

Planning for your successful exhibition participation

- ✓ **Define exhibition goals**
- ✓ **Create exhibition concept**
- ✓ **Develop communication concept**
- ✓ **Define and address your target groups**
 - Place advertising
 - Use every opportunity to let the industry know you will be at EuroTier
- ✓ **Use sensible additional offers**
 - Innovation awards, participation in technical programs, Logo sponsorship, etc
- ✓ **Planning activities at your stand**
 - Meet&Greet with well-known personalities
 - Raffles
 - Demonstrations
 - Product presentations
- ✓ **Planning stand events**
 - Business welcome
 - Stand party
 - Fun events



"To make EuroTier the most important meeting place for the industry, a successful

trade fair presence is essential. With our **checklist**, we provide you – as an exhibitor – with the best possible preparation – from creative marketing ideas to a convincing stand concept. Together, we can create the base for sustainable trade fair success."

Ines Rathke, Project Manager EuroTier

1. Before the trade fair

1.1. Before registration

<input type="checkbox"/>	Show interest Let us add you to our database – we'll keep you up to date on organisational tasks and news on a regular basis. Also follow us on social media (LinkedIn – Instagram – Facebook – Youtube)	Homepage www.eurotier.com/en/exhibit/contact-us
<input type="checkbox"/>	Good reasons for your participation	Homepage www.eurotier.com/en/exhibit

<input type="checkbox"/>	Identify product innovations for participation in award competition DLG will present awards for outstanding innovations of the industry: <ul style="list-style-type: none"> • Innovation Award EuroTier (gold and silver medals) • Animal Welfare Award (special award for gold or silver award-winning solutions) • DLG-AgriFuture Concept Winner Check the regulations and participation criteria well in advance.		Homepage www.eurotier.com/en/awards
<input type="checkbox"/>	Calculate costs You can find our price list on the website for your budget planning.	From April 2025	Homepage www.eurotier.com/en/exhibit/dates-and-prices

1.2. From registration to stand confirmation

<input type="checkbox"/>	Exhibitor registration Place your registration in the Exhibitor Service Portal. <ul style="list-style-type: none"> • Log in with your personal access data. • If you cannot find your access data, simply generate your new password on the portal. • Now please register for your stand. Stand registration is binding. • After stand application, you will receive an acknowledgment for the space booked. • The invoice for the registration fee will be provided in the Exhibitor Service Portal within 4 weeks following receipt of your stand registration. 	From June 2025 to 30 November 2025 at the latest	Exhibitor Service Portal https://portaleurotier.dlg.org/
<input type="checkbox"/>	Data completion as a rebooking customer If you have made use of our Rebooking offer at EuroTier 2024, your registration is binding. Now you need to validate and complete your registration on the Exhibitor Service Portal.	From June 2025 to 30 November 2025 at the latest	Exhibitor Service Portal https://portaleurotier.dlg.org/
<input type="checkbox"/>	Co-exhibitor registration Place your registration through the Exhibitor Service Portal.	From June 2025 until the start of the trade fair	Exhibitor Service Portal https://portaleurotier.dlg.org/
<input type="checkbox"/>	Hall layout planning Space is allocated according to the EuroTier product group concept starting December 2025 until May 2026.	From 1 December 2025 until of May 2026	
<input type="checkbox"/>	Stand confirmation Your stand confirmation with the hall layout plan and stand number will be available on the EuroTier Service Portal in May 2026. Please download the following documents from the Exhibitor Service Portal: <ul style="list-style-type: none"> • Stand invoice • Hall plan • Invoice for advance payment of services 	Beginning of May 2026	Exhibitor Service Portal https://portaleurotier.dlg.org/vrExhibitor/
<input type="checkbox"/>	Payment terms No later than 21 days after the invoice date	May 2026	Exhibitor Service Portal https://portaleurotier.dlg.org/vrExhibitor/

2. Services to be considered

2.1. Services to be organised before or with registration

<input type="checkbox"/>	Book hotel rooms Arrange accommodation for your team and your customers as early as possible.		Homepage www.eurotier.com/en/about-the-fair/travel-accommodation
<input type="checkbox"/>	Stand construction company In addition to full-service stands, DLG also offers individual stand solutions. If you hire an external exhibition stand construction company, please ask them to comply with the conditions of participation and the technical regulations.	From June 2025	Homepage www.dlg-markets.com/en/services/trade-fair-management Conditions of Participation & Technical guidelines https://portaleurotier.dlg.org/vrExhibitor/
<input type="checkbox"/>	Train your stand team Prepare your stand team best for your trade fair presentation. This way you create the best possible impression on existing and new customers to make the exhibition a success for your company. The DLG Academy offers a wide range of courses and/or supports you with your individual enquiries.		Contact person: Nina Eichberg N.Eichberg@DLG.org www.DLG-Akademie.de

2.2. Services to be organised after stand confirmation

<input type="checkbox"/>	Marketing-Services Attract attention with effective communication. We offer a wide range of marketing services (digital advertising, sponsorship packages, etc.)	From May 2026	Exhibitor Service Portal https://portaleurotier.dlg.org/vrExhibitor/ www.eurotier.com/en/exhibit
<input type="checkbox"/>	Apply for visa Contact the German Embassy in your country in good time with our invitation letter if you require a visa for entry.		Homepage www.eurotier.com/en/about-the-fair/travel-accommodation
<input type="checkbox"/>	Register product innovations for the award contest <ul style="list-style-type: none"> • Innovation Award EuroTier • Animal Welfare Award (special award for gold or silver award-winning solutions) • DLG Agri Future Concept Winner 	Start of registration: after stand confirmation Registration deadline: 31 July 2026	Exhibitor Service Portal https://portaleurotier.dlg.org/vrExhibitor/
<input type="checkbox"/>	Construction permit For stands larger than 50 m ² and/or higher than 4.00 m, it is mandatory to send in a stand concept for approval. We check your plans for compliance with the technical regulations (including height, distance to boundaries, escape routes, two-storey structures)	From May 2025 until of 1 September 2026	Exhibitor Service Portal https://portaleurotier.dlg.org/vrExhibitor/
<input type="checkbox"/>	Early stand set-up If you need more time for set-up, you can submit a request for early set-up via the Exhibitor Service Portal.		Exhibitor Service Portal https://portaleurotier.dlg.org/vrExhibitor/

<input type="checkbox"/>	Order services for your stand <ul style="list-style-type: none"> • Electricity • Water • Telecommunication and Internet • Stand construction and rental furniture • Forwarding agent • Stand cleaning • Moderation equipment + screens • Catering • Interpreter • Stand security* • Lead tracking: Scan2Lead <p>*Thefts may occur and therefore make sure to secure your items at the stand. We recommend 24-hour stand security during set-up, trade fair and dismantling.</p>	From May 2026 Individual deadlines: see Exhibitor Service Portal	Exhibitor Service Portal https://portaleurotier.dlg.org/vrExhibitor/
<input type="checkbox"/>	Use our advertising material for your communications Make your participation at EuroTier widely known! Generate attention and announce the grand presentation of your innovation at the trade fair. This will increase demand and interest from the media and customers in the run-up to the trade fair. You will find a variety of logos, banners, and image material for your advertisements and press releases on our website.		Homepage www.eurotier.com/en/press www.eurotier.com/en/press/photos-illustrations
<input type="checkbox"/>	Participation in Expert Stages Attending in DLG's Expert Stages is an important part of the itinerary of many EuroTier visitors. Use the the opportunity to present your central issue, project, experience or strategies, in panel discussions, lectures or video or live-talks. Reach important partners from the industry for future projects.	From May 2026	Exhibitor Service Portal https://portaleurotier.dlg.org/vrExhibitor/
<input type="checkbox"/>	Public company profile After receiving your stand confirmation, you can check and maintain your company profile or expand it with logos, videos and content. This way, visitors can find all the information in advance and plan their visit to your stand.	From May 2026	Exhibitor Service Portal https://portaleurotier.dlg.org/vrExhibitor/
<input type="checkbox"/>	Liability insurance for your exhibition stand Keep in mind taking out liability insurance, if required.		Exhibitor Service Portal https://portaleurotier.dlg.org/vrExhibitor/
<input type="checkbox"/>	Parking tickets for exhibitors Set-up (Mon, Nov 2, 2026 – Sun, Nov 8, 2026) and dismantling (Sat, Nov 14, 2026 – Thu, Nov 19, 2026): <ul style="list-style-type: none"> • Free use of the fairground parking • Access to the fairground is possible upon presentation of a set-up and dismantling ticket Last setup day (Mon, Nov 9, 2026): <ul style="list-style-type: none"> • Free use of the fairground parking • Restricted access to the fairground (deposit required) During the trade fair (Tue, Nov 10 – Fri, Nov 13, 2026): <ul style="list-style-type: none"> • Use of the fairground parking is subject to a fee. Tickets are available via the exhibitor service portal or on site (price is the same). 		Exhibitor Service Portal https://portaleurotier.dlg.org/vrExhibitor/

<input type="checkbox"/>	Register evening event (stand party) from 6 pm An evening event must be registered if: <ul style="list-style-type: none"> • guests are invited • service providers (catering, music, performers, etc.) will be involved • the event lasts longer than 8 p.m. 	Until 30 September 2026	Exhibitor Service Portal https://portaleurotier.dlg.org/vrExhibitor/
<input type="checkbox"/>	Rent meeting rooms in Convention Center (CC) Rooms of various sizes can be rented in the centrally located CC on the Fairgrounds.		Deutsche Messe conferencerooms@messe.de – Tel.: +49 511 89-36530

3. Tickets for visitors, exhibitors and service providers (Ticket Service Center is accessible through the Exhibitor Service Portal)

<input type="checkbox"/>	Invite visitors via vouchers A personal invitation is the most effective way to extend your hospitality to your customers and business partners. Invite them with ticket vouchers.	From May 2026	Exhibitor Service Portal https://portaleurotier.dlg.org/vrExhibitor/ ticketing@dlg.org
<input type="checkbox"/>	Lead tracking (Scan2Lead) Your media package BASIC includes one Scan2Lead license free of charge. Purchase additional licenses through the Exhibitor Service Portal. You can capture, store and analyze visitor data with the EuroTier app or a handheld scanner from "Scan2Lead". Benefit from additional information about the structural data of your visitors.		Exhibitor Service Portal https://portaleurotier.dlg.org/vrExhibitor/
<input type="checkbox"/>	Exhibitor tickets Once all invoices have been settled, your free multi-day tickets for your stand personnel are available in July. Manage your tickets and allocate them to your team.	From July 2026	Exhibitor Service Portal https://portaleurotier.dlg.org/vrExhibitor/ service-eurotier@dlg.org
<input type="checkbox"/>	Order additional exhibitor tickets You can order additional day and multi-day tickets for your stand personnel in the Ticket Service Center.	From July 2026	Exhibitor Service Portal https://portaleurotier.dlg.org/vrExhibitor/ service-eurotier@dlg.org
<input type="checkbox"/>	Tickets for stand constructors and other service providers during set-up and dismantling Order free set-up and dismantling tickets through the Ticket Service Centre.	From July 2026	Exhibitor Service Portal https://portaleurotier.dlg.org/vrExhibitor/ service-eurotier@dlg.org

4. Before and during the fair

<input type="checkbox"/>	Set-up	<ul style="list-style-type: none"> Start of set-up: 2 November 2026, 7 a.m. End of set-up: 9 November 2026, 6 p.m. 	Contact partner techorga@DLG.org
<input type="checkbox"/>	Dismantling	<ul style="list-style-type: none"> 13 November 2026 from 6:30 p.m. Entry of motor vehicles from 9 p.m. onwards End of dismantling: 19 November 2026 6 p.m. 	Contact partner techorga@DLG.org
<input type="checkbox"/>	Contact EuroTier team and service providers If you have any questions or concerns, we will be happy to assist you in person at the Information Center (IC) on the fairground.	Nov 02-19, 2026 9 a.m. - 6 p.m.	Contact Tel.: +49 69 24788-433 eurotier@dlg.org
<input type="checkbox"/>	Stand rebooking EuroTier 2028 Rebook your space for EuroTier 2028 at favourable conditions during EuroTier 2026.	10-13 November 2026	
<input type="checkbox"/>	Give us your feedback We distribute questionnaires to all exhibitors for the continuous development of EuroTier. We appreciate your time to give us your personal feedback.		Printed questionnaires will be delivered to your stand on Thursday morning (Nov 12) and picked up on Friday (Nov 13).

5. After the trade fair

<input type="checkbox"/>	Invoices Invoices will be available in the Exhibitor Service Portal. Service Providers other than DLG will send you separate invoices. <ul style="list-style-type: none"> Advance payment for service charges Costs for defined services such as electricity, tickets etc. will be summarized in a final invoice. The amount is offset against your advance payment and a possible balance to your favor will be refunded. 		Exhibitor Service Portal https://portaleurotier.dlg.org/vrExhibitor/
<input type="checkbox"/>	Mark EuroTier 2028 in your calendar Make a note in your diary for the next EuroTier in November 2028.		