



www.eurotier.com www.energy-decentral.com www.inhouse-farming.com

Marketing-Services and Sponsoring









CONTENT







EuroTier and EnergyDecentral have never been more relevant! In November 2024, these two world-leading trade fairs are once again expecting trade visitors from all over the world. As an exhibitor, we offer you attractive marketing and sponsoring services with which you can specifically increase your brand awareness and visitor numbers in the international trade fair environment. Take advantage of the customized participation opportunities and make the most of your presence!

You can also find all offers in the Exhibitor Service Portal.

Company profile & lead tracking

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- ▶ DLG.Prototype.Club
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- ► Celebrate Purpose Sponsoring
- ► Cattle & Pig Event Sponsoring
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- ► Investor Breakfast Sponsoring
- ▶ Networking Evening Inhouse Farming Sponsoring
- ► Inhouse Farming Event Sponsoring



Company profile & lead tracking









MEDIA PACKAGE BASIC







Mandatory BASIC media package for all exhibitors and co-exhibitors (EUR 795)

All exhibitors and co-exhibitors automatically receive the BASIC media package. It offers the most important entries in the exhibitor directory and digital services for a successful participation in the trade fair. Please also note our additional services bookable for even more visibility, reach and contact data collection. You can also book these additional services in the Exhibitor Service Portal.

Exhibitor Directory (EuroTier / EnergyDecentral / Inhouse Farming homepages and mobile app)

Company name, stand number and position, postal address, homepage, email address, phone number	V
Company logo	✓
Buttons / links to the own social media channels	✓
Links to other websites	20
Document uploads (pictures, pdf files, videos – max. volume 150 MB each)	50
Product keywords of the trade fair nomenclature (additional packages can be booked in the Exhibitor Service Portal)	15
Company's contact persons	5
Header with key visual	V
Product descriptions (incl. product name, descriptive text English / German, max. 4,000 characters each language, pictures, pdf files, videos)	5
Brand entries (incl. brand name, descriptive text English / German, max. 4,000 characters each language, pictures, pdf files, videos)	5
Press releases / news	5

Digital services for onsite trade fair use

DLG QR-codes

- · Unlimited number
- Visitors scan the QR codes you have created in the portal to save your product descriptions, exhibitor information and marketing content directly for themselves



Visitor lead tracking

- · Licence for convenient scanning of visitor badges at the exhibition stand
- · Real-time contact data capture
- · Creating notes, attaching documents
- · Download and save data for evaluation and follow-up

ADDITIONAL FEATURES FOR THE BASIC MEDIA PACKAGE | COMPANY PROFILE)

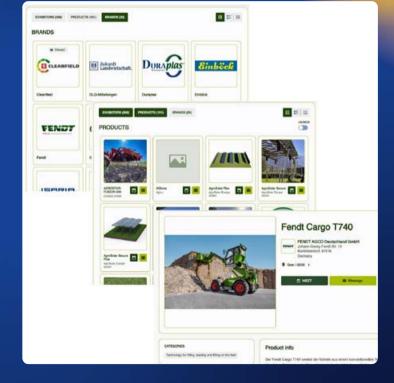






The BASIC media package is already included in your trade fair participation and offers extensive features. You can also book add-ons if you need the

Туре	Note	Price
Additional Keyword Package (incl. 5 keywords each)	15 keywords are included in the BASIC package. If you need more, you can book additional keywords as packages of 5 each.	€ 290
Additional Product	5 product descriptions are included in the BASIC package. You can book additional ones.	€ 150
Additional Brand	5 brand names are included in the BASIC package. You can book additional ones.	€ 150
Pop-up Window	Opens when the company profile is called up – to display important information.	€ 390



INFO & BOOKING

Binding booking in the Exhibitor Service Portal
Harms Mentzel and Holger Wolff | media@dlg.org | +49 69 24788-452

LEAD TRACKING | SCAN2LEAD







RECORD YOUR CONTACTS QUICKLY, EASILY AND DIGITALLY

Leave the times behind when you had to manually collect business cards and contact sheets after the trade fair with a lot of effort. With Scan2Lead, you can easily receive all visitor information digitally and in real time for further processing and integration into your company's own systems. Increase the success and efficiency of your trade fair participation, make it measurable and inspire your customers with customised and timely follow-up campaigns.

YOUR BENEFITS:

- Data protection-compliant collection of your visitor data
- All your scanned visitors' data is immediately available to you, digitally in the Scan2Lead portal.
- Use the individually customisable questionnaire to optimise your sales processes and prepare your trade fair participation in the best possible way.
- During and after the trade fair, you can use the detailed dashboards to evaluate your trade fair success.
- Transfer of data to your CRM system via free Excel export or setup of an interface (CRM/API) for a fee.

FOR ALL EXHIBITORS included in the media package

A Scan2Lead SMART full licence for mobile devices (iOS/Android) including Scan2Lead Portal, where you can view and process all scanned visitor data. This will be sent to you by e-mail at the beginning of October.

HOW IT WORKS

- You can order additional licences and other Scan2Lead products in the Exhibitor Service Portal.
- In the Scan2Lead portal, you can create an individual questionnaire and manage licences and hardware.
- The preordered hardware can be collected from the Service Point at the IC.
- During and after the trade fair, you can view all scan activities in the portal and export visitor data directly.

PORTAL

- All recorded leads at a glance
- Analyses, statistics and graphical representations at a mouse click
- Set up individual lead sheets and predefine areas of interest
- Export of all recorded contacts
- Possibility of direct integration into your own CRM system

INFO & BOOKING

Binding booking in the Exhibitor Service Portal contact@scan2lead.com | +49 89 444433 111

LEAD TRACKING | SCAN2LEAD







3 VARIANTS - SMART, COLLECT, STATION - WHICH CAN BE COMBINED WITH EACH OTHER

SMART



- Live data of all scanned visitors
- Add notes (via keyboard or voice recognition)
- Customisable questionnaire
- Rental iPads (for a fee) are available if you don't want to use your own smartphone
- Scan possible in offline mode. Data is then synchronised as soon as you are back in online mode

from € 149 plus VAT

COLLECT



- No internet connection or own hardware required
- Ideal when many visitors need to be scanned quickly
- Very simple operation (at the touch of a button)
- Battery lasts throughout the event
- Manual upload of leads to the PORTAL via existing USB cable

from € 299 plus VAT

STATION



- A scanner gun that is compatible with any notebook thanks to its
 USB connection
- Add information and areas of interest at a mouse click
- Ideal for recording at the entrance to your presentation area or at a central information stand
- A loan notebook can be ordered on request (for a fee)
- Internet connection required

from € 299 plus VAT



Innovation Awards registration









INNOVATION AWARDS REGISTRATION







The exhibitors at EuroTier 2024 will demonstrate in a variety of ways the new, innovative approaches and strategies that can be used to improve the efficiency, sustainability and ethical standards of animal husbandry. Show what innovations and concepts your company has to offer.

Apply now via the Exhibitor Service Portal!

Innovation Award in gold und silver

The most important innovation award of the animal farming sector!



Animal Welfare Award

For even more animal welfare



The awards are focused on:

- Importance to practical use
- Improvement of animal welfare and animal health
- Advantages for operations and work management
- Improvement of the environmental and energy situation
- Effects on workload reduction and work safety

DLG-Agrifuture Concept Winner

Concepts and visions for the future



The awards are focused on:

- Overcoming future challenges in animal production
- Originality of the technical solution approaches
- Contribution to more efficient use of resources

MORE INFORMATION:

www.eurotier.com/en/awards

REGISTRATION IS NO LONGER POSSIBLE. REGISTRATION DEADLINE WAS 31/07/2024.



Advertising opportunities









FREE ADVERTISING MATERIALS







EuroTie

2024

Eurolle

Use our free advertising materials for your corporate and product communication in print, digital and on social media. Invite customers, partners and quests and generate maximum attention!

On our website www.eurotier.com you will find logos, banners and GIFs in various formats.



INFO & DOWNLOAD

Free download at www.eurotier.com/en/exhibit/logo-downloads Cathleen Menzel | c.menzel@dlq.org

LANYARDS FOR NAME BADGES AT EUROTIER





All visitors to EuroTier / EnergyDecentral will receive a personalized trade fair badge upon 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.

Price: € 7,000 plus VAT

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

OFFER EuroTier:

- Logo placement on lanyards
- High visibility: maximum of 4 sponsors per lanyard
- Logo placement exclusively for EuroTier exhibitors

OFFER EnergyDecentral:

- Logo placement on lanyards
- High visibility: maximum of 4 sp
- Logo placement exclusiv

SOLD OU



IN & BOOKING

Binding booking in the <u>Exhibitor Service Portal</u> until **25. May 2024** Formats: Logo as vector file (.eps, .pdf, .ai, fonts converted to paths)

EuroTier Team | eurotier@dlg.org or Cathleen Menzel | c.menzel@dlg.org

ONLY BOOKABLE UNTIL THE END OF MAY!

FAIR WEBSITE







In the months until and during the exhibition, www.eurotier.com is the most important media in the branch. Your informative and attractive company profile benefits from the many visitors with the help of linked banner advertising. The banners will promote your company on the exhibition web site for 6 months: for a visit of your stand at the exhibition and for a visit of your website.

- Running time: from Sep. on, at any time 6 months (or start by arrangement)
- Visits: at least of 4.0 m. ad impressions
- Data file type: png
- Linking: with the own company profile or a website

Ad format	Page	Description	Number of Slots	Price
Banner	Exhibitors	ТОР	4	€ 2,490
Banner	Calendar / Sessions	TOP	4	€ 1,490
Banner	Visitors Profile	TOP	4	€ 490
Banner	Floorplan	TOP	1	€ 2,490
Banner	News	TOP	2	€ 1,990
Banner	Speakers	TOP	2	€ 490
Banner	Exhibitors	PRIME	6	€ 1,490
Tile	Exhibitors	Top of the Lis homepage +		€ 1,490
Tile	Products	Top of the Lis homepage +		€ 1,490

INFO & BOOKING

Binding booking in the Exhibitor Service Portal Harms Mentzel | media@dlg.org | +49 69 24788-452

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PRIME (Square)	0		Exi	hibitor Profile	: Tile		
PRIME (Square)		l l					bitor Profile 1

Position exhibitor page

FAIR APP







The free fair app is used intensively for quick orientation and for communication & networking on the fair grounds. It's available for Android smartphones and iPhones.

- Start: from Sep. / Oct. 2024
- Downloads: min. 60,000 multiple use
- Data file type: png
- Linking: with the own company profile or a website

Ad format	Page	Position	Number of Slots	Price
Banner	Start Page		1	€ 2,490
Banner	Exhibitors	TOP	4	€ 1,990
Banner	Products, Calendar, Speakers, Visitor Profiles	TOP	4	€ 1,990
Banner	Content		1 per topic	€ 990
Tile	Exhibitors	Top of the List (Fair homepage + Fair app)	6	€ 1,490
Tile	Products	Top of the List (Fair homepage + Fair app)	6	€ 1,490

INFO & BOOKING

Binding booking in the Exhibitor Service Portal Harms Mentzel | media@dlg.org | +49 69 24788-452

Banner: TOP	
Benner: TOP	
Top of the List	
Top of the List	
Exhibitor Profile Tile	
Exhibitor Profile Tile	

Position exhibitor page

SOCIAL MEDIA







Use the reach of the EuroTier account on Instagram and Facebook and inform visitors exclusively about your trade fair appearance here.

OFFER:

- 1 story on the EuroTier Instagram and Facebook account. You may advertise your trade fair presence and the associated new products that you are presenting at the trade fair.
- Format: portrait format or portrait format: aspect ratio 9:16, 1080 x 1920 px.
- Video or image contribution. Video up to 30 seconds.
- If desired, a link to the website etc. can be included.

Price: € 899.00 plus VAT

Note: Pure product advertising is not permitted.

INFO & BOOKING

Binding booking in the <u>Exhibitor Service Portal</u> until 30 September Theresa Günther | t.quenther@dlq.orq



NEWSLETTER ADVERTORIAL







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

OFFER:

Newsletter	Coverage	Frequency	Price
DLG Membership International Newsletter	18,000	weekly	€ 648 €/newsletter
DLG Newsletter Livestock farming (EuroTier)	61,000	12 x per year	€ 2,010 €/newsletter
DLG Newsletter Energy (EnergyDecentral)	44,000	8 x per year	€ 1,320 €/newsletter
DLG Newsletter Crop production (AGRITECHNICA)	146,000	12 x per year	€ 3,550 €/newsletter
Newsletter agrarticker (agricultural ticker)	5,500	5 x per week	€ 2,290/month
DLG Newsletter EuroTier 2024 "Daily"	61,000	4 x per week	€ 2,010/newsletter

- 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

Note: The stated ranges may change slightly over the course of the year. The stated price remains fixed even if the range is increased.



Junge DLG Innovationen in den Niederlanden

Die Triesdorfer Hochschulgruppe "Junge DLG" wetrachte der Tage in den Nederlanden. Werdbesichtigungen bei Lely oder Einblicke in die Produkton von Inselbenproteinen begeisterten die Teilnehmenden.

» werterlesen

Yara yara

Anzeige

Qualität gut verpackt -Dünger in Big Bags

Big Bagis schüllen Düriger vor Feuchligheit. Schäden und Verlusten entlang der Lefenkeite und auf dem Feld. Lagem auf engstem Raum ermöglicht fexiblere Dürigerwahl. Hochwertiger Düriger stels griffbereit - dann, wenn Sie ihn bzauchen.

> metr entances

INFO & BOOKING

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

SPONSORING OPTIONS HALL 11

Disinfection mats in the entrance areas of the animal hall

YOUR ADVANTAGES:

- With the TopTierTreff, Hall 11 is one of the biggest visitor magnets at the trade fair
- The entrance areas offer attractive visibility for the placement of your disinfection mats. This allows you to reach even more visitors.
- Customize your mat with company logo and stand placement!

Technical data and information:

- 4 mats (1.80 x 0.90 m) per entrance (width: 4.80 m)
- Delivery of the mats by 10 Nov 2024
- Disposal of the mats by 17 Nov 2024

- Production by sponsor
- Mats must be supplied with die

OFFER:

- 1 entrance (4 mats)
- 2 entrances (8 mats) -10%

→ The following applies to the choice of placement First come, first

4 entrances (16 mats) -20%

Price: € 999.- plus VAT Price: € 1,799.- plus

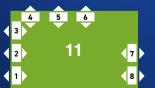
Price: € 3.19

SOLD OUT

Extract from the hall plan







15





INFO & BOOKING

Booking possible via the exhibitor service portal Annette Winter | awinter-leipzig@t-online.de





Marketing for the press, public & staff











PRESS BOX + PRE-PRESS CONFERENCE







Provide information about your innovations and products directly at the meeting point for international agricultural journalists. Book a press box in the EuroTier / EnergyDecentral press center in Hanover and present your trade fair appearance at the pre-press conference.

PRESS BOX

- Press box for displaying information in the press center
- Any medium is possible: paper, CD, DVD, USB

Price per press box: € 89,- plus VAT



INFORMATION EXCHANGE FOR THE EUROTIER PRE-PRESS CONFERENCE

on September 24 and 25 2024 in Offenbach

- Meet around 50 editors of the most important trade journals from all over Europe in a "speed dating format" to present your trade fair presence and your new innovations.
- Exclusive: only 50 companies (25 companies per day)
- Your own table for face-to-face communication with the editors
- Catering on the day of the event
- Joint networking evening with exhibitors and editors on September 24

Price: € 989,- plus VAT



INFO & BOOKING

Binding booking in the Exhibitor Service Portal possible at any time Katica Dankic | k.dankic@dlq.org

TRADE PRESS STAND OFFER FOR PUBLISHING HOUSES







EuroTier / EnergyDecentral will be offering publishing houses from the fields of animal husbandry / decentralised energy management and inhouse farming as well as the supply industry the opportunity to present specialist publications at a central trade press stand at the fair.

OFFER

- Trade press stand participation for exhibitors: EUR 339 per publication
- Trade press stand participation for non-exhibitors: EUR 965 per publication

INFO & BOOKING

Binding booking in the <u>Exhibitor Service Portal</u> by 31 October 2024 Samira Fries | s.fries@dlg.org

More visibility as a publisher at the trade fair? Then become a media partner!

As a media partner, generate even more traffic before, during and after the trade fair thanks to exclusive visibility.

Further information is available here: www.eurotier.com/en/press/media-cooperation





CAMPUS & CAREER: JOB-WALL







JOB ADVERTISEMENTS ONLINE AND AT THE TRADE FAIR

Are you looking for talented individuals to take your company into the future? Advertise your vacant positions online and/or on site at the trade fair in the Campus & Career area.

Offer	Description	Price
1 Job advert event - Job wall at the trade fair*	November 12 to 15, 2024 Placement in the Campus & Career area at the DLG stand	€ 195.00
	 Advertisement deadline: 25 October 2024 Print deadline: 01 November 2024 	
	 Included in the offer: Processing, printing and posting of the job ad 	
	 Highlighting the company profile with the filter "Hiring" in the exhibitors & product search 	
1 Online job advert	Online placement on EuroTier website	€ 170.00
	Live placement from 16 September 2024	
	 Duration depends on time of booking or time of submission of all documents 	
	 Highlighting the company profile with the filter "Hiring" in the exhibitors & product search incl. placement of a link to the online job wall 	

Job-Wall

INFO & BOOKING

Binding booking in the Exhibitor Service Portal or via form Daniela Schirach | d.schirach@dlq.org | +49 69 24788-459

^{*1} job offer per booked advertisement! The on-site posting allotment is limited and is on a first come, first served basis



Technical programme & sponsoring









PARTICIPATION IN TECHNICAL PROGRAMME







Present yourself as an expert on the DLG stages. By participating in the technical programme you'll generate maximum attention!

TALK ON A DLG EXPERT STAGE

- Duration: 20 min
- 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
- Contents, dates and allocation according to individual agreement with DLG

Price: € 769,- plus VAT

There is a wide range of Expert Stages to suit the subject areas at EuroTier / EnergyDecentral. After consultation with you, the DLG will allocate your slot according to the program.

TALK SLOTS ONLY AVAILABLE ON THE TOPICS OF PIGS AND ENERGY!

INFO & BOOKING

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





BARN ROBOT EVENT



The Barn Robot Event at EuroTier 2024 is dedicated to the topic of automatic feed pushing in cattle barns. Live demonstrations during the trade fair will showcase feed pusher robots in practical use on a prepared area.

YOUR ADVANTAGES:

EuroTier exhibitors have the following advantages by participating in the Barn Robot Event:

- Product placement outside the main stand
- Two moderated live demonstrations (German and English) per day at fixed times on all days of
- Products are also in motion outside the demonstrations during the entire trade fair period
- Maximum attention through separate promotion of the event before, during and
- Optional: booking an extra stand directly at the Barn Robot Event. Even becompany plus direct contact with potential customers.

Prerequisites:

Exhibitor at EuroTier 2024

SOLD OU





Vorläufige Darstellung

INFO & BOOKING

Booking possible via the Exhibitor Service Portal

Marieke Wijn | DLG Service GmbH | Phone +49 69 24788-374 | Fax +49 24788-8374 | M.Wijn@dlq.org

SPOTLIGHT POULTRY: AI IN POULTRY FARMING



The presentation areas in the poultry spotlight are geared to the space requirements for simple visual displays, ranging from an information stelle to product presentations with a meeting area.

FARM® ROBOTIX

OFFERS:

■ Product presentation "small" (4 m²):

Included: - Info column (WxH: 1.0x2.5 m) printed on both sides, free design based on the basic layout

Info: - Optionally bookable: e.g. power connection, display

- No further exhibition elements planned

Price: € 600.00/m² plus VAT

Product presentation "medium" (5 to 8 m²)

Included: - Information column (WxH: 1.0x2.5 m) printed on both sides, free design based on the basic layout

- Free space for product presentation* (depending on m²)

- Power connection 230 V, single-phase, up to 3.0 kW

Info: - Optional extras: monitor, furniture

Price: € 550.00/m² plus VAT

■ Product presentation "large" (9 to 12 m²)

Included: - Information column (WxH: 1.0x2.5 m) printed on both sides, free design based on the basic layout

- Open space for product presentation* (depending on m²)

- Power connection 230 V, single-phase, up to 3.0 kW

Info: - Optional extras: monitor, furniture, etc.

Price: € 500.00/m² plus VAT

The individually required technical equipment for the presentation areas, such as monitors, furniture, lighting and other connections, can be booked via the stand construction.

INFO & BOOKING

Binding booking in the Exhibitor Service Portal Susanne Gäckler | s.gaeckler@dlg.org

*When selecting the area, the walking routes of visitors around the presentations must be taken into account.





SPOTLIGHT: PIG FARMING WITHOUT TAIL DOCKING



The spotlight "pig farming without tail docking" presents solutions from the industry as well as best-practice examples from pig farms and research institutes. Take the opportunity and be part of this special area with your solutions for pig farming without tail docking. Present your proven and innovative concepts from breeding to slaughtering.

OFFERS:

Product presentation "small" (4 m²):

Included: - Info column (WxH: 1.0x2.5 m) printed on both sides, free design based on the basic layout

Info: - Optionally bookable: e.g. power connection, display

- No further exhibition elements planned

Price: € 600.00/m² plus VAT

■ Product presentation "medium" (5 to 8 m²)

Included: - Information column (WxH: 1.0x2.5 m) printed on both sides, free design based on the basic layout

- Free space for product presentation* (depending on m²)
- Power connection 230 V, single-phase, up to 3.0 kW

Info: - Optional extras: monitor, furniture

Price: € 550.00/m² plus VAT

■ Product presentation "large" (9 to 12 m²)

Included: - Information column (WxH: 1.0x2.5 m) printed on both sides, free design based on the basic layout

- Open space for product presentation* (depending on m²)
- Power connection 230 V, single-phase, up to 3.0 kW

Info: - Optional extras: monitor, furniture, etc.

Price: € 500.00/m² plus VAT

In addition, strategies and approaches from industry and practice will be presented live on the neighboring Expert Stage pig. Short presentations, interviews, videos and virtual farm visits guarantee a wide range of varied formats (slots can be booked separately).

INFO & BOOKING

Binding booking in the <u>Exhibitor Service Portal</u> Sven Häuser | s.haeuser@dlg.org *When selecting the area, the walking routes of visitors around the presentations must be taken into account.





SPOTLIGHT: INHOUSE FARMING - PARTICIPATION



The DLG Spotlight "Inhouse Farming" focuses on specific topics via selected exhibits and targeted information. It offers trade visitors a compact opportunity to gain intensive insights into selected technologies and solutions for the new agricultural and food systems. By booking a presentation area within the Spotlight, you will have the opportunity to present your solutions to an interested trade audience in a larger overall context.

OFFERS:

Presentation area "small":

Services included:

- Space for your exhibit(s) in the Spotlight (~6 sqm)
- Services such as electricity, water, security, cleaning, etc.
- Promotion of your participation in the programme and in the event communication
- Your logo on the website of the Inhouse Farming Feed & Food Show
- Your logo in the stand branding
- 1 slot on the Expert Stage Inhouse Farming (presentation or panel discussion)

Price: € 2,000.00/Spot plus VAT

Presentation area "medium":

Services included:

- Space for your exhibit(s) in the Spotlight (~12 sqm)
- Services such as electricity, water, security, cleaning, etc.
- Promotion of your participation in the programme and in the event communication
- Your logo on the website of the Inhouse Farming Feed & Food Show
- Your logo in the stand branding
- 1 slot on the Expert Stage Inhouse Farming (presentation or panel discussion)

Price: € 3,000.00/Spot plus VAT

INFO & BOOKING

Binding booking in the Exhibitor Service Portal Yuliya Bondarenko | y.bondarenko@dlg.org

■ Presentation area "large":

Services included:

- Space for your exhibit(s) in the Spotlight (~20 sqm)
- Services such as electricity, water, security, cleaning, etc.
- Promotion of your participation in the programme and in the event communication
- Your logo on the website of the Inhouse Farming Feed & Food Show
- Your logo in the stand branding
- 1 slot on the Expert Stage Inhouse Farming (presentation or panel discussion)

Price: € 5.000.00/Spot plus VAT





SPOTLIGHT: SOLAR TRANSITION -PARTICIPATION AND SPONSORING

BECOME A SPECIALIST ADVISOR FOR THE SOLAR OFFENSIVE

- Consultation table half day morning or afternoon
- 3 x 20 min, slot specialist program forum
- 1 x participation in a panel discussion (including film recording and uploading to the EnergyDecentral media library)
- Company logo on the advertising space (advice area)
- Application on the website of Spotlight Solar Transition

Price: € 5,900.- (EnergyDecentral exhibitor)

BECOME THE MAIN SPONSOR OF THE SPOTLIGHT SOLAR TRANSITION!

- Advertising space approx. 3 x 3.5 m includipage
- 3 x 20 min. slot specialist program
- SOLD OUT ■ Participation in both panel ecuding film recording and uploading to the EnergyDecentral
- Display of
- Application EnergyDecentral Marketing (website, social media)

Price: € 25.000.-

BECOME A SPONSOR OF THE SOLAR TRANSITION SPOTLIGHT!

- Advertising space approx. 1 x 3.5 m including production
- 2 x 20 min. slot specialist program forum
- Application via EnergyDecentral marketing (website, social media)

Price: € 6.500.-

INFO & BOOKING

Binding booking in the Exhibitor Service Portal

Bettina Maye | Head of Media Sales | Tel. +49 711 63672-836 | mayer@photovoltaik.eu Marcus Vagt | Head of Department | Tel. +49 69 24788-955 | energy@dlg.org





VIDEO PANORAMA SCREEN OF THE TOPTIERTREFF



Top genetics from the various cattle breeds will once again be presented to trade visitors on the stage of the TopTierTreff at EuroTier 2024, who will be able to follow the information on offer in over 300 seats. Sheep, goat and horse breeds will also be on show at the TopTierTreff. The animals will be filmed and the details will also be shown on a 3 m x 23 m panoramic screen. The left and right sections of this video wall offer space for your logo, which will be visible to the audience for almost the entire duration of the presentation. Your advertising video can be played at the beginning of the presentation blocks and during the breaks.

SPONSORING PACKAGES:

1. Logo large in the right and left canvas area

Presence of your logo on the right and left side of the panoramic screen

- · Size 3 m x 0.83 m (width x height)
- 25 tickets for business partners
- Mention as a sponsor in social media posts on the topic of TopTierTreff
- Placement of your logo on the TopTierTreff website

2. Logo small in the right and left canvas area

- · Presence of your logo on the right and left side of the panoramic screen
- Size 1.48 m x 0.95 m (width x height)
- 15 tickets for business partners
- · Placement of your logo on the TopTierTreff website

3. Video presentation at least 4 times a day

- · Presentation of your video spot (max. 30 sec.) at least 4 times a day
- Format: 16:9 Resolution: Full-HD or Format: 23:3 Resolution: 4 K

Price: € 7.500 each plus VAT

Price: € 5.500 each plus VAT

Price: € 4.000 each plus VAT

CANVAS DESIGN:











ı	Package 1	
	Package 1	
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INFO & BOOKING

Binding booking in the **Exhibitor Service Portal**

Nicola Bock | N.Bock@DLG.org

JUNGE DLG - SPONSORING







GUIDED INNOVATION TOURS OF THE YOUNG DLG ON YOUNG FARMERS DAY

Exclusivity: We offer your company the opportunity to support the Guided Innovation Tours as an exclusive partner company (Thursday, November 14, 2024, from 1:00 p.m. to 3:00 p.m.).

- Naming as official partner of the tour
- Mention in the title: "Guided Innovations-Tours powered by company name".
- Final tour stop at your stand: you can present your innovations and hand out giveaways
- 3 tickets for participation in the tour
- 20-minute presentation slot on the topic of "Personalities in the agricultural sector" in the Campus & Career program (dates to be arranged)



At the end of the tour, you provide the participants with a drink and optionally a small snack free of charge at your stand.

Price: € 2.500.00 plus VAT



- Digital integration of your company logo for the Young DLG Talk
- Setting up a company roll-up on the stage during the talk (duration approx. 45 min.)
- Mention of your company as a supporter of the event in the communication and during the Young DLG Talk
- Optional: Your company representative as co-moderator or speaker of the panel discussion

Price: € 500.00 (plus VAT)

G de D C

INFO & BOOKING

Binding booking in the Exhibitor Service Portal Christina Vogel | c.vogel@dlg.org



AGRIFOOD START-UPS - SPONSORING







OFFERS:

■ Thematic Panel Discussions

- Daily, thematically clustered
- Sponsor branding on stage
- Included in the EuroTier technical program

Price Sponsorship: € 2,500.00 plus VAT

Start-up pitch session

- Daily, thematically clustered
- Snacks provided
- Sponsor introduction speech
- Sponsor branding on stage
- Included in the EuroTier technical program

Price Sponsorship package/day: € 2,500.00 plus VAT

■ Networking Event

- Speaking opportunity
- Invite your community as well as the start-ups participating at EuroTier
- The stage is available from 4:00-8:00 p.m.
- Sponsor branding on stage during the event
- Drinks and Snacks included (Max 100 pax)
- Including marketing through the EuroTier channels

Price Sponsorship package/event: € 25,500.00 plus VAT





INFO & BOOKING

Binding booking in the <u>Exhibitor Service Portal</u> Chris Armstrong | c.armstrong@dlg.org



SPOTLIGHT: INHOUSE FARMING -**EXCLUSIVE PARTNERSHIP**



The DLG Spotlight "Inhouse Farming" focuses on specific topics via selected exhibits and targeted information. It offers trade visitors a compact opportunity to gain intensive insights into selected technologies and solutions for the new agricultural and food systems.

As an exclusive partner of the Spotlight, you have the opportunity to play an active role in the design and theme of the Spotlight. The main theme of the Spotlight will be presented exclusively with your exhibits. Special attention exclusively for your compared to the spotlight will be presented exclusively with your exhibits. and your business field!

OFFER:

- Exclusivity for a theme of your choice
- Space for your large exhibit(s) in the spotlight (~100 m2)
- Services such as electricity, water, security, cleaning, etc.
- Promotion of your participation in the program and event compared to th
- Your logo on the website of the Inhouse Farming Feed
- Your logo and visual elements in the stand bra
- 3 slots on the Expert Stage Inhouse F
- Inclusion in the official trade

Price: € 50.000 plus ¥

INFO & BOOKING

Binding booking in the Exhibitor Service Portal Yuliva Bondarenko | v.bondarenko@dlg.org

SOLD OUT





DLG.PROTOTYPE.CLUB







SPONSOR AN OPEN INNOVATION CHALLENGE

DLG.Prototype.Club is a one of a kind start-up and software developer rapid prototyping competition in the ag machinery and ag tech industry.

This open innovation platform enables you to get more out of your presence at EuroTier / EnergyDecentral / Inhouse Farming Feed & Food Show by unlocking new potential recruits for your HR department, new products for your innovation and R&D department as well as providing a gold mine of content to your marketing team. Most importantly by participating in the DLG.Prototype.Club you can bring your big ideas to market faster and in a more cost efficient manner.

HOW DOES IT WORK

- Exhibitors define a challenge
- DLG.Prototype.Club selects teams of software developers, engineers and start-ups to solve these challenges
- The teams enter a prototyping phase two weeks before EuroTier
- The teams present their fully functional prototypes together with a business plan to the challenge partner live during EuroTier
- The complete process from the challenge announcement to the announcement of the winner of the challenge is accompanied by a high profile media campaign



INFO & BOOKING

The price of the sponsorship is subject to the type of challenge.

Please contact us foran offer & a free consultation on challenge design.

Christopher Armstrong | c.armstrong@dlq.org | +49 69 24788 455

YOUR EXHIBIT AS AN EYE-CATCHER AT EUROTIER







Present your exhibits at selected locations in the outdoor area at EuroTier. These exhibition areas have been optimally positioned for visitor streams in order to achieve the greatest possible visibility and range for the exhibitor.

These exclusive areas can be booked around the exhibitor's hall.

Areas that are not dependent on the specific hall are also available.

The eye-catcher areas can be combined with an information element or an information column providing the most important information about the exhibit and the exhibitor's stand, for instance.

Areas of different sizes are available in three attractive price categories.

Experience at past trade fairs has shown that these positions offer the best photo opportunities and are therefore used particularly frequently by photographers and journalists, but also by visitors, of course.



INFO & BOOKING

We will be delighted to inform and advise you individually about your preferred areas and to prepare a customised offer for you. Pascal Mette | Tel. +49 69 24788-201 | p.mette@dlg.org

YOUR EXHIBIT AS AN EYE-CATCHER AT EUROTIER



BENEFITS

- Directly on main aisles
- Visitor attraction
- Increased duration of stay
- Exclusivity
- Clear lines of sight

No.	Category	Maximum size	Price
CC.1	Silver	7 m x 5 m 35 m²	€ 7,499.00
CC.2	Silver	7 m x 5 m 35 m²	€ 7,499.00
CC.3	Silver	7 m x 5 m 35 m²	€ 7,499.00
CC.4	Silver	8 m x 8 m 64 m²	€ 7,499.00
8.1	Silver	8 m x 5 m 40 m ²	€ 7,499.00
8.2	Silver	8 m x 5 m 40 m²	€ 7,499.00
8.3	Silver	8 m x 5 m 40 m ²	€ 7,499.00
11.1	Bronze	7 m x 7 m 49 m²	€ 5,999.00
11.2	Bronze	7 m x 7 m 49 m²	€ 5,999.00
11.3	Silver	7 m x 6 m 42 m²	€ 7,499.00
12.1	Bronze	8 m x 5 m 40 m²	€ 5,999.00
12.2	Bronze	8 m x 5 m 40 m²	€ 5,999.00
12.3	Bronze	8 m x 5 m 40 m²	€ 5,999.00
12.4	Silver	8 m x 7 m 56 m²	€ 7,499.00
13.1	Gold	8 m x 4 m 32 m²	€ 8,999.00
13.2	Gold	8 m x 4 m 32 m²	€ 8,999.00
13.3	Gold	8 m x 4 m 32 m²	€ 8,999.00
15.1	Silver	7 m x 7 m 49 m ²	€ 7,499.00
15.2	Silver	7 m x 7 m 49 m²	€ 7,499.00
17.1	Gold	6 m x 6 m 36 m²	€ 8,999.00
18.1	Silver	8 m x 8 m 64 m²	€ 7,499.00
20.1	Gold	8 m x 4 m 32 m²	€ 8,999.00
20.2	Silver	7 m x 7 m 49 m²	€ 7,499.00
20.3	Silver	7 m x 7 m 49 m²	€ 7,499.00
20.4	Silver	7 m x 6 m 42 m²	€ 7,499.00
20.5	Bronze	6 m x 6 m 36 m²	€ 5,999.00
25.1	Gold	6 m x 6 m 36 m²	€ 8,999.00
25.2	Gold	6 m x 6 m 36 m²	€ 8,999.00
26.1	Bronze	8 m x 6 m 48 m²	€ 5,999.00
26.2	Silver	9 m x 7 m 63 m²	€ 7,499.00
26.3	Silver	9 m x 7 m 63 m²	€ 7,499.00
27.1	Gold	6 m x 4 m 24 m²	€ 8,999.00
27.2	Gold	6 m x 4 m 24 m²	€ 8,999.00
P32.1	Silver	8 m x 8 m 64 m²	€ 7,499.00
P32.2	Silver	8 m x 8 m 64 m²	€ 7,499.00
P35.1	Bronze	7 m x 7 m 49 m²	€ 5,999.00

Impressions of AGRITECHNICA 2023























Events & event sponsoring









YoungFarmersConnect: CAREER & NETWORKING EVENT - PARTICIPATION







Meet potential new employees at the Meet & Greet at the exclusive Career & Networking Event on Young Farmers Day. The Young Farmers Day on November 14 is known as the meeting place at EuroTier for young people from the agricultural industry from Germany and abroad.

MEET & GREET

- Similar to speed dating, moderators (company representatives, DLG representatives from full-time and honorary positions) and participants get to know each other in various rounds.
- Selected group of up to 200 participants
- Shuttle buses to the Young Farmers Party afterwards

OFFER FOR COMPANIES:

- Participation of 2 people per company.
- Placement of the company logo in the communication for the event and on site
- Job-corner:
 - Logo wall with all participating companies
 - Event job wall for job adverts. Each participating company can place up to 5 job adverts there (max. A4 format)
 - Placement of tables, with the option of using them for displaying flyers and for further discussions

Price: € 1,200.00 plus VAT

Places are limited. First come, first served.

INFO & BOOKING

Binding booking in the Exhibitor Service Portal. Registration deadline: October 15, 2024. Nathalie Joest \mid n.joest@dlg.org

THE EVENT

November 14, 2024 | 4:00 - 7:00 p.m. DLG stand (Hall 13)

powered b

JungeDLG®





YOUNG FARMERS PARTY - SPONSORING







The Young Farmers Party takes place annually at the DLG world's leading agricultural trade fairs and attracts a diverse and engaged audience target group, including professionals, aspiring decision-makers and up-and-coming talents from the agricultural sector. As a sponsor you have the opportunity to present your company to this talented target group and address potential employees who can add value to your company.

THE EVENT

14 Nov., 6 p.m., Munich Hall



Companies can participate as sponsors:

GOLD

max. 4 companies

Price: € 13,900 plus VAT

SIIVER

max. 4 companies

Price: € 8,500 plus VAT

BRONZE

max. 4 companies

Price: € 3,900 plus VAT





- Displaying of your company logo on LED boards, banners, drinking cups and much more
- Digital advertising opportunities: e.g. company logo on the website, Instagram stories on the EuroTierkanal and more
- Ticket packages for the Young Farmers Party

Find out more in the Exhibitor Service Portal about all services of the 3 sponsoring packages.



INFO & BOOKING

Binding booking in the Exhibitor Service Portal Maximilian Maus | m.maus@dlg.org

CELEBRATE PURPOSE - SPONSORING







Passion for Profession! How can we feed the world and protect the environment and climate at the same time? For this we need people with passion and pioneers with vision. "Celebrate Purpose" shows the diversity of people who think differently and break new ground. We cordially invite the visionary minds of tomorrow who want to make a contribution to shaping our future and feeding the world in a sustainable way and who want to exchange ideas about the many possibilities.

THE EVENT

Wed, Nov 13, 2024 from 5 p.m. on the DLG Stand (Hall 13)

- Official welcome
 (Freva von Czettritz)
- Greeting Sponsor I
- Greeting Sponsor II
- Women in Ag Award Ceremony
- Gin o'clock & Networking

Companies can participate as sponsors:

PLATINUM

Max. 2 Platinum Partners

- Greeting and short presentation of the company and/or topic before the Women in Ag Award ceremony
- Logo on website
- Logo on official event media
- Banner*
- Large logo on event logo wall
- Display of information material
- Large logo on presentation slides for the award ceremony

Price: € 5,999 plus VAT

GOLD

(€ 2,999 €) Max. 2 Gold Partners

- Logo on website
- Logo on official event media
- Banner*
- Small logo on event logo wall
- Display of information material
- Small logo on presentation slides for the award ceremony

Price: € 2,999 plus VAT







INFO & BOOKING

Binding booking in the Exhibitor Service Portal Maximilian Maus | m.maus@dlg.org

*Banner on womeninagmag.com 1670*210px image or GIF, max. 3MB, with link to website or social media, placed in the middle of an article in the online magazine

CATTLE & PIG EVENT - SPONSORING



Become a partner of the International Cattle & Pig Event on the eve of EuroTier 2024. Experts and practitioners from the USA, Canada and Europe will discuss the possibilities and limits of innovative agriculture and modern livestock farming. Take the opportunity to draw attention to your company at the subsequent networking evening immediately before the start of EuroTier

THE EVENT

Monday, Nov 11, 2024 from 6 p.m. in the Convention Center (Room 2)

- Official welcome Hubertus Paetow, President of DLG
- Two Keynote speeches
- Panel discussion with practitioners
- Closing words (Georg Geucke, Chairman BRS)
- Dinner & Networking

Companies can participate as a sponsor:

PREMIUM

Max. 2 Premium Partner

- Logo on website
- Logo on official event media
- Logo on menu card
- Large logo on roll-up in the foyer
- Large logo on event logo wall
- Information material
- Large logo on presentation slides

Price: € 5.000,- plus VAT

BASIC

Max. 5 Basic Partner

- Logo on website
- Logo on official event media
- Small logo on roll-up in the foyer
- Small logo on event logo wall
- Information material
- Small logo on presentation slides

Price: € 2.000,- plus VAT





INFO & BOOKING

Binding booking in the Exhibitor Service Portal Sven Häuser | s.haeuser@dlg.org

Partner:









INTERNATIONAL POULTRY DAY: SPONSORING







Become a partner of the International Poultry Day on the day before EuroTier 2024! Under the motto "Poultry for a healthy planet", renowned experts will discuss at the International Poultry Conference what constitutes a sustainable poultry industry and what steps still need to be taken to achieve this. The evening Poultry Event is THE industry get-together at the start of EuroTier and rounds off the International Poultry Day in an atmospheric setting. Highlight your company on this important day for the poultry industry!

POULTRY CONFERENCE

Monday, Nov 11, 2024 3:30 p.m. - 5:30 p.m. in the Convention Center (Room 3A)

"Poultry for a healthy planet"

- 3 Impulses for a sustainable poultry industry
- Panel discussion

POULTRY EVENT

Monday, Nov 11, 2024 7:30 p.m. - 11:00 p.m. in the Convention Center (Room 1)

- Keynote (Gert-Jan Oplaat, President AVEC)
- Dinner & Networking

Companies can participate as a sponsor:

PREMIUM

Max. 3 Premium Partner

- Logo on event website/s
- Logo on menu card of the poultry event
- Large logo on large banners in the event halls
- Large logo on roll-up in the foyer or entrance area of the event halls
- Large logo on the opening slides of the events

Price: € 5.000,- plus VAT

BASIC

Max. 5 Basic Partner

- Logo on event website/s
- Small logo on large banners of the event halls
- Small logo on roll-up in the foyer or entrance area of the event halls
- Small logo on the opening slides of the events

Price: € 2.000,- plus VAT





INFO & BOOKING

Binding booking in the Exhibitor Service Portal Susanne Gäckler | s.gaeckler@dlg.org

Partners:







INVESTOR BREAKFAST AT THE INHOUSE FARMING FEED & FOOD SHOW - EVENT SPONSORING EXCLUSIVE



Present your company as a driver of innovation at the networking event of the Inhouse Farming Feed & Food Show.

The Investor Breakfast is a special event for the industry: on the day of the final pitch session and determination of the winner of the DLG Impulse Pitches Inhouse Farming Feed & Food Awards on the Expert Stage Inhouse Farming, there will not only be a good breakfast but also exciting impulses on current topics relating to disruptive technologies in the agri-food sector. The event is aimed at institutional investors, jury members, start-ups and selected market experts.

THE EVENT

Thur, Nov 14, 2024 9.30- 11.30 a.m. DLG Expert Stage Inhouse Farming (Hall 24)





The event sponsorship is limited to a single sponsor.

OFFER:

- An Impulse presentation on the Expert Stage Inhouse Farming (15 min.)
- Promotion of your contribution in the programme and in the event communication
- Your logo on the Inhouse Farming Feed & Food Show website
- Your logo on the event logo wall (print or digital)

Price: € 5,000 plus VAT





INFO & BOOKING

Binding booking in the Exhibitor Service Portal Yuliya Bondarenko | y.bondarenko@dlg.org

NETWORKING EVENING EVENT: INHOUSE FARMING - SPONSORING



Present your company as a driver of innovation at the networking event of the Inhouse Farming Feed & Food Show.

The event will take place as a stand party on November 14 on the Expert Stage Inhouse Farming and is the festive conclusion of the day of the DLG Impulse Pitches as well as the get-together event for companies, start-ups, science and associations.

THE EVENT

Thur, Nov 14, 2024 from 5 p.m. on the DLG Expert Stage Inhouse Farming (Hall 24)



The event sponsorship is limited to max. 3 sponsor packages.

OFFER:

- Your greeting at the opening
- Your logo on the event logo wall (print or digital)
- Prominent placement of your roll-up*
- Promotional activities (in coordination with the organiser) e.g. distribution of giveaways, photo box, prize draws, etc.)*.

Price: € 2,000 plus VAT

*provided by sponsor





INFO & BOOKING

Binding booking in the Exhibitor Service Portal Yuliya Bondarenko | y.bondarenko@dlg.org

INHOUSE FARMING EVENT: SPONSORING



Event theme: Tackling the elephant in the room: renewable energies for future farming and food systems

The Inhouse Farming Event 2024 is a high-level networking event taking place at the EuroTier fairgounds for the first time. At the event, the emerging inhouse farming industry will meet the energy market, which is crucial for this sector. Together, synergies and new investment opportunities will be identified.

THE EVENT

Monday, Nov 11, 2024 from 6 p.m. in the Convention Center

Programme:

- Welcome
- Keynote speech
- Panel discussion
- Dinner & Networking



Companies can participate as a sponsor:

PREMIUM

Max. 2 Premium Partner

- Speaking opportunity
- Logo on website
- Logo on official event media
- Logo on menu card
- Large logo on roll-up in the foyer
- Large logo on event logo wall
- Information material
- Large logo on presentation slides
- 3 invitation tickets

Price: € 5,000.- plus VAT

BASIC

Max. 5 Basic Partner

- Logo on website
- Logo on official event media
- Small logo on roll-up in the foyer
- Small logo on event logo wall
- Information material
- Small logo on presentation slides
- 2 invitation tickets

Price: € 2,000.- plus VAT





INFO & BOOKING

Binding booking in the Exhibitor Service Portal Yuliya Bondarenko | y.bondarenko@dlg.org

Partner:



