination.

DLG. Open network and professional voice

Together with experts from all over the world, the DLG develops forward-looking solutions to the challenges facing agriculture, agribusiness and the food sector. It organises internationally leading trade fairs and events in the fields of competence of crop production, animal husbandry, agricultural and forestry machinery, energy supply and food technology. Its quality tests for foods, agricultural machinery and equipment, and farm inputs are internationally leading. Through its specialist work and network of experts, DLG regularly provides new inspiration and impetus for practical operations.

www.DLG.org

EnergyDecentral. The trade fair running parallel with EuroTier

All about decentralised energy production and consumption. Power generation – an interesting possibility specifically for direct marketers, helping to save costs and become less dependent on electricity providers.

www.energy-decentral.com

EuroTier. The world's leading trade fair

EuroTier is the world's leading trade fair for animal husbandry and livestock management. This is where exhibitors present their innovations in the fields of cattle, pig, poultry, sheep and goat husbandry as well as aquaculture. A comprehensive framework programme places the focus on topics of current interest in the industry.

www.eurotier.com



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