



EuroTier^{DLG}
First in animal farming.

10 - 13 NOVEMBER
HANOVER | GERMANY
2026

Marketing-Services and Sponsoring



eurotier.com
energy-decentral.com
Inhouse farming.com

**Intelligence in
Animal Farming**



MADE BY



EuroTier, EnergyDecentral and Inhouse Farming have never been more relevant than they are today! In November 2026, these trade fairs are once again expected to attract numerous trade visitors from all over the world. As an exhibitor, we offer you attractive marketing and sponsorship services that will help you increase brand awareness and visitor numbers in the international trade fair environment. Take advantage of the tailor-made participation opportunities and make the most of your appearance!

All offers can also be found in the [Exhibitor Service Portal](#).

■ Company profile & lead tracking

- ▶ [Basic media package](#) **INCLUDED IN THE STAND PRICE**
- ▶ [Add-ons to the media package](#)
- ▶ [Lead tracking | Scan2Lead](#)
- ▶ [Your visitor invitations \(visitor vouchers\)](#)

■ Awards

- ▶ [Awards](#)
- ▶ [Further awards](#)

■ Advertising opportunities

- ▶ [Free advertising materials](#)
- ▶ [Lanyards for name badges](#)
- ▶ [Advertising opportunities on the trade fair website](#)
- ▶ [Advertising opportunities in the trade fair app](#)
- ▶ [Social media](#)
- ▶ [Newsletter advertorial](#)
- ▶ [Disinfection mats \(Hall 11\)](#)

■ Communication, press & industry contacts

- ▶ [Press compartment](#)

■ Technical programme & sponsorship

- ▶ [Presentation on a DLG Expert Stage](#)
- ▶ [DLG Spotlight: TopTierTreff | Sponsorship](#)

- ▶ [DLG Spotlight: Forage production | Participation](#) **NEW**
- ▶ [DLG Spotlight: Barn Robot Event | Participation](#)
- ▶ [EuroTier Milky Way | Participation](#) **NEW**
- ▶ [DLG Spotlight: Innovation Boulevard | Participation](#) **NEW**
- ▶ [Charity Auction | Participation](#) **NEW**
- ▶ [DLG Spotlight: Emission reduction in pig farming | Participation](#)
- ▶ [DLG Spotlight: Emission reduction in poultry farming | Participation](#)
- ▶ [DLG Spotlight Inhouse Farming: Alternative Protein Sources & Circularity | Sponsorship + Participation](#)
- ▶ [DLG Spotlight: Solar Offensive + Energy from the Farm | Sponsorship and Participation](#)
- ▶ [Solar Offensive on Tour | Video production](#)
- ▶ [Young Professionals Day | Sponsorship](#)
- ▶ [Presentation on the DLG Expert Stage | Young Professionals Day](#)
- ▶ [DLG.Prototype.Club | Participation](#)
- ▶ [Your exhibit as an eye-catcher](#)

■ Event sponsorship

- ▶ [agrifood start-ups | Sponsorship](#)
- ▶ [Young Farmers Party | Sponsorship](#)
- ▶ [Cattle & Pig Event | Sponsorship](#)
- ▶ [International Poultry Day | Sponsorship](#)
- ▶ [Networking breakfast: Retail & Innovation Day | Sponsorship](#)
- ▶ [DLG Agri Influencer Award | Sponsorship](#)
- ▶ [VetCon | Sponsorship](#)
- ▶ [Women in Ag & Female Agri Fellows | Sponsorship](#)



EuroTier^{DLG}
First in animal farming.

Company profile & lead tracking



MADE BY



BASIC media package



Mandatory BASIC media package for all main and co-exhibitors (€ 851)

The BASIC media package forms the basis for entering your company information in the digital exhibitor directory on the trade fair website and in the trade fair app. It also includes attractive features that increase the information value for visitors and users, e.g. logo, info text, product presentations and brand entries. Please also note our additional services that can be booked for even greater visibility, reach and contact data collection via Scan2Lead. These can also be booked in the Exhibitor Service Portal.

List of exhibitors (trade fair website, trade fair app)

Company name, stand location, postal address, website, email address, telephone number	✓
company logo	✓
Information text in German/English (formattable, including links to various websites)	✓
Buttons/links to your own social media channels	✓
Document uploads: images, PDFs, videos (max. 150 MB each)	✓
Product keywords from the trade fair nomenclature (additional keywords can be booked in packages via the Exhibitor Service Portal)	12
Contact person within the company	5
Header with key visual	✓
Product presentations (including product name, description text in German/English, images, PDF, videos)	3
Brand entries (including brand name, description text in German/English, images, PDF, videos)	✓
Press releases / News	5

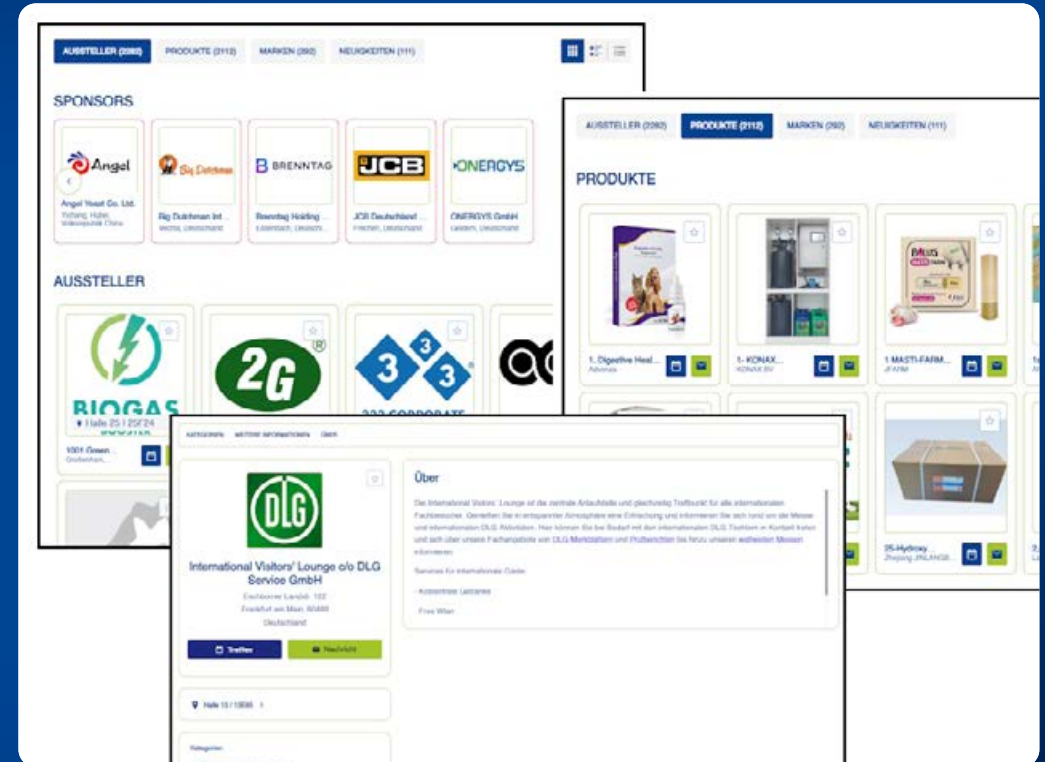
Digital services at the trade fair

Visitor lead tracking (Scan2Lead) <ul style="list-style-type: none">• Licence for convenient scanning of visitor badges at the exhibition stand• Real-time contact data capture• Create notes, attach documents• Downloading and saving data for later evaluation and further processing	1
DLG QR codes <ul style="list-style-type: none">• As an exhibitor, you generate QR codes for your marketing content (PDFs, videos, images) and product presentations and print them out. Visitors to your stand scan these codes and are taken directly to the relevant information and documents in your company profile.• Unlimited number	✓

Add-ons to 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 additional extras as required:

Type	Note	Price
Additional keyword package (5 keywords each)	12 keywords are included in the BASIC package. If you require more, you can book additional keywords in packages of 5.	€ 290 each
Additional product presentation	Three product presentations are included in the BASIC package. You can book additional ones.	€ 150 each
Additional brand entry	Three brand mentions are included in the BASIC package. You can book additional ones.	€ 150 each
Pop-up window	An overlay window that opens when the company profile is called up to display particularly important, up-to-date information or notes.	€ 150 each



INFO & BOOKING

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

Record your contacts quickly, easily and digitally

Leave behind the days of manually entering business cards and contact forms after the trade fair. With Scan2Lead, you can easily obtain all visitor information digitally and in real time for further processing and integration into your company's systems. Increase the success and efficiency of your trade fair participation, make it measurable and inspire your customers with individual and timely follow-up actions.

Your benefits:

- Data protection-compliant collection of your visitor data
- All data relating to your scanned visitors is immediately available to you in digital form in the Scan2Lead portal.
- Use the customisable questionnaire to optimise your sales processes and prepare for 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 data to your CRM system via free Excel export or set up an interface (CRM/API) for a fee.

How it works

- You can order additional licences and other Scan2Lead products in the Exhibitor Service Portal.
- In the Scan2Lead portal, you can create a customised questionnaire and manage licences and hardware.
- The hardware ordered in advance can be collected from the service point in the IC.
- During and after the trade fair, you can view all scanning activities in the portal and export visitor data directly.

INFO & BOOKING

Binding booking in the [Exhibitor Service Portal](#)
Team Scan2Lead | contact@scan2lead.com | +49 89 444433 111

1 SCAN2LEAD SMART LICENCE

Included in the **BASIC media package**

Each exhibitor will receive a full Scan2Lead SMART licence for their own mobile device (iOS/Android), including access to the Scan2Lead portal. This will be sent to you by email at the end of September.

Portal

- All captured leads at a glance
- Evaluations, statistics and graphical representations at the click of a button
- Setting up individual lead sheets and predefining areas of interest
- Export all recorded contacts
- Option for direct integration into your own CRM system

3 variants – SMART, COLLECT, STATION – which can be combined with each other

- For 5 or more products of the same type, we offer a 10% discount.
- For 10 or more products of the same type, we offer a 20% discount.
- For 50 or more products of the same type, we offer a 25% discount.

SMART



- Live data of all scanned visitors
- Adding notes (keyboard or voice recognition)
- Customisable questionnaire
- Loan iPads (for a fee) are available if you are unable to use your own smartphone.
- Scanning is possible in offline mode. Data is then synchronised as soon as you are back in online mode.

from € 149 plus VAT

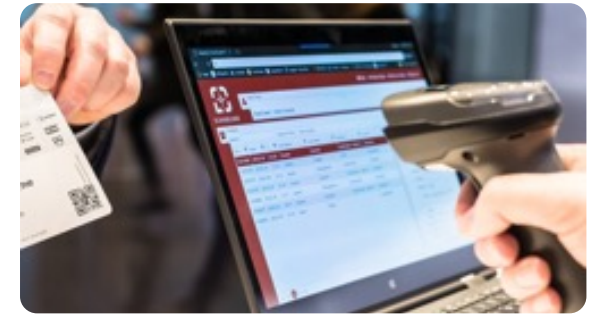
COLLECT



- 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 entire event
- Manual upload of leads via existing USB cable to the PORTAL

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 with a click of the mouse
- Ideal for registration 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

Comparison of the 3 variants

Function	SMART	COLLECT	STATION
Digital lead capture by scanning barcodes	✓	✓	✓
Scanning business cards	✓		
Real-time visitor data	✓		✓
Customisable lead forms	✓		✓
Recording additional information	✓	✓	✓
Adding notes / supplementing leads	✓		✓
Attaching photos and sketches	✓		
Forwarding leads	✓		✓
No internet connection required	(✓)	✓	
Automatic backup of all recorded data (online)	✓		✓
Local storage of all recorded data on the device		✓	

Do you require further information about the functions or examples of how you can use Scan2Lead at your stand?

► [Here](#) you will find a more detailed overview of functions and various example scenarios.

Please feel free to contact us for individual advice and a personal, free product demonstration.

Timeline

- **23 September 2026:**
Included SMART licence will be sent to all exhibitors by email.
- **26 October 2026:**
Last day to order hardware! SMART licences can still be ordered.
- **9 November 2026:**
Ordered hardware must be collected from the service point in the Information Centre (IC) in room 00.112.
- **Until 8 January 2027:**
Download visitor data



[To the Scan2Lead product video](#)

Your visitor invitations (visitor vouchers)

Your invitation is the most effective form of advertising.

Use the trade fair to showcase yourself to your customers, partners and guests. A personal invitation to your stand is the most effective form of advertising for your company and shows your appreciation.

Invite as many people as you like without any worries! Only vouchers used for admission on site will be invoiced.

Three good reasons to invite your customers to EuroTier:



1. Customer loyalty

Strengthen relationships through personal invitations. Show appreciation and increase trust in your brand.



2. Direct contact

Use the trade fair for personal interactions. Meet customers, understand their needs and answer questions directly.



3. Data update

Obtain up-to-date customer data through personal registration. You can see in real time which vouchers have been registered by whom and redeemed at the trade fair.

- Fixed price for German trade visitors Tuesday to Thursday: **€ 10** (2024: € 12.76)
- Fixed price for German trade visitors Friday: **€ 2** (2024: € 10.76)
- International trade visitors Tuesday to Friday: **€ 0** (2024: € 0)



INFO & BOOKING

Download in the [Exhibitor Service Portal](#)
→ [Service orders](#) → [Invite visitors](#)



EuroTier^{DLG}
First in animal farming.

Awards



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The exhibitors at EuroTier / EnergyDecentral / Inhouse Farming 2026 will be demonstrating in a variety of ways how new, innovative approaches and strategies can improve the efficiency, sustainability and ethical standards of animal husbandry. Show what innovations and concepts your company has to offer.

EuroTier Innovation Award in Gold and Silver

The most important innovation award
in the animal husbandry industry!



▶ Participation
Innovation
Boulevard

Animal Welfare Award

For even greater animal welfare



▶ Sponsorship
opportunities
DLG-VetCon

EnergyDecentral Innovation Award in gold and silver

The most important innovation award
in the decentralized energy sector!



The following factors are decisive for the award:

- Significance for practice
- Advantages for operational and labour management
- Improvement of the environmental and energy situation
- Impact on work simplification and occupational safety
- Improvement of animal welfare and animal health

FURTHER INFORMATION:

www.eurotier.com/en/awards | www.energy-decentral.com/en/awards

Apply via the
Exhibitor Service Portal from May 2026!

Further awards

The trade fair offers extensive opportunities to put your daily work, your company, and also your employees, colleagues, customers, and partners in the spotlight. Nominate outstanding personalities from your network now.

DLG Agri Influencer Award

The DLG Agri Influencer Award recognises agricultural communicators and opinion leaders on the internet and social media in two categories, raising their profile and supporting them in their communication efforts.

Women in Ag Award

More and more women are shaping the agricultural discourse as journalists, bloggers or influencers. The Women in Ag Award recognises this commitment and tells the stories behind these inspiring women. The international prize is jointly awarded by Women in Ag magazine and the DLG.



 [About AIA sponsorship](#)

FURTHER INFORMATION:
www.eurotier.com/en/awards

Rapid Fire Start-up Pitches

The Rapid Fire Startup Pitch presents exhibiting start-ups in entertaining pitch-formats that focus on innovative solutions. The winning start-up is chosen by live -voting from the audience and receives an attractive cash prize.





EuroTier[®]
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Advertising opportunities



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Free advertising materials

Utilise our free advertising materials for your company and product communications in print, digital and social media.

Invite customers, partners and guests and generate maximum attention!

On our websites, you will find logos, banners and GIFs in many different formats:

- www.eurotier.com
- www.energydecentral.com
- www.inhouse-farming.com



INFO & DOWNLOAD

Free download on our websites
Cathleen Menzel | c.menzel@dlg.org

Lanyards for name badges

All visitors to EuroTier / EnergyDecentral / Inhouse Farming will receive a personalised trade fair badge upon entering the exhibition grounds. Lanyards will be distributed free of charge at the entrances for attaching the badges, which trade visitors are required to wear visibly during their visit to the trade fair.

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

EuroTier offer:

Price: € 8,500 plus VAT

- 125,000 visitors
- Logo placement on lanyards
- High visibility: maximum of 4 sponsors per lanyard
- Logo placement exclusively for EuroTier exhibitors



EnergyDecentral offer:

Price: € 2,300 plus VAT

- 15,000 visitors
- Logo placement on lanyards
- High visibility: maximum of 4 sponsors per lanyard
- Logo placement exclusively for EnergyDecentral exhibitors



INFO & BOOKING

Binding booking in [Exhibitor Service Portal](#)

Formats: Logo as vector file (.eps, .pdf, .ai, fonts converted to paths)

EuroTier Team | eurotier@dlg.org

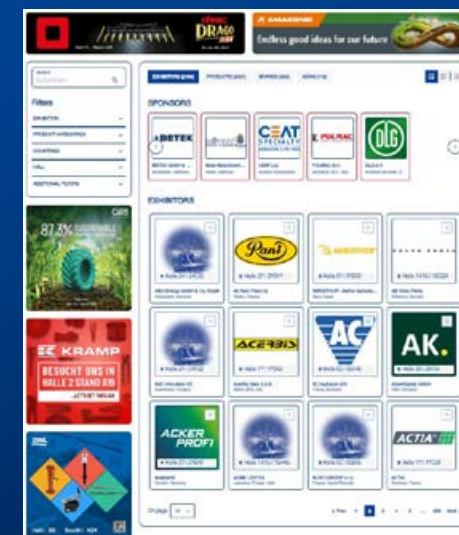
Cathleen Menzel | c.menzel@dlg.org

Advertising opportunities on the trade fair website

In the months leading up to and during the exhibition, www.eurotier.com is one of the world's most influential media outlets in the industry. The exhibitor and product search helps visitors find out about the numerous exhibitors and locate them on the exhibition grounds. The exhibitor database contains thousands of exhibitors! So make sure you stand out right from the start of the search: with banners that link directly to your company profile and your stand! Your banners will advertise for you on the trade fair homepage for six months: encouraging visitors to view your informative company profile, visit your stand at the exhibition and visit your own website.

- Duration: from August – 6 months
- File format: png
- Link: with your own company profile

Advertising format	Number of Slots	Notes	Price
Banner Exhibitor Search – PRIME	6	Ad tile, to the left of the alphabetical list of exhibitors	€ 2,440
Banner Exhibitor search – TOP	4	Crossbar, above the alphabetical list of exhibitors	€ 2,540
Banner site and hall plan – TOP	1	Crossbar, above the hall plan	€ 2,740
Banner News - TOP	4	Crossbar, above the news list	€ 1,440
Banner event calendar – TOP	4	Crossbar, above the event list or calendar	€ 1,440
Banner Speakers - TOP	2	Crossbar, above the list of speakers	€ 540
Tile Exhibitor Search – Top of the List	10	For trade fair homepage AND trade fair app!, between TOP banners at the top and alphabetical list of exhibitors	€ 1,540
Tile product search – Top of the List	10	For trade fair homepage AND trade fair app!, between TOP banners at the top and alphabetical product list	€ 1,540



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

Advertising opportunities in the trade fair app



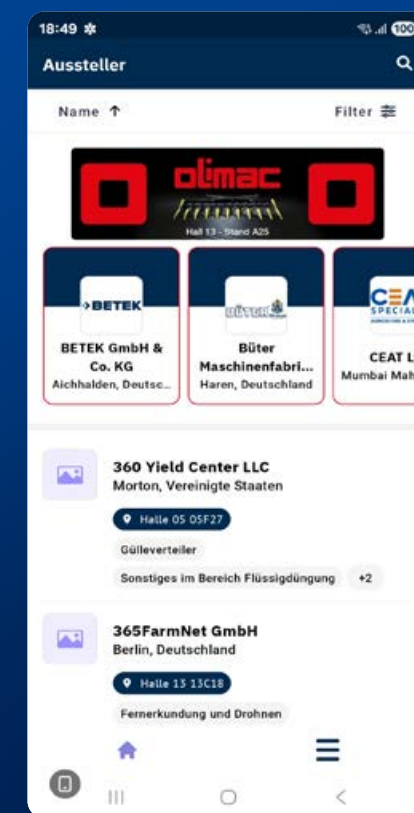
The free trade fair app for Android smartphones and iPhones is in constant use before and during the trade fair, primarily for quick information about exhibitors, products, stand locations and events on the grounds. It is mainly used for quick orientation, communication and networking on site. In addition, users can scan exhibitor products on site with the app's internal scanner and obtain and save detailed information about them. Due to the very large number of exhibitors and products, it may be useful for you to stand out with banner advertising HERE and link directly to your informative company profile with details.

- App launch: September 2026
- Downloads: min. 60,000 – multiple use
- File format: png
- Linked with your own company profile

Advertising format	Notes	Number of slots	Price
Banner Start Page	on home page (table of contents), without counting clicks, only number of app downloads	1	€ 2,540
Banner Exhibitor search – TOP	Crossbar, above the alphabetical list of exhibitors	4	€ 2,040
Banners, products, calendars, speakers – TOP	Crossbar, above the respective list	4	€ 1,440
Banner content (per topic)	by individual agreement in a thematic section	1 per topic	€ 940
Tile Exhibitor Search – Top of the List	fFor trade fair app AND trade fair website, between TOP banners at the top and alphabetical list of exhibitors	10	€ 1,540
Tile product search – Top of the List	For trade fair app AND trade fair website, between top banners and alphabetical product list	10	€ 1,540

INFO & BOOKING

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



Positioning Exhibitor Page

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

Offer:

- 1 story on EuroTier's Instagram and Facebook accounts.
Promote your trade fair appearance and the associated new products you will be presenting at the fair.
- Format: 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 and the name of the Instagram account can be provided for linking.

Price: € 999 plus VAT

Note: The story contributions will be published before 31 October 2026.

Related to EuroTier and not purely product advertising.
(Example: "You can find us at EuroTier at stand XY/We can tell you everything you need to know about XY")



INFO & BOOKING

Binding booking in the [Exhibitor Service Portal](#) until 30 September
Theresa Günther | t.guenther@dlg.org

Place your advertisements and advertorials in the wide-reaching newsletter formats of EuroTier, EnergyDecentral and DLG.

Offer:

Newsletter	Range DE	Range EN	Frequency	Price DE	Price DE + EN
DLG Member Newsletter	22,000		every Friday	€ 792/newsletter	
DLG Newsletter Animal Husbandry (EuroTier)	73,000	42,000	according to schedule	€ 2,190/newsletter	€ 2,875/newsletter
DLG Energy Newsletter (EnergyDecentral)	55,000	4,000	according to schedule	€ 1,650/newsletter	€ 1,770/newsletter
DLG Newsletter EuroTier 2026 "Daily"	70,000	50,000	according to schedule	€ 2,100/newsletter	€ 3,000/newsletter
DLG Newsletter Plant Production (AGRITECHNICA)	190,000	52,000	according to schedule	€ 4,750/newsletter	€ 6,050/newsletter
Newsletter agrarticker	3,500		every working day	€ 2,290 per month	

- Image text display: Headline max. 60 characters; teaser text max. 330 characters including spaces, link specification Image width 260 px (height up to 200 px)
- Video link: Start image + headline 50 characters + text 400 characters (including spaces) + link

Note: The ranges mentioned may change slightly over the course of the year. Even with increased range, the stated price remains fixed.

INFO & BOOKING

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



Junge DLG

Innovationen in den Niederlanden

Die Triesdorfer Hochschulgruppe „Junge DLG“ verbrachte drei Tage in den Niederlanden. Werkbesichtigungen bei Lely oder Einblicke in die Produktion von Insektenproteinen begeisterten die Teilnehmenden.

» [weiterlesen](#)

Anzeige



Qualität gut verpackt - Dünger in Big Bags

Big Bags schützen Dünger vor Feuchtigkeit, Schäden und Verlusten entlang der Lieferkette und auf dem Feld. Lagern auf engstem Raum ermöglicht flexiblere Düngewahl. Hochwertiger Dünger stets griffbereit - dann, wenn Sie ihn brauchen.

» [mehr erfahren](#)

Sponsorship options Hall 11

Disinfection mats in the entrance areas of the animal hall

Your advantages:

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

Technical data and information:

- 4 mats (1.80 x 0.90 m) per entrance (width: 4.80 m)
- Delivery of mats by 11 November 2026
- Disposal of the mats must be delivered by 18 November 2026.
- Independent production by sponsor
- Mats must be delivered with disinfectant



Offer:

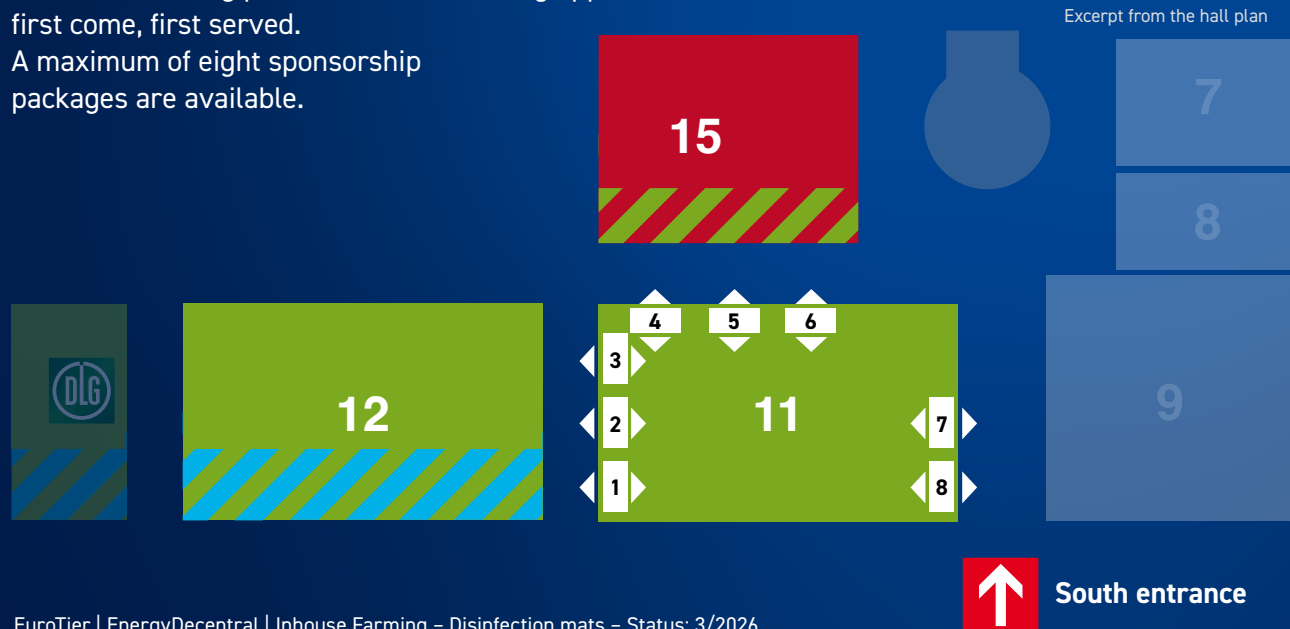
1 entrance (4 mats)

Price: € 1,500 plus VAT

→ When choosing placement, the following applies:

first come, first served.

A maximum of eight sponsorship packages are available.



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Binding booking in the [Exhibitor Service Portal](#)
Annette Winter | awinter-leipzig@t-online.de



EuroTier^{DLG}
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Communication, press & industry contacts



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Press compartment

Share information about your innovations and offerings directly at the meeting place for international agricultural journalists. Reserve a press box in the press centre at EuroTier / EnergyDecentral / Inhouse Farming in Hanover.

Press compartment

- Press compartment in A4 format for displaying information in the press centre
- Ideally, please create a flyer with all relevant information:
contact person, stand number, QR code for the digital press kit.

Price per press compartment: € 99 plus VAT



INFO & BOOKING

Binding booking in the [Exhibitor Service Portal](#)
Katica Dankic | k.dankic@dlg.org



EuroTier^{DLG}
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Technical programme & sponsorship



MADE BY



Presentation on a DLG Expert Stage

EuroTier and Inhouse Farming: Become a speaker!

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

- Duration: 20 minutes
- Publication of dates in the DLG technical programme (website, trade fair app)
- Use of a DLG stage, including technical equipment
- Support from DLG staff
- calendar function
- Contents, dates and allocation according to individual agreement with the DLG

Price: € 790 plus VAT

There are a variety of DLG Expert Stages covering the topics at EuroTier and Inhouse Farming. Your slot will be allocated by the DLG in consultation with you to suit the programme.

Here you will find an overview of the Expert Stages:
eurotier.com/en/programme



INFO & BOOKING

Binding booking in the [Exhibitor Service Portal](#)

- EuroTier: Sven Häuser | s.haeuser@dlg.org
- Inhouse farming: Yuliya Bondarenko | y.bondarenko@dlg.org

Presentation on a DLG Expert Stage

EnergyDecentral: Become a speaker!

Your specialist platform for decentralised energy supply – covering everything from biogas and wood heating to CHP technology and photovoltaics. Every day, we and our specialist partners design and professionally moderate a series of themed blocks.

- Duration: 20 minutes
- Publication of dates in the DLG technical programme (website, trade fair app)
- Use of a DLG stage, including technical equipment
- Support from DLG staff
- calendar function
- Contents, dates and allocation according to individual agreement with the DLG

Price: € 790 plus VAT



There are a variety of DLG Expert Stages covering the topics addressed at EnergyDecentral. Your slot will be allocated by the DLG in consultation with you to fit in with the programme.

Here you will find an overview of the Expert Stages:
energy-decentral.com/en/programme

INFO & BOOKING

Binding booking in the [Exhibitor Service Portal](#)
Marcus Vagt | energy@dlg.org | Tel. +49 69 24788-955

Strong partners:

Gentner

VDMA



DLG Spotlight: TopTierTreff | Sponsorship

TopTierTreff highlights current topics in animal breeding – informative, digital and practical!

In 2026, the TopTierTreff at EuroTier will once again be all about excellent genetics: cattle, sheep, goat and horse breeds will be presented digitally to an expert audience. It will also offer forward-looking topics relating to modern animal breeding.

Take advantage of this stage: display your logo on the screen, place your promotional video at the beginning of the presentation blocks and during the breaks.

Sponsorship packages:

■ 1. Logo display

Your logo appears at least 8 times a day.
Additionally: placement of your logo on the TopTierTreff website.

Price: € 2,000 plus VAT

■ 2. Video playback

Your advert (max. 30 seconds) will be shown at least 8 times a day
Format: 16:9 | Resolution: Full HD

Price: € 2,500 plus VAT



Specialist stage with video screen
without live presentation

INFO & BOOKING

Binding booking in the [Exhibitor Service Portal](#)
Nicola Bock | n.bock@dlg.org

Part of:



EuroTier Milky Way is a special show at the EuroTier trade fair, which brings technical topics from the entire milk production value chain to life for visitors at three selected touchpoints.

eurotier.com/en/programme/milky-way-2026

DLG Spotlight: Forage production | Participation

Forage is the basis for successful cattle and dairy farming – and therefore key to animal health, performance and profitability. In the DLG Spotlight on forage production, you can present your solutions for the production and quality of basic feed such as grass, hay, silage and straw.

Be there when the industry discusses the future of forage production!

Offer: Small product presentation (4 m²):

- Includes: Information pillar (W x H: 1.0 x 2.5 m) printed on both sides, design based on the basic layout, freely customisable
- Optional extras: power connection, display stand, lighting, etc.
- No further exhibition elements planned

Price: from € 600/m² plus VAT

Offer for large product presentation (> 4 m²):

- Includes: - Information stand (W x H: 1.0 x 2.5 m) printed on both sides, design based on the basic layout
- Power connection 230V, single-phase, up to 3.0 kW
- Optional extras: monitor, furniture, lighting, etc.

Price: from € 500/m² plus VAT

TIP: EuroTier Forage Days on 12 and 13 November 2026:

Leading experts in the feeding sector provide exclusive insights into the latest trends and recommendations for future-oriented dairy cow nutrition. The focus is on innovative strategies for producing high-quality forage – practical and with a clear vision for the future.



INFO & BOOKING

Binding booking in the [Exhibitor Service Portal](#)
Detlef Kampf | d.kampf@dlg.org

Part of:



EuroTier Milky Way is a special show at the EuroTier trade fair, which brings technical topics from the entire milk production value chain to life for visitors at three selected touchpoints.

eurotier.com/en/programme/milky-way-2026

DLG Spotlight: Barn Robot Event | Participation

As part of EuroTier Milky Way, which will be presenting innovations and solutions for the entire milk production value chain for the first time at EuroTier 2026, the DLG Spotlight Barn Robot Event will address the topic of automatic milking.

Milking robots will be presented in practical use during live demonstrations at a designated area during the trade fair.

Your advantages:

- Product placement outside the main stand
- Two moderated live demonstrations (German and English) per day at fixed times on all days of the fair
- Products are also in motion outside of the demonstrations throughout the entire trade fair period.
- Maximum attention through separate promotion of the event before, during and after the trade fair
- Continuous stream of visitors thanks to further presentations on the stage of the Barn Robot Event

Price: from € 6,500 plus VAT and electricity/water



INFO & BOOKING

Binding booking in the [Exhibitor Service Portal](#)
Marieke Wijn | m.wijn@dlg.org | Tel. +49 69 24788-374

Part of:



EuroTier Milky Way is a special show at the EuroTier trade fair, which brings technical topics from the entire milk production value chain to life for visitors at three selected touchpoints.

eurotier.com/en/programme/milky-way-2026

EuroTier Milky Way | Participation

The EuroTier Milky Way is a special show at the EuroTier and covers Halls 11–13. The EuroTier Milky Way also brings to life specialist topics from the entire value chain of milk production at the TopTierTreff, forage production and Barn Robot Event spotlights, as well as the Expert Stage Cattle for visitors to experience.

Would you like your company to be part of the EuroTier Milky Way (requires stand space in Halls 11–13)?

- Option to integrate your logo into your stand graphics
- Visibility through the EuroTier Milky Way logo next to your stand number
- Visibility on the programme page and in the EuroTier Milky Way exhibitor directory

Price: € 250 plus VAT



Hall 11

- Breeding + Genetics
- Animal identification
- Hoof care

Hall 12

- Pasture management technology
- Stable and shed construction
- Animal housing and feeding technology
- Climate control
- Feed production and storage
- Feed processing

Hall 13

- Milking and cooling technology
- Milk processing (pasteurization)
- On-farm sales
- Rearing of young cattle and calves

INFO & BOOKING

Binding booking in the [Exhibitor Service Portal](#)

DLG Spotlight: Innovation Boulevard | Participation

Innovation Boulevard – The stage for ideas of the future

Take advantage of this opportunity to showcase your recognised innovations: Innovation Boulevard is the central special area at EuroTier / EnergyDecentral 2026, where the industry's groundbreaking ideas come together.

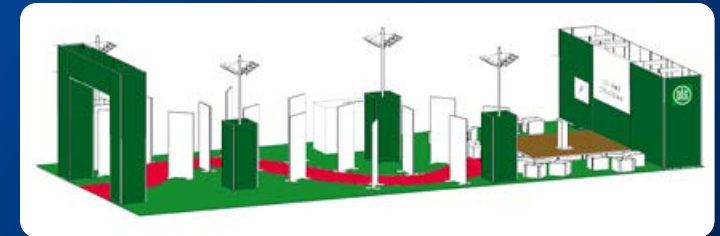
Here you can present your innovations to an international audience of experts – in a compact, eye-catching format and in an environment that stands for progress. Whether new technologies, smart solutions or sustainable concepts: on the Innovation Boulevard, you can show how your products are helping to shape the future of animal husbandry and the energy sector.

Your advantages:

- Maximum visibility for your new products
- Attractive secondary placement outside your exhibition stand
- Positioning as an innovation leader in the industry

Be there when EuroTier 2026 opens the door to the future and make your innovation the highlight of the Innovation Boulevard!

Further information on participation options and prices will be available shortly.



INFO & BOOKING

Binding booking in the [Exhibitor Service Portal](#)
Mark-André Kruse-Friedrich | m.kruse-friedrich@dlg.org

▶ Exclusively for recognised innovations!
Further information here: [Registration for Innovation Award](#)

Charity Auction | Participation

13 November 2026 | Turn your product into a EuroTier 2026 highlight – at the EuroTier Charity Auction!

On Friday, 13 November, EuroTier offers exhibitors a unique stage: the EuroTier Charity Auction – a live & online auction designed to spotlight your products while showcasing your company's commitment to social responsibility. During this special event, selected products from livestock technology and the wider agricultural sector will be auctioned live on stage – attracting maximum attention from trade visitors, media, and industry stakeholders. All auction items will be showcased online beforehand, ensuring that potential buyers discover your product well ahead of the event.

Your benefits as an exhibitor:

- **Maximum visibility:** Present your product live on stage and online in advance – ideal for lead generation and strengthening your brand presence.
- **Full control:** You define the minimum price and receive that full amount when the item sells.
- **Positive impact:** Every euro raised above your minimum price is donated to charitable organizations – allowing your company to demonstrate authentic social engagement.
- **A standout moment at the fair:** The live auction creates excitement, attention, and an emotional connection to your brand – a EuroTier experience visitors will remember.
- **Acquiring new customers:** Your attractive auction offerings will draw new customers to you!

Do good while boosting your reach – true to the motto: “Great deals for a great cause.”

Prices: Live auction on 13 November in Hanover € 400
Online auction € 150

INFO & BOOKING

Binding booking at [Exhibitor Service Portal](#)
Paula Wehe-Najera | p.wehe-najera@dlg.org

CHARITY by EuroTier AUCTION



Charity Recipient:

Wir unterstützen:



Organised by:



DLG Spotlight: Emission reduction in pig farming | Participation

The DLG spotlight on "Emissions reduction in pig farming" presents solutions for reducing ammonia, carbon dioxide and other emissions. You have the opportunity to participate in this special area with your exhibits and information to present proven and innovative concepts. Measures and techniques from the areas of husbandry, feeding, climate control and management will be on display.

Offers:

■ Small product presentation (4 m²):

Price: € 600/m² plus VAT

Includes: - Information stand (WxH: 1.0x2.5 m) printed on both sides, design based on the basic layout, freely customisable
- Power connection 230V, single-phase, up to 3.0 kW

Info: - Optional extras include display stand, lighting, etc.
- No further exhibition elements planned

■ Medium product presentation (5 to 8 m²)

Price: € 550/m² plus VAT

Includes: - Information stand (WxH: 1.0x2.5 m) printed on both sides, design based on the basic layout, freely customisable
- Open space for product display* (depending on square metres)
- Power connection 230V, single-phase, up to 3.0 kW

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

■ Large product presentation (9 to 12 m²)

Price: € 500/m² plus VAT

Includes: - Information stand (WxH: 1.0x2.5 m) printed on both sides, design based on the basic layout, freely customisable
- Open space for product display* (depending on square metres)
- Power connection 230V, single-phase, up to 3.0 kW

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

In addition, strategies and approaches from industry and practice will be presented on the neighbouring Expert Stage. Short presentations, interviews, videos and virtual company visits guarantee a variety of formats (can be booked individually).



INFO & BOOKING

Binding booking in the [Exhibitor Service Portal](#)
Sven Häuser | s.haeuser@dlg.org

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

DLG Spotlight: Emission reduction in poultry farming | Participation

The DLG spotlight on "Emissions reduction in poultry farming" presents solutions for reducing ammonia, dust, bioaerosols, etc. You have the opportunity to participate in this special area with your exhibits and information to present proven and innovative concepts. Measures and techniques from husbandry, feeding, bedding, climate control and management will be on display

Offers:

■ Small product presentation (4 m²):

Price: € 600/m² plus VAT

- Includes:**
- Information stand (WxH: 1.0x2.5 m) printed on both sides, design based on the basic layout, freely customisable
 - Power connection 230V, single-phase, up to 3.0 kW
- Info:**
- Optional extras include display stand, lighting, etc.
 - No further exhibition elements planned

■ Medium product presentation (5 to 8 m²)

Price: € 550/m² plus VAT

- Includes:**
- Information stand (WxH: 1.0x2.5 m) printed on both sides, design based on the basic layout, freely customisable
 - Open space for product display* (depending on square metres)
 - Power connection 230V, single-phase, up to 3.0 kW
- Info:**
- Optional extras: monitor, furniture, lighting, etc.

■ Large product presentation (9 to 12 m²)

Price: € 500/m² plus VAT

- Includes:**
- Information stand (WxH: 1.0x2.5 m) printed on both sides, design based on the basic layout, freely customisable
 - Open space for product display* (depending on square metres)
 - Power connection 230V, single-phase, up to 3.0 kW
- Info:**
- Optional extras: monitor, furniture, lighting, etc.

In addition, poultry strategies and approaches from industry and practice will be presented on the neighbouring Expert Stage. Short presentations, interviews, videos and virtual farm visits guarantee a variety of formats (can be booked individually).



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 also be taken into account.

DLG Spotlight Inhouse Farming: Alternative Protein Sources & Circularity | Sponsorship and Participation

A key topic is the production of alternative proteins with a view to circularity in agriculture. Through selected exhibits and targeted information, the DLG Spotlight offers trade visitors a compact opportunity to gain in-depth insights into technologies and concepts for new protein production systems. As a participant, you will have the opportunity to present your solutions to an interested trade audience in a broader context.

Become an exclusive sponsor

As a sponsor, you have the opportunity to closely follow and help determine the design and theme of the spotlight. Special attention exclusively for your company and your field of business!

Price: € 30,000 plus VAT

Services included:

Presentation area in the spotlight (~100 m²)

- Stand construction and customised furniture – on request
- Your logo and visual elements in stand branding
- 2 slots DLG-Expert Stage Inhouse Farming (keynote speech and panel discussion)
- Your logo on our website
- Application programme and event communication
- Inclusion in guided tours for delegations and in themed routes

Become a participant

- **Small presentation area (6 m²)** Price: € 2,000 per spot plus VAT
- **Medium presentation area (12 m²)** Price: € 3,000 per spot plus VAT
- **Large presentation area (20 m²)** Price: € 5,000 per spot plus VAT

Services included:

- Space for your exhibit(s) depending on package size
- 1 information desk with logo, 1 bar stool, 230 V single-phase power connection up to 3.0 kW
- Your logo in stand branding and on the website
- Application in the programme and event communications
- 1 slot DLG-Expert Stage Inhouse Farming (lecture or panel discussion)
- Optional extras: furniture, monitor, etc.

INFO & BOOKING

Binding booking in the [Exhibitor Service Portal](#)
Yuliya Bondarenko | y.bondarenko@dlg.org



DLG Spotlight: Solar Offensive + Energy from the Farm | Sponsorship and Participation

In addition to photovoltaics and storage technologies, which will once again be a highlight at EnergyDecentral this year, the DLG Spotlight will be expanded to provide visitors with comprehensive information about the many possibilities for energy generation and integration on their own farms.

Become a sponsor of the DLG Spotlight Solar Offensive:

- Advertising space approx. 1 x 2.5 m including production
- 2 x 20 min. slot for technical programme
- Application via EnergyDecentral marketing (website, social media)

Price: from € 6,500 plus VAT

Offer: Small product presentation (4 m²):

- Includes: Information pillar (W x H: 1.0 x 2.5 m) printed on both sides, design based on the basic layout, freely customisable
- Optional extras: power connection, display stand, lighting, etc.
- No further exhibition elements planned

Price: € 600/m² plus VAT

Offer for large product presentation (> 4 m²):

- Includes: - Information stand (W x H: 1.0 x 2.5 m) printed on both sides, design based on the basic layout
 - Open space for product display* (depending on square metres)
 - Power connection 230V, single-phase, up to 3.0 kW
- Optional extras: monitor, furniture, lighting, etc.

Price: € 500/m² plus VAT



Tip:

Book even more visibility in the trade fair print special "Energy from the Farm" published in DLG-Mitteilungen and Maschinenring Magazine!

More information:

Daniela Schirach | d.schirach@dlg.org

INFO & BOOKING

Binding booking in the [Exhibitor Service Portal](#)
Marcus Vagt | energy@dlg.org | Tel. +49 69 24788-955

Strong partners:



Gentner



Solar Offensive on Tour | Video production

Thousands of visitors flock to EuroTier / EnergyDecentral / Inhouse Farming at the exhibition grounds in Hanover. But even after four exciting days at the trade fair, your innovations should continue to reach a wider audience. We would like to offer you this opportunity. Our camera team will come directly to your stand so that you can also present your products and solutions on video!

Far beyond the trade fair

This allows us to extend the leading trade fair for decentralised energy supply and the storage industry for agriculture beyond the days of the fair itself. We distribute your trade fair video throughout the year. Our partner's videos on YouTube already have more than a million viewers. We report live and also reach all those who are unable to attend the fair.

The camera as the eye, the microphone as the ear

The videos from our Solar Offensive on Tour help you to maintain an overview while still providing detailed information. They are made available online immediately after filming is completed. This allows us to open up the exhibition halls to a much wider and more international audience than would be possible with an on-site presence alone.

In addition, our CEO Talk video format offers exciting interviews with key players in our industry and explores new trends. EnergyDecentral thus becomes a mix of personal encounters on site and virtual participation – in German and English.



Video production offer, including:

- Marketing via photovoltaik and pvEurope
- On the YouTube EnergyDecentral channel
- Mention on social media such as LinkedIn and on the website

Price: € 3,500 plus VAT, in German only

€ 4,500 plus VAT, in German and English

INFO & BOOKING

Binding booking in the [Exhibitor Service Portal](#)
Bettina Mayer | mayer@photovoltaik.eu | Tel. +49 711 63672-836
Marcus Vagt | energy@dlg.org | Tel. +49 69 24788-955

Strong partners:

Gentner

photovoltaik
pv Europe

Young Professionals Day I Sponsorship



Young Professionals Day on 12 November 2026 Guided Innovation Tours by the Young DLG

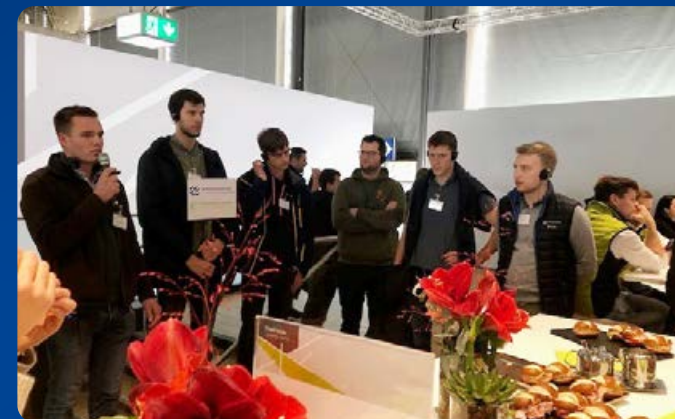
Together with students, Junge DLG offers guided innovation tours for visitors (registration required). These tours showcase top innovations in various key areas of the trade fair. We offer your company the opportunity to become an exclusive partner company and sponsor a tour.

Your opportunity as a Guided Innovations Tours partner

- Mention as an official partner of the tour in the title: "Guided Innovations Tours Theme Focus by Company Name".
- Tour stop at your stand: You will have the opportunity to present your company and your innovations in person.
- Placement of your logo on the landing page of the Guided Innovation Tours
- Instagram post on the EuroTier channel and the Junge DLG channel (content and timing to be agreed)

Through this partnership, you will be supporting the students involved, who will receive a subsidy towards their travel expenses.

Price: € 650 plus VAT



INFO & BOOKING

Binding booking in the [Exhibitor Service Portal](#)
Christina Vogel | c.vogel@dlg.org

Presentation on the DLG Expert Stage | Young Professionals Day

Young Professionals Day on 12 November 2026: Become a speaker

Your specialist platform for all young topics in agricultural technology – from apprenticeships to future trends.

Young topics – from A for apprenticeships to Z for future issues in animal husbandry – in exciting lectures and panel discussions. Would you like to participate as a speaker in the Young Professional Day programme?

Then book your presentation slot and give your company a prominent place.

Participation option	Duration	Details	
Single slot expert lecture	20 min. presentation + optional 5 min. Q&A	<ul style="list-style-type: none"> Your presentation will be published in the DLG technical programme on the website and in the trade fair app. The presentation will be included in the preliminary reporting on the trade fair, including social media. We offer you a professional stage, including technical support and assistance. 	€ 790
Double slot expert lecture or panel discussion	50 min. presentation + optional 5 min. Q&A	<ul style="list-style-type: none"> You can also take advantage of the opportunity to connect with your audience in the networking area. A recording of the lecture must be commissioned independently by an external service provider. 	€ 1,400



INFO & BOOKING

Participation upon request. Binding booking in the [Exhibitor Service Portal](#)
Christina Vogel | c.vogel@dlg.org

DLG.Prototype.Club I Participation



Open Innovation Challenge

The DLG.Prototype.Club is a unique rapid prototyping competition for start-ups and software developers in the agricultural machinery and agricultural technology industry.

This open innovation platform enables you to get more out of your presence at EuroTier / EnergyDecentral / Inhouse Farming by tapping into potential new employees for your HR department, new products for your innovation and R&D department, and a source of content for your marketing team. Most importantly, by participating in the DLG.Prototype.Club, you can bring your big ideas to market faster and more cost-effectively.

How does it work?

- Exhibitors define a challenge
- The DLG.Prototype.Club selects teams of software developers, engineers and start-ups to solve this challenge.
- The teams enter a rapid 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 entire process, from the announcement of the challenge to the announcement of the winner, will be accompanied by a strong media campaign.

Price on request



INFO & BOOKING

The price of sponsorship depends on the type of challenge.
Please contact us for a quote and a free consultation on designing a challenge.
Christopher Armstrong | c.armstrong@dlg.org | +49 69 24788 455

Your exhibit as an eye-catcher

Present your exhibits in selected outdoor areas at EuroTier / EnergyDecentral / Inhouse Farming. These exhibition areas have been optimally positioned in relation to visitor flows to achieve maximum visibility and reach for exhibitors.

These exclusive areas can be booked around the halls.

The eye-catching areas can be combined with an information element or an information stand, which can contain, for example, the most important information about the exhibit and the exhibitor's stand.

Spaces are available in various sizes and in **three attractive price categories** (price overview on the next page).

Experience from previous trade fairs shows that these locations offer the best photo opportunities for photographers and journalists, but of course many visitors also use the eye-catching exhibits as photo spots for their social media profiles, for example.



INFO & BOOKING

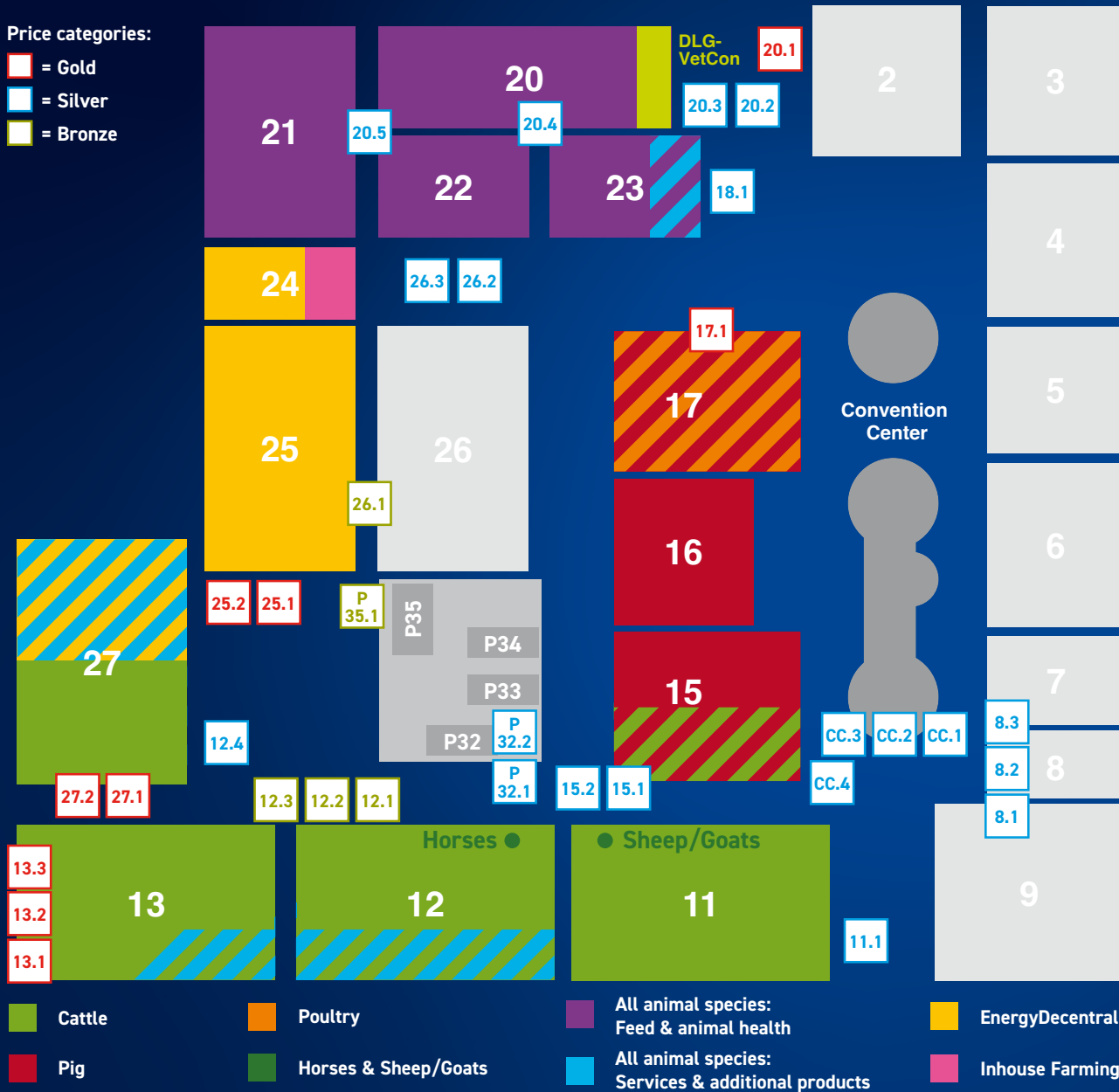
We would be happy to provide you with individual information and advice on your preferred areas and prepare a tailor-made offer for you.

Paula Wehe-Najera | p.wehe-najera@dlg.org

Your exhibit as an eye-catcher at EuroTier

Price categories:

- = Gold
- = Silver
- = Bronze



BENEFITS

- directly on main transport routes
- increased length of stay
- visitor magnets
- exclusivity
- unobstructed lines of sight

No	Category	maximum size	Price
CC.1	silver	7 m x 5 m 35 m ²	€ 7,499
CC.2	silver	7 m x 5 m 35 m ²	€ 7,499
CC.3	silver	7 m x 5 m 35 m ²	€ 7,499
CC.4	silver	8 m x 8 m 64 m ²	€ 7,499
8.1	silver	8 m x 5 m 40 m ²	€ 7,499
8.2	silver	8 m x 5 m 40 m ²	€ 7,499
8.3	silver	8 m x 5 m 40 m ²	€ 7,499
11.1	silver	7 m x 7 m 49 m ²	€ 5,999
12.1	bronze	8 m x 5 m 40 m ²	€ 5,999
12.2	bronze	8 m x 5 m 40 m ²	€ 5,999
12.3	bronze	8 m x 5 m 40 m ²	€ 5,999
12.4	silver	8 m x 7 m 56 m ²	€ 7,499
13.1	gold	8 m x 4 m 32 m ²	€ 8,999
13.2	gold	8 m x 4 m 32 m ²	€ 8,999
13.3	gold	8 m x 4 m 32 m ²	€ 8,999
15.1	silver	7 m x 7 m 49 m ²	€ 7,499
15.2	silver	7 m x 7 m 49 m ²	€ 7,499
17.1	gold	6 m x 6 m 36 m ²	€ 8,999
18.1	silver	8 m x 8 m 64 m ²	€ 7,499
20.1	gold	8 m x 4 m 32 m ²	€ 8,999
20.2	silver	7 m x 7 m 49 m ²	€ 7,499
20.3	silver	7 m x 7 m 49 m ²	€ 7,499
20.4	silver	7 m x 6 m 42 m ²	€ 7,499
20.5	silver	6 m x 6 m 36 m ²	€ 7,499
25.1	gold	6 m x 6 m 36 m ²	€ 8,999
25.2	gold	6 m x 6 m 36 m ²	€ 8,999
26.1	bronze	8 m x 6 m 48 m ²	€ 5,999
26.2	silver	9 m x 7 m 63 m ²	€ 7,499
26.3	silver	9 m x 7 m 63 m ²	€ 7,499
27.1	gold	6 m x 4 m 24 m ²	€ 8,999
27.2	gold	6 m x 4 m 24 m ²	€ 8,999
P32.1	silver	8 m x 8 m 64 m ²	€ 7,499
P32.2	silver	8 m x 8 m 64 m ²	€ 7,499
P35.1	bronze	7 m x 7 m 49 m ²	€ 5,999

Impressions from AGRITECHNICA 2025





EuroTier^{DLG}
First in animal farming.

Event sponsorship



MADE BY



The event

Thursday, 12 November 2026,
from 4 p.m. on the
DLG Expert Stage | Hall 24

- Keynotes
- panel discussions
- Pitches including award ceremony
- Networking

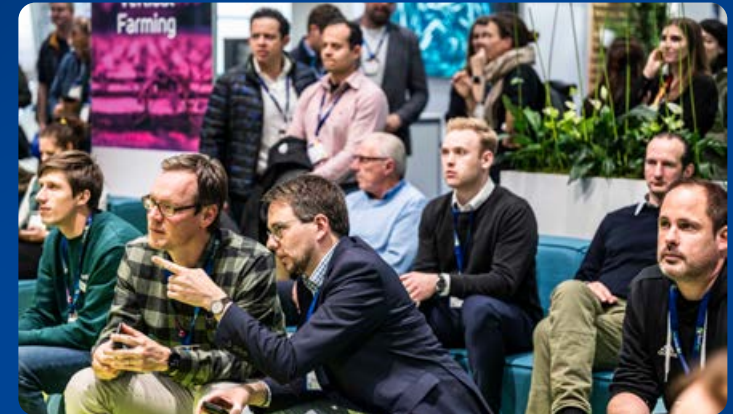
Sponsorship of Rapid Fire Start-up Pitches

Put your company in the spotlight of innovation at the leading trade fair for animal agtech, decentralised energy systems, Inhouse farming and alternative proteins. As a co-sponsor of the Rapid Fire Start-up Pitch Competition, you will be at the centre of an exciting event showcasing innovative solutions for the industry, promoting innovation and attracting the best young talent in the sector.

The event brings together around 30 to 40 interdisciplinary start-ups from all over the world, with the best start-up being chosen by live vote. It unites the industry, investors, accelerators and the entire start-up and innovation ecosystem.

- Access to pitch decks
- Participation in panel discussions
- Sponsor of the networking event
- Branding on stage
- Part of the official technical programme of EuroTier.

Price on request



INFO & BOOKING

Binding booking in the [Exhibitor Service Portal](#)
Chris Armstrong | c.armstrong@dlg.org

agrifood
start-ups



Young Farmers Party | Sponsorship



The Young Farmers Party takes place annually at the world's leading agricultural trade fairs organised by the DLG in Hanover and attracts a diverse and committed target group, including experts, future decision-makers and up-and-coming talent 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

Thursday, 12 November, 6.30 p.m.,
Munich Hall



Companies can participate as sponsors:

GOLD

Maximum of
4 companies

Price:
€ 13,900 plus VAT

SILVER

Maximum of
4 companies

Price:
€ 8,500 plus VAT

BRONZE

Maximum of
4 companies

Price:
€ 3,900 plus VAT

We offer you three attractive sponsorship packages with services such as

- Display of your company logo on LED boards, banners, tickets and much more.
- Digital advertising opportunities: e.g. company logo on the website, Instagram stories on the EuroTier channel and more
- Ticket packages for the Young Farmers Party

Find out more about all the services included in the three sponsorship packages on the Exhibitor Service Portal.



INFO & BOOKING

Binding booking in the [Exhibitor Service Portal](#)
Maximilian Maus | m.maus@dlg.org

Become a partner of the International Cattle & Pig Event on the eve of the opening of EuroTier 2024. Experts and practitioners from several countries and continents will discuss the possibilities and limitations of innovative agriculture and modern livestock farming. Take advantage of this opportunity to promote your company at the networking evening immediately before the start of the trade fair.

The event

**Wednesday, 11 November 2026,
from 6:30 p.m. in the
Convention Centre (Hall 2)**

- Keynotes
- Panel discussions on topics relevant to the industry
- Inspiring exchange over dinner and subsequent networking

Companies can participate as sponsors:

PREMIUM

Maximum of 2 premium partners

- Logo on website
- Logo on official event media
- Logo on the menu card at the networking evening
- Large logo on roll-up banner in the foyer
- Large logo on event logo wall
- Display of information material
- Large logo on presentation slides

Price: € 5,000 plus VAT

BASIC

Maximum of 5 Basic Partners

- Logo on website
- Logo on official event media
- Small logo on roll-up banner in the foyer
- Small logo on event logo wall
- Display of 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

Partners:



International Poultry Day | Sponsorship

Become a partner of International Poultry Day on the eve of EuroTier 2026! At the International Poultry Conference, renowned experts will address a selected topic of key importance to the industry and engage in a panel discussion with the audience. The evening Poultry Event is THE industry get-together at the start of EuroTier and rounds off International Poultry Day in an atmospheric setting. Put your company in the spotlight on this important day for the poultry industry!

Companies can participate as sponsors:

Poultry Conference (public)

Monday, 9 November 2026,
3:30–5:30 p.m. at the
Convention Centre

- impulses
- panel discussion

Poultry Event (by invitation only)

Monday, 9 November
2026, 7:30 p.m. – 11:00 p.m.
at the Convention Centre

- keynote
- Dinner and networking

PREMIUM

Maximum of 3 premium partners

- Logo on event website(s)
- Logo on the menu card of the Poultry Event
- large logo on large banners in the event halls
- Large logo on roll-up banner 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

Maximum of 5 Basic Partners

- Logo on event website(s)
- small logo on large banners in the event halls
- Small logo on roll-up banner 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:



ZDG

Zentralverband der Deutschen
Geflügelwirtschaft e.V.



Networking breakfast: Retail & Innovation Day | Sponsorship

Present your company as a driver of innovation! The event will take the form of a get-together on the "Inhouse Farming" expert stage and will be an enjoyable start to Retail & Innovation Day – with inspiring food for thought.

The event

Friday, 13 November 2026,
from 10:00 a.m.
on the DLG Expert Stage
Inhouse Farming



OFFER:

- Your welcoming speech at the opening
- Your logo on the event logo wall (print or digital)
- Prominent placement of your roll-up banner
- Opportunity for promotional activities (in consultation with the organiser), e.g. tastings, distribution of giveaways, photo booth, prize draws, etc.

Price: € 2,000 plus VAT

Sponsorship of the event is limited
to a maximum of three sponsorship packages.



INFO & BOOKING

Binding booking in the [Exhibitor Service Portal](#)
Christopher Armstrong | c.armstrong@dlg.org

DLG Agri Influencer Award | Sponsorship



Become a sponsor of the DLG Agri Influencer Awards 2026 (AIA) and use your commitment to promote innovative communication strategies and channels for important multipliers in future-oriented agriculture.

DLG Agri Influencer Award profile

With this award, the DLG honours outstanding achievements by influencers on YouTube, Facebook, Instagram and TikTok in the categories "International" and "In German".



Sponsorship packages

Services	GOLD € 5,000 2 sponsors	SILVER € 3,500 3 sponsors	BRONZE € 1,500 5 sponsors
Mention of the sponsor in coverage of the AIA 2026 (press release, social media, mailings)	✓	✓	✓
Sponsor's logo on the AIA landing page (www.dlg.org/aia)	✓	✓	✓
Sponsor's logo on the AIA photo wall at the awards ceremony (Young Farmers Party)	✓	✓	✓
Intro presentation award ceremony: Logo display and textual mention of the sponsor (Young Farmers Party)	✓	✓	✓
Background discussion with one of the six winners for content production (1 hour)	✓	✓	
Tickets for the Young Farmers Party	3 VIP tickets + 5 tickets	2 VIP tickets + 5 tickets	5 tickets
1 collaborative post on Instagram as part of the AIA 2026 campaign	✓		

INFO & BOOKING

Binding booking in the [Exhibitor Service Portal](#)
Theresa Günther | t.guenther@dlg.org



The meeting place for vets at the world's leading trade fair for professional livestock farming on 12 and 13 November 2026

DLG-VetCon is a networking and professional development event organised specifically for veterinarians specialized in large animals and livestock. It provides an ideal platform for professional exchange, targeted further training and practical networking within the context of DLG EuroTier.

Synergies with EuroTier, the world's leading trade fair

The close integration with EuroTier, the world's leading trade fair for professional livestock farming, creates optimal synergies: participating veterinarians at DLG-VetCon benefit from access to key market players, leading farmers and producers, and the latest developments, innovations, trends and technologies in the industry. This combination not only strengthens knowledge transfer but also promotes direct exchange between veterinary medicine, the livestock industry and science.

Target audience

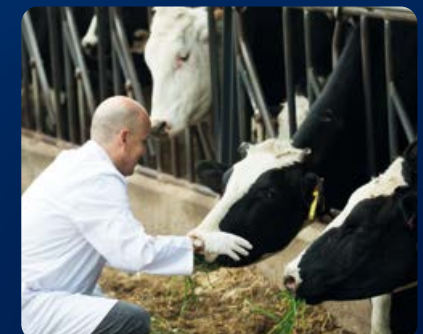
- Veterinarians specialising in cattle, pigs, poultry and horses
- veterinary students
- We expect around 150–200 vets from all the fields mentioned above

CONTACT

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Main topics

- Animal health and prevention
- Management and husbandry, herd management, the vet as herd manager
- Animal nutrition
- Technological innovations in diagnostics and treatment, digitalisation for early disease detection and prevention, animal health monitoring, diagnostics
- Biosecurity



Sponsor

- 2 tickets including meals
- Exhibition stand, 3 x 2 m
- Pick in the conference bags (max. 25 g)
- 1/1 page advertisement in the digital conference proceedings
- Promotional use of the sponsor's attributes and mention in all publications
- Invitation to a networking evening as part of the Animal Welfare Award
- Admission to EuroTier 2026

Price: € 3,400

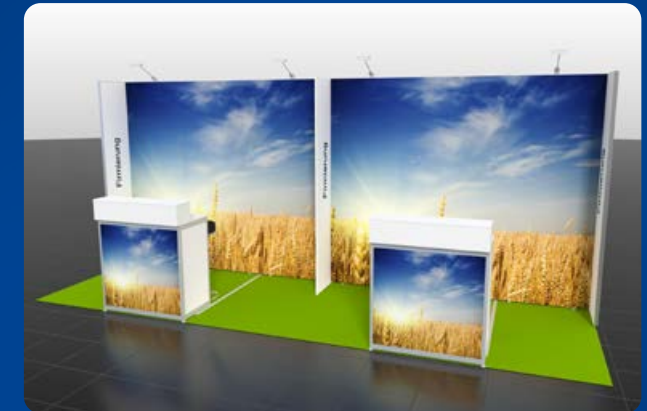
Max. 11 places

Premiumsponsor

- 3 tickets, including meals
- Exhibition stand (5 x 2 m), including furniture (table + 2 chairs)
- Pick in the conference bags (max. 25 g)
- 1/1 page advertisement in the digital conference proceedings
- Promotional use of the sponsor's attributes and mention in all publications
- Invitation to a networking evening as part of the Animal Welfare Award
- Admission to EuroTier 2026
- Logo on the conference bags
- Logo on the tickets
- Logo on the name badges

Price: € 5,000

Max. 3 places



(Example placement)

Stand construction comprising:

- Support-free exhibition stand system, wall panelling with full-surface fabric including digital printing, height: approx. 2.5 m
- Company name in standard font (up to 25 characters)
- Textile flooring: Needle-punched felt Rips/Isola
- 1 spotlight per 3 m² of floor space
- 1 x lockable bar counter "Leipzig", including backlit fabric graphic (company logo) 1 x 1 m
- 2 x Z bar stools, black
- 3-way socket

Women in Ag & Female Agri Fellows | Sponsorship

Women are still not represented in sufficient numbers on agricultural farms, in companies, and in organizations. Strengthen the potential of women in agribusiness while simultaneously increasing your visibility within the industry.

We offer you 3 attractive sponsorship packages:

GOLD-PARTNERSHIP

Your Premium Package

- For companies with a strategic focus on DEI, talent acquisition and thought leadership
- Maximum visibility, exclusive placements and active involvement in the Female Agri Fellows network and the Women in Ag Award
- Female Agri Fellows and Women in Ag Award partner label
- Duration: 1 year
- Maximum of 3 gold partners

SILBER-PARTNERSHIP

Your Basic Package

- For companies wanting to actively support the Female Agri Fellows network and gain visibility
- Efficient entry with strong presence
- Visibility in key communication and event formats around the Female Agri Fellows
- Female Agri Fellows partner label
- Duration: 1 year

Women in Ag Award-Partnership

- Earmarked support for women worldwide
- Placement across all marketing channels of the Women in Ag Award
- International visibility, emotional positioning, and direct connection to award winners
- Women in Ag Award partner label
- Choice between a 1 year or 2 year term
- The Women in Ag Award is presented at EuroTier and AGRITECHNICA.

▶ You can find further information [here](#)

INFO & BOOKING

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