



EuroTier^{DLG}
First in animal farming.



EuroTier/EnergyDecentral 2022

Marketing-Services and Sponsoring

www.eurotier.com | www.energy-decentral.com

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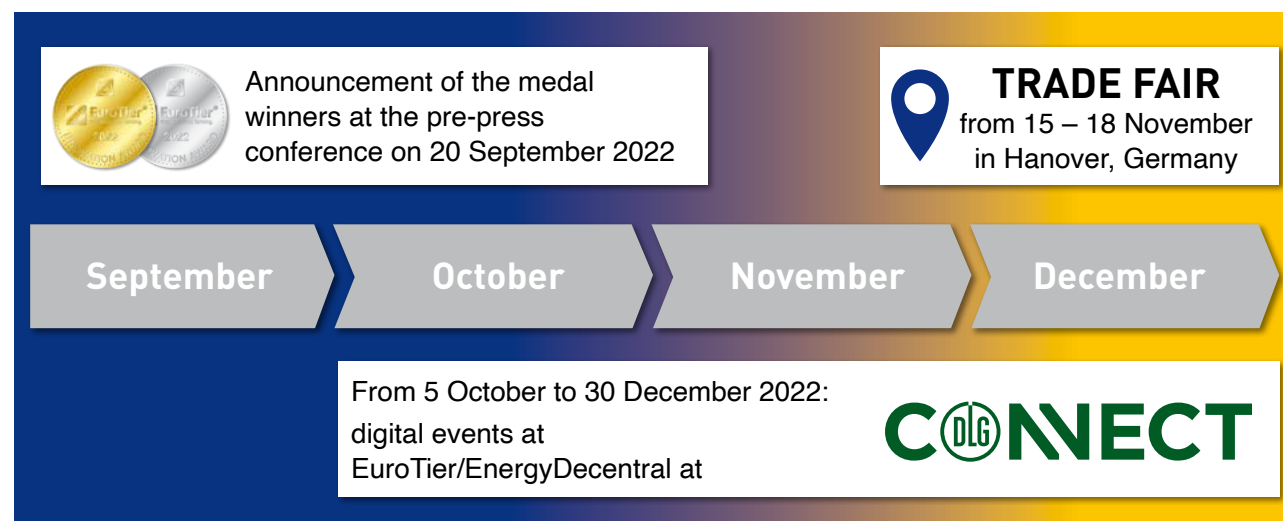
ATTRACT ATTENTION TO YOURSELF!

EuroTier and EnergyDecentral have never been more relevant!
The world's leading trade fairs are expecting trade visitors from all over the world again in November 2022.

As an exhibitor, we offer you attractive marketing and sponsoring services with which you can specifically increase brand awareness and visitor numbers in an international trade fair environment.

Take advantage of the tailor-made participation opportunities and make the most of your presence!

You'll also find all offers in the **Exhibitor Service Portal** 



Offers for Marketing-Services and Sponsoring

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DIGITAL COMPANY PROFILE

in the list of exhibitors on the website, at DLG-Connect and in the trade fair app



The EuroTier/EnergyDecentral will take place from 15 to 18 November 2022 in Hanover.

A digital offer complements the trade fair from 5 October to 30 December 2022 on the digital platform DLG-Connect.

Benefit from the maximum visibility of your digital company profile.

Offer

- Company profile in the exhibitor directory on the websites eurotier.com and energy-decentral.com
- Company profile on the digital platform DLG-Connect
- Company profile in the EuroTier / EnergyDecentral trade fair app
- You have the option of upgrading your company profile, which is already included in the basic media entry, to the PREMIUM package.

	BASIC Already included in the basic media entry	PREMIUM Additional services
Interactive company profile	included	EUR 4,900
Tile in the list of exhibitors	1/16	1/4
Logo, company name, address, website, stand number	✓	✓
Image video in the header	✗	✓
Description text (D and EN) up to 4,000 characters	✓	✓
Social media buttons	✓	✓
Links	✓	✓
Multimedia section with PDF, images and videos	✓	✓
Product profiles with logo, product name, images and videos	✗	max. 50
Brand entries with logo, brand name, images and videos	✗	max. 10
Add employees	✓	✓
Additionally for global search		
Keywords: supplementary search terms for the global search	✓	✓
Networking		
Direct call, video call, chat	✓	✓
Arrange meetings and appointments	✓	✓
Make contacts and recommend them to others	✓	✓
DSGVO-compliant reports		
Visitor data incl. name, function, company incl. ad hoc contact options	✓	✓
Visitor data as download in CSV file	✗	✓
Leads* (visitor data with consent to data transfer incl. name, function, company, e-mail, interests) incl. ad hoc contact options	✓	✓
Leads* as download in CSV file	✗	✓

*Visitors become leads on the platform by proactively exchanging their data (e.g. participation in an online event, contact or appointment requests with a company) through confirmation of the data transfer.

INFO & BOOKING: Binding booking in the Exhibitor Service Portal. Additional information [↗](#)

ONLINE ADVERTISING: BANNER



Place your advertising on the digital platforms and online channels of EuroTier and EnergyDecentral.

The websites and exhibitor databases will be used intensively as an industry guide for two years until the following exhibition.

We offer you attention-grabbing advertising formats (banners and special placements) incl. reporting.

■ Offer: Banner on trade fair homepage www.eurotier.com / www.energy-decentral.com

Banner	Position	Period	Format: W x H	File type	Price
Sandwich banner exhibitor search	In the barrier-free exhibitor search on the homepage; in exhibitor lists alphabetically, brands, product profiles; as crossbar between entries in result lists; incl. subsequent click reporting; limited to max. 5 bookings.	Oct. 2022 to Mar. 2023 or by arrangement	1,020 x 125 px	png	Euro 3,000
Company logo slider	Homepage including navigation node pages of the barrier-free trade fair homepage, bottom area; simultaneous display of approx. 5 logos (for 5-10 seconds), rotating, limited to max. 25 bookings	Oct. 2022 to Mar. 2023 or by arrangement	225 x 150 px	png	Euro 900

■ Offer: Banner in the trade fair app

Banner	Position	Period	Format: W x H	File type	Price
Sandwich banner	In mobile trade fair app for Android and iOS smart phones; in exhibitor listings alphabetically, brands and product profiles; as crossbars between entries in result lists; incl. subsequent click reporting; limited to max. 5 bookings.	From Sept. 2022	1,440 x 296 px	png	Euro 2,000
Tab bar banner	In mobile trade fair app for Android and iOS smart phones; on start and navigation pages; as crossbar at the bottom of the display, rotating; incl. subsequent click reporting; limited to max. 5 bookings	From Sept. 2022	1,440 x 225 px	png	Euro 2,500

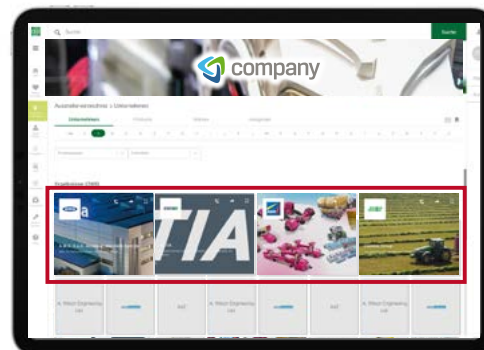
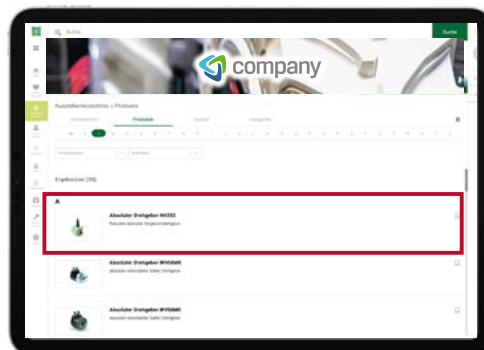
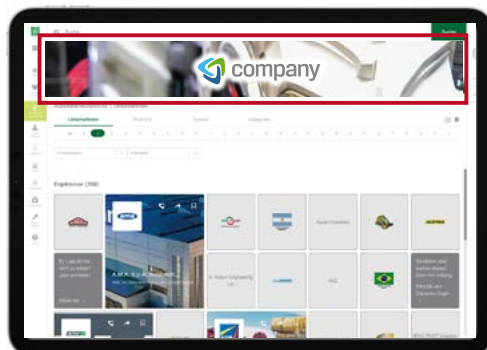
INFO & BOOKING

- Binding booking in the Exhibitor Service Portal
- Harms Mentzel, DLG-Verlag, media@dlg.org

ONLINE ADVERTISING: BANNER

■ Offer: Banner on the digital platform “DLG-Connect“

Banner	Position	Period	Format: W x H	File type	Price
Header banner exhibitor search	Exhibitor search, at the top of the page; rotating; incl. subsequent click reporting and visitor data; limited to max. 10 bookings	From Oct. 2022	2,180 x 273 px	png	Euro 5,900
Header banner technical programme	Technical programme, at the top of the page; rotating; incl. subsequent click reporting and visitor data; limited to max. 10 bookings	From Oct. 2022	2,180 x 273 px	png	Euro 5,900
“Top-of-the-list” entry exhibitor search (general overview)	Header banner-like exhibitor tile; independent of alphabetical order, above the exhibitor search via all possible categories; linked to own company profile; incl. subsequent click reporting and visitor data; exclusive: max. 4 bookings only.	From Oct. 2022	Automatic transfer of the exhibitor tile to the company profile (1/1 tile)	png	Euro 19,900
“Top-of-the-list” entry exhibitor search, according to product groups	Exhibitor tile; independent of alphabetical order, above the exhibitor search in the desired product top group/main category (to be agreed); linked to own company profile; incl. subsequent click reporting and visitor data; limited to max. 4 bookings per product top group.	From Oct. 2022	Automatic transfer of the exhibitor tile to the company profile (1/4 tile)	png	Euro 4,900



INFO & BOOKING

- Binding booking in the Exhibitor Service Portal
- Harms Mentzel, DLG-Verlag, media@dlg.org

ONLINE ADVERTISING: NEWSLETTER ADVERTORIAL



Place your advertising and advertorials in the high-coverage newsletter formats of EuroTier, EnergyDecentral and DLG.

■ Offer

Newsletter	Coverage	Frequency
DLG Members Newsletter	18,000	weekly
DLG Newsletter Tierhaltung (Animal Husbandry)	61,000	12 x per year
DLG Newsletter Dezentrale Energien (Decentralised Energy)	44,000	8 x per year
DLG Newsletter Pflanzenbau (Crop Production)	146,000	12 x per year
Newsletter agrarticker (agricultural ticker)	5,500	5 x per week

- Image-text advertisement: Headline max. 60 characters; teaser text max. 330 characters incl. spaces, specification of link Image width 260 px (height up to 200 px)
- Video link: Start screen + headline 50 characters + text 400 characters (incl. spaces) + specification of link
- Calculation, price in thousands of mailings (coverage)
 - Coverage for entire order
 - Price per thousand mailings up to 20,000 = 36 euros
over 20,000 to 99,999 = 30 euros
over 100,000 = 25 Euro

INFO & BOOKING

- Binding booking in the Exhibitor Service Portal
- Kai-Uwe Busch, DLG-Verlag, k.busch@dlg.org

PRINT ADVERTISEMENTS: GUIDE

The trade fair guide is designed to help visitors find their way around the trade fair grounds quickly and easily: It lists all exhibitors with stand positions, shows the hall plans and a large, convenient site plan. It is available to take away free of charge at all entrances to the fair. DIN A4 magazine format, approx. 40 pages

■ Offer

Advertisement	Format	Price
Advertisement on cover (U4, U2, U3)	210 x 297 mm	Euro 7,900
Advertisement 1/1 page	210 x 297 mm	Euro 3,500
Advertisement 1/2 page	210 x 150 mm	Euro 1,500
Advertisement 1/4 page	210 x 75 mm	Euro 1,000

INFO & BOOKING

- Binding booking in the Exhibitor Service Portal by **1 October 2022**
- Harms Mentzel, DLG-Verlag, media@dlg.org

SPONSORING ADVERTISING MEDIA: Sanitizing gel



The small bottles of disinfectant for on the go are standard today – including at international trade fairs. Use the reach for your logo and make your visitors feel safe. The sanitizing gel will be laid out in sufficient quantities at the entrances and exits and at DLG stages, forums and spotlights throughout the exhibition grounds free of charge for all visitors.

■ Offer

- Exclusive logo placement on 5,000 bottles: Euro 5,900
- Exclusive logo placement on 10,000 bottles: Euro 11,750

Technical information

- Gel for cleaning and disinfection of hands
- PET bottle with flip-top cap
- Filling quantity: 30 ml, alcohol-free
- Article classified as cosmetic article
- Print area on front 20 x 35 mm in 4-colour digital print



1 sponsor per bottle

INFO & BOOKING

- Binding booking in the Exhibitor Service Portal by **1 September 2022**
- Formats: Logo as vector file (.eps, .pdf, .ai, fonts converted to paths)
- Heinzbert Mies, h.mies@dlg.org

SPONSORING ADVERTISING MEDIA: Muesli bar

Use our power bars for your advertising message! The advertising space can be customised. The bars will be laid out free of charge for all visitors at the DLG stages, forums and spotlights throughout the exhibition grounds.

■ Offer

- Exclusive logo placement on 10,000 bars: Euro 8,750
- Exclusive logo placement on 30,000 bars: Euro 22,750
- Exclusive logo placement on 50,000 bars: Euro 35,500

Technical information

- Muesli bar with high-quality cereals, apple pieces and raisins.
- Contents: 25 g
- With 4/0-colour printing



1 sponsor per muesli bar

INFO & BOOKING

- Binding booking in the Exhibitor Service Portal by **1 September 2022**
- Format: printable .pdf, .eps or .ai (360 dpi) – artwork according to DLG Service GmbH specifications.
- Heinzbert Mies, h.mies@dlg.org

SPONSORING FOR TECHNICAL PROGRAMME



Take advantage of the advertising and sponsorship opportunities in the technical programme to draw maximum attention to your company and brands. We'll be happy to provide you with an individual offer.

■ Offer

- Exclusive sponsor at selected evening events (e.g. Cattle & Pig Event, Animal Health Event)
- Presentation of company logos on DLG stages during the trade fair (e.g. the TopTierTreff, DLG spotlights)
- Further individual sponsorship opportunities on request

INFO & BOOKING

- EuroTier: Sven Häuser, s.haeuser@dlg.org
- EnergyDecentral: Marcus Vagt, m.vagt@dlg.org



PARTICIPATION IN TECHNICAL PROGRAMME of EuroTier/EnergyDecentral



Present yourself as an expert on the DLG stages or invite the trade audience to the event on your own stand.

By participating in the technical programme you'll generate maximum attention!

Talk	Duration	Details	Price
Talk in DLG forums	20 min	<ul style="list-style-type: none"> • Date publication in the DLG Technical Programme (website, trade fair app) • Use of a DLG stage incl. technology • Support by DLG's personnel • Calendar function • Recording of the event • Creation of an mp4 file of the event for your own use • Event available on demand on DLG-Connect until the end of December 2022 • Contents, dates and allocation according to individual agreement with DLG 	Euro 500
Talk at own stand	20 min	<ul style="list-style-type: none"> • Date publication in the DLG Technical Programme (website, trade fair app) • Targeted steering of visitors to your trade fair stand by DLG • Calendar function • Optional: Use of a mobile technical team (for an additional charge) • Optional: Recording of the event and creation of an mp4 file for your own use • Recorded event available on demand on DLG-Connect until the end of December 2022 • Contents and dates according to individual agreement with DLG 	Euro 500
Digital events on DLG-Connect	20 min	<ul style="list-style-type: none"> • Dates published in the DLG Technical Programme and in the Calendar of Events on the trade fair website • After initial payout on demand available for professional audiences in other time zones • Then: Break-out room for the discussion afterwards • Pre-produced video or live talk • Own branding • Calendar function • Participant chat • Open to everyone • List of participants for contact requests 	Euro 800

INFO & BOOKING

- Binding booking in the Exhibitor Service Portal
- EuroTier: Sven Häuser, s.haeuser@dlg.org
- EnergyDecentral: Marcus Vagt, m.vagt@dlg.org

TRADE FAIR APP: DIGITAL THEME ROUTES FOR VISITORS



EuroTier/EnergyDecentral is structured according to specialist groups. As a station in the digital theme routes of the trade fair app, you draw the attention of interested trade visitors to higher-level topics. We bring visitors directly to your stand with our curated theme routes.

■ Offer

- Theme route with 12 exhibitors each
- 2 sponsored stations per theme route

Overview of theme routes	Details	Price
Solutions for employment opportunities	Companies that offer solutions and products around the topic of employment opportunities and materials for livestock are invited to participate.	Euro 950
Monitoring animal welfare and animal health	Companies with products and innovations in the areas of animal observation, management and analysis of animal data as well as general health prevention are invited to participate.	Euro 950
Special supplies for horse keeping	Companies with products relating to stable buildings and equipment for horses, housing technology, horse walkers, runs and horse feeding are invited to take part.	Euro 950
Bioenergy, bedding & fodder – The production and handling of pellets & co.	Companies that offer machines and solutions for the processing of solid fuels, such as chipping units, grinding plants, pelletising plants, storage containers, firing systems and transport systems, are invited to participate.	Euro 950
Photovoltaics and storage	Companies with products related to agricultural PV, open spaces, rooftop systems and storage are invited to participate.	Euro 950
Low-emission farming	Companies that make a significant contribution to low-emission management in agriculture/animal husbandry through their products and solutions are invited to participate. The focus will include topics such as feed and feeding, husbandry and climate technology, but also the spreading and processing of manure and fermentation residues.	Euro 950

INFO & BOOKING

- Binding booking in the Exhibitor Service Portal
- EuroTier: Sven Häuser, s.haeuser@dlg.org
- EnergyDecentral: Marcus Vagt, m.vagt@dlg.org

LEAD TRACKING: SCAN2LEAD

Visitor data at a click: With Scan2Lead, you can record visitor data* quickly and digitally at the exhibition stand by simply scanning the visitor badge (name tag) or business card.

*In accordance with DSGVO (European Basic Data Protection Regulation), subject to the consent of the visitor.

Advantages

- Already included: 1 Scan2Lead SMART smart phone app (one licence) for scanning with mobile devices
- Digital contact data for fast processing
- Leads: Obtain profile and structural data of the visitors
- Obtain contact details, profile and structural data*.
- Create notes, forward to colleagues and edit
- Reporting
- Optional connection or integration of your own systems through a data interface (CRM/API) bookable for a fee



Offer

Bookable upgrades	Description	Price
Each additional licence for Scan2Lead SMART	Smart phone app for scanning with mobile devices	Euro 149
Scan2Lead COLLECT	Fast recording with the mini hand-held scanner	Euro 299
Scan2Lead STATION	Licence for wired scanner gun (with or without notebook)	From Euro 299
Scan2Lead INFOPOINT	Stationary notebook for self-scanning by visitors when staffing at the stand is reduced or at full capacity (records visitor data for further tracking without staffing requirements)	Euro 549
Loaner iPad	Incl. licence for Scan2Lead SMART	Euro 299

INFO & BOOKING

- Binding booking in the Exhibitor Service Portal by **31.10.2022**
- Christine Mohtadi, c.mohtadi@dlg.org

LEAD TRACKING: DLG MIXIE POINTS

DLG Mixie Points - digital documents for visitors - data for companies. Present your product and company information digitally as a QR code and receive the corresponding lead in real time for each scan!

■ Advantages

- Already included: offer unlimited documents digitally
- All languages
- Can be updated at any time – no expensive print brochures, no deadline for print documents
- Real-time tracking of scans, downloads and views of QR codes/documents
- Get leads from scans, downloads and views of QR codes/documents


■ Offer

- Already included in the basic media entry:
Basic package: create unlimited DLG Mixie Points and view scan activities (without leads)

Available upgrades	Description	Price
Basic package upgrade	Receive lead information (max. city, state, country, company, e-mail, phone)*.	Euro 2/lead (max. Euro 10,000)
Business Intelligence Package (can only be booked in addition to the Basic Package Upgrade)	Detailed campaign/trade fair analysis	+ Euro 2,900

*Complies with the DSGVO, depending on the data source of the registration and manual profile maintenance

■ Here's how it works:

- Go to Mixie Digital 
- Create DLG Mixie Points for products/services
- Deposit info documents (texts, tables, presentations as PDF, images, videos)
- Export the QR code and insert it into the design template: the DLG Mixie Point is ready
- Present the DLG Mixie Point on the exhibit/on the trade fair stand so that it's clearly visible
- Book upgrades at any time: for leads and analyses



INFO & BOOKING

- Binding booking possible at any time in the Exhibitor Service Portal
- Christine Mohtadi, c.mohtadi@dlg.org

PRESS COMPARTMENTS

Provide information about your innovations and offers directly at the meeting point of international agricultural journalists. Book a press box at the EuroTier/EnergyDecentral press centre in Hanover.

■ Offer

- Press compartment for displaying information in the press centre
- Any medium is possible: Hardcopy, CD, DVD, USB
- Price per press compartment: Euro 62



INFO & BOOKING

- Binding booking possible at any time in the Exhibitor Service Portal
- Katica Dankic, k.dankic@dlg.org

TRADE PRESS STAND – OFFER FOR PUBLISHING HOUSES

EuroTier/EnergyDecentral offers publishers from the fields of animal husbandry and decentralised energy management the opportunity to display specialist publications at a central trade press stand at the fair.

■ Offer

- The number is limited to a max. of three specialist publications per publisher.
- Trade press stand – participation for exhibitors: EUR 305 per publication
- Trade press stand – participation for non-exhibitors: Euro 820 per publication



INFO & BOOKING

- Binding booking in the Exhibitor Service Portal by **1 October 2022**
- Heinzbert Mies, h.mies@dlg.org

Are you looking for talented people and personalities to accompany your company into the future? Place your vacancies online and/or on-site at the trade fair in the Campus & Career area. Campus & Career is the platform that combines the topics of profession, training and career, research and science. Our tip: You can also use your company profile (media entry) to present yourself as an employer on DLG Connect.

■ Offers

Publication of job advertisements

- at the trade fair, online and digitally
- before, during and after EuroTier/EnergyDecentral

Service	Description	Price
Job adverts online	On the eurotier.com and energy-decentral.com websites 01/09/2022-31/10/2022 or 01/11/2022-31/12/2022	Euro 120
Publication in the DLG newsletter “Innenwirtschaft” (Indoor Livestock Systems)	Only bookable as an option in addition to the online job advertisements - Text with job advertisement title and link to details - Language: German (English on request) - 70,000 recipients	Euro 90
Job advertisements on job wall	In the Campus & Career area at the trade fair. Processing, printing and posting of the job advertisement on the job wall at the DLG stand.	Euro 160



INFO & BOOKING

- Binding booking in the Exhibitor Service Portal by **31 October 2022**
- Nathalie Joest, n.joest@dlg.org

CAREER & NETWORKING EVENTS

Meet potential new employees in a relaxed atmosphere at the exclusive Career & Networking Events in the Young DLG Lounge. Here you can present yourself as an employer and talk to applicants.

The Networking Events are open to all interested visitors. Meet trainees, students, graduates, young professionals and established professionals who are looking for a job. The DLG Young Lounge is the meeting place for young people from the agricultural sector at the DLG stand. We issue extensive invitations to the Career & Networking Events in the run-up to the trade fair.

Our tip: You can also use your company profile (media entry) to present yourself as an employer on DLG Connect.

■ Offer

Short presentation of your company during a talk or flash talk at the Career and Networking Event in the DLG Young Lounge. You will receive a table with two chairs for meetings within the DLG Lounge.

Service	Description	Price
Career & Networking Event	Tu, We, Th, at 4–6 pm and on Fr at 12–2 pm	Euro 699



INFO & BOOKING

- Binding booking in the Exhibitor Service Portal by **31 October 2022**
- Nathalie Joest, n.joest@dlg.org

SPONSORING ADVERTISING MEDIA: Lanyards for name badges



All visitors to EuroTier/EnergyDecentral will receive a personalised trade fair badge on entering the exhibition grounds.

To attach the badges, lanyards will be distributed free of charge at the entrances and worn visibly by trade visitors during their stay at the fair.

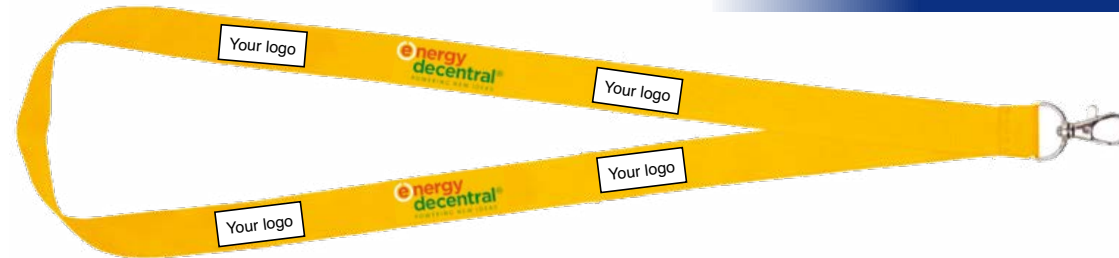
Present your company or brand on the lanyards. They become one of the first points of contact and receive maximum attention.

■ Offer for EuroTier

- Logo placement on 200,000 lanyards
- Exclusive: only 4 logos per lanyard

■ Offer for EnergyDecentral

- Logo placement on 55,000 lanyards
- Exclusive: only 4 logos per lanyard



Exclusive: only 4 logos per lanyard

Technical information

- 20 mm wide, approx. 90 cm long
- Digital printing
- Printing according to the sponsor's specifications
- Proportional stocking of the issuing points

INFO & BOOKING

- Binding booking in the Exhibitor Service Portal by **28 July 2022**
- Formats: Logo as vector file (.eps, .pdf, .ai, fonts converted to paths)
- Heinzbert Mies, h.mies@dlg.org