

## YOUR STAND REGISTRATION

Done	What do you need to do?	When?	Online at	Contact person
<input type="checkbox"/>	<p><b>You are interested in participating in AGRITECHNICA</b> Register with us. We will then keep you regularly informed about organizational tasks and news concerning AGRITECHNICA. In addition we will send you access data so that you can apply for space as an exhibitor as of November 2018.</p>		<a href="http://www.agritechnica.com/en/contact/">www.agritechnica.com/en/contact/</a>	DLG   Philippa von Loe: P.vonLoe@DLG.org DLG   Anna Heppel: A.Heppel@DLG.org
<input type="checkbox"/>	<p><b>Registration as exhibitor – online</b> Register for AGRITECHNICA online in the Exhibitor Service Portal. Log in to the Exhibitor-Service-Portal with your access code that you received from us by email at the beginning of November 2018. If you didn't receive an email, please register again with us.</p>	Early November 2018 to 01.02.2019 at the latest	Exhibitor Service Portal <a href="http://www.agritechnica.com/en/for-exhibitors/register/">www.agritechnica.com/en/for-exhibitors/register/</a>	<p><b>Registration for AGRITECHNICA:</b> DLG   Philippa von Loe: P.vonLoe@DLG.org DLG   Anna Heppel: A.Heppel@DLG.org</p> <p><b>Online access:</b> DLG   Anja Scheuer: A.Scheuer@DLG.org</p>
<input type="checkbox"/>	<p><b>Registering co-exhibitor(s) – online</b> Are you taking a stand together with partners and/or subsidiaries? Register your co-exhibitors in the Exhibitor-Service-Portal.</p>	by 1 July 2019	Exhibitor Service Portal <a href="http://www.agritechnica.com/en/for-exhibitors/register/">www.agritechnica.com/en/for-exhibitors/register/</a>	DLG   Philippa von Loe: P.vonLoe@DLG.org DLG   Anna Heppel: A.Heppel@DLG.org
<input type="checkbox"/>	<p><b>Booking hotel rooms</b> The room contingent in and around Hanover is limited. That is why we recommend that you arrange accommodation for your stand staff and customers at an early date.</p>	November 2018	<a href="http://www.agritechnica.com/en/for-exhibitors/accommodation-travel/">www.agritechnica.com/en/for-exhibitors/accommodation-travel/</a> <a href="http://www.at.hanno-fair.com">www.at.hanno-fair.com</a> <a href="http://www.hannover.de/hotels/agritechnica">www.hannover.de/hotels/agritechnica</a>	Hannover Marketing & Tourismus GmbH   <a href="mailto:hotels@hannover-tourismus.de">hotels@hannover-tourismus.de</a> Hanno Fair Events   <a href="mailto:info@hanno-fair.com">info@hanno-fair.com</a> Hannover-quartier   <a href="http://www.hannover-quartier.de">www.hannover-quartier.de</a> Compass Tours Incoming   <a href="http://www.kater-dmc.de">www.kater-dmc.de</a>
<input type="checkbox"/>	<p><b>Hall planning</b> Stand spaces will be allocated on the basis of sector groups. When positioning your stand we will be guided by the product focus you selected and defined in your application form.</p>	Beginning of February to end of April 2019		
<input type="checkbox"/>	<p><b>Stand confirmation</b> The ordering party and stand organizer will be notified of the stand confirmation by email. After this the following documents will be available to you for downloading in the Exhibitor-Service-Portal: - Invoice for stand rental - Hall plan showing your stand position After you receive your stand confirmation you can order further services and media entries via the Exhibitor-Service-Portal.</p>	Beginning of May 2019	Exhibitor Service Portal <a href="http://www.agritechnica.com/en/for-exhibitors/register/">www.agritechnica.com/en/for-exhibitors/register/</a>	DLG Service Team   <a href="mailto:service@DLG.org">service@DLG.org</a>
<input type="checkbox"/>	<p><b>Deadline for objections</b> The contract between the exhibitor and DLG Service GmbH enters into effect on provision of the stand confirmation in the exhibitor service portal. If the contents of the stand confirmation differ from the contents of the exhibitor's application insignificantly, the contract enters into effect in accordance with the stand confirmation. If the differences are more than insignificant, the contract enters into force in accordance with the stand confirmation unless the exhibitor objects to this in writing promptly, but at the latest within 10 days after receipt of the stand confirmation.</p>	2 <sup>nd</sup> and 3 <sup>rd</sup> week in May 2019		DLG   Philippa von Loe: P.vonLoe@DLG.org DLG   Anna Heppel: A.Heppel@DLG.org
				<p><b>Partners/ Organizers of country pavilions</b> <a href="http://www.agritechnica.com/en/for-exhibitors/register/country-pavilions/">www.agritechnica.com/en/for-exhibitors/register/country-pavilions/</a></p>

## PLANNING YOUR STAND

Done	What do you need to do?	When?	Online at	Contact person
<input type="checkbox"/>	<b>Plan stand construction &amp; select exhibits</b> Take time to plan your stand precisely. It should include presentation areas for your products and sufficient space for visitors. Furthermore, it is advisable to include space for meetings and a store room.	prior to registration!	Exhibitor Service Portal <a href="http://www.agritechnica.com/en/for-exhibitors/register/">www.agritechnica.com/en/for-exhibitors/register/</a>	DLG   Technology Team: <a href="mailto:techorga@DLG.org">techorga@DLG.org</a>
<input type="checkbox"/>	<b>Select stand construction firm</b> Specify the Technical Guidelines and the Exhibition Regulations when obtaining offers.	June 2019	Exhibitor Service Portal <a href="http://www.agritechnica.com/en/for-exhibitors/register/">www.agritechnica.com/en/for-exhibitors/register/</a>	DLG   Technology Team: <a href="mailto:techorga@DLG.org">techorga@DLG.org</a>
<input type="checkbox"/>	<b>Media entry– Online &amp; Print</b> After you receive your stand confirmation we will send you an e-mail asking you to check and correct the data in your media entry online. Then you can also add any logos, brand names, cross references, company profiles and product photos.	June 2019	Exhibitor Service Portal <a href="http://www.agritechnica.com/en/for-exhibitors/register/">www.agritechnica.com/en/for-exhibitors/register/</a>	DLG Verlag   Harms Mentzel: <a href="mailto:H.Mentzel@DLG.org">H.Mentzel@DLG.org</a>
<input type="checkbox"/>	<b>Submit innovations for an award</b> Innovations play a major role at AGRITECHNICA. A neutral commission of experts from science, consultancy and practice inspects, examines and assesses all the innovations submitted by the deadline. The most innovative are presented with Gold and Silver Medals.	starting in May 2019 deadline for submissions 30 June 2019	Exhibitor Service Portal <a href="http://www.agritechnica.com/en/for-exhibitors/register/">www.agritechnica.com/en/for-exhibitors/register/</a>	DLG   Agnes Gajdzinski: <a href="mailto:A.Gajdzinski@DLG.org">A.Gajdzinski@DLG.org</a>
<input type="checkbox"/>	<b>Apply for visas</b> This applies for international exhibitors from countries for which visas are necessary. Contact the German Embassy in your country in good time.	starting in May 2019		Embassy of the Federal Republic of Germany in your country
<input type="checkbox"/>	<b>Submit stand setup approval</b> The stand setup approval is compulsory for all stands larger than 25m <sup>2</sup> and / or higher than 3.00m. Here, the spatial planning of your booth design will be verified. Aspects in terms of compliance with the Technical Regulations will also be taken into account. This includes building heights, distances to boundaries, lengths of escape routes and other technical relevant points.	by 1 September 2019	Exhibitor Service Portal <a href="http://www.agritechnica.com/en/for-exhibitors/register/">www.agritechnica.com/en/for-exhibitors/register/</a>	DLG Technology Team   <a href="mailto:techorga@DLG.org">techorga@DLG.org</a>
<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<b>Order services for your stand</b> - Electricity - Water - Telecommunications and internet - Stand construction and stand furnishing - Forwarding agent (you can process all customs formalities with "Carnet ATA") - Stand guard service  Regrettably thefts repeatedly occur during, but above all before and after the trade fair. Please therefore ensure that your objects are secured on your stand. We recommend a 24 h stand guard service and precise guard planning during stand construction and dismantling.	by 1 September 2019	Exhibitor Service Portal <a href="http://www.agritechnica.com/en/for-exhibitors/register/">www.agritechnica.com/en/for-exhibitors/register/</a>	DLG Service Team   <a href="mailto:service@DLG.org">service@DLG.org</a>
<input type="checkbox"/>	<b>Order presentation equipment and screens</b>	by 15 October 2019	Exhibitor Service Portal <a href="http://www.agritechnica.com/en/for-exhibitors/register/">www.agritechnica.com/en/for-exhibitors/register/</a>	DLG Service-Team   <a href="mailto:service@DLG.org">service@DLG.org</a>
<input type="checkbox"/>	<b>Exhibitor tickets</b> Free season tickets for exhibitors will be sent to you automatically in October 2019. Additional exhibitor season tickets (that will be charged) and stand construction and dismantling tickets (free of charge) can be ordered via the Exhibitor-Service-Portal. Only exhibitor tickets grant access to the trade fair as of 7 a.m.	by 1 September 2019		DLG Service-Team   <a href="mailto:service@DLG.org">service@DLG.org</a>

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<input type="checkbox"/>	<b>Hiring of stand staff</b> - Hostesses - Photographer			
<input type="checkbox"/>	<b>Interpreters</b>		<a href="http://search.bdue.de">http://search.bdue.de</a>	Bundesverband der Dolmetscher und Übersetzer e. V. (BDÜ) Tel.: +49 30 88712830
<input type="checkbox"/>	<b>Car park tickets for exhibitors</b> During construction and dismantling time you do not need a parking ticket. Parking is free. Purchase these either in advance or directly at the car park. The price is the same. During the trade fair vehicles are not allowed to drive in the Exhibition Grounds. Sufficient car parks are available around the exhibition halls.		Exhibitor Service Portal <a href="http://www.agritechnica.com/en/for-exhibitors/register/">www.agritechnica.com/en/for-exhibitors/register/</a>	Gesellschaft für Verkehrsförderung: <a href="mailto:parkscheine@gfv.messe.de">parkscheine@gfv.messe.de</a>
<input type="checkbox"/>	<b>Registration of evening event at your stand at 6:00 pm</b> If you would like to round off the trade fair day on your stand with customers, this must be registered as an evening event in the exhibitor service portal. When you register the event you will be notified of the points you must observe as an exhibitor. An evening event must be registered if: a) guests are invited b) service providers (catering, music, artists, etc.) are involved c) the event lasts longer than 8:00 pm.		Exhibitor Service Portal <a href="http://www.agritechnica.com/en/for-exhibitors/register/">www.agritechnica.com/en/for-exhibitors/register/</a>	DLG   Dr. Wilfried Wolf: <a href="mailto:W.Wolf@DLG.org">W.Wolf@DLG.org</a>
<input type="checkbox"/>	<b>Rent conference rooms in the Convention Center (CC)</b> Rooms of different sizes can be rented in the centrally located CC. Please contact Deutsche Messe directly.			Deutsche Messe   Conference Room Rentals <a href="mailto:conferencerooms@messe.de">conferencerooms@messe.de</a> Tel.: +49 511 89-36530
<input type="checkbox"/>	<b>Order stand catering</b> You can order beverages, coffee, snacks etc. from Deutsche Messe and have these delivered directly to your stand.	by 25 October 2019	<a href="http://www.catering-messe-hannover.de/en.html">www.catering-messe-hannover.de/en.html</a>	Messe-Gastronomie Hannover GmbH Drinks   Tel.: +49 (0)511 89-33770 Food   Tel.: +49 (0)511 89-33532 <a href="mailto:contact.catering@messe.de">contact.catering@messe.de</a>
<input type="checkbox"/>	<b>Order stand cleaning</b> Order your stand cleaning (basic and special cleaning, daily stand cleaning, glass and exhibit cleaning, etc.) directly via the exhibitor service portal at our partners in Hanover.		Exhibitor Service Portal <a href="http://www.agritechnica.com/en/for-exhibitors/register/">www.agritechnica.com/en/for-exhibitors/register/</a>	DLG Service Team   <a href="mailto:service@DLG.org">service@DLG.org</a>
<input type="checkbox"/>	<b>Purchase liability insurance for your trade fair stand</b>	by 1 November 2019		FinanceRisk Assekuranz Makler GmbH <a href="mailto:info@financerisk.de">info@financerisk.de</a> Tel. +49 69 789886-0
<input type="checkbox"/>	<b>Train your stand team</b> Prepare your trade fair team for the show. You might like to consider product training, for example.		<a href="http://www.dlg-akademie.de/english/">www.dlg-akademie.de/english/</a>	DLG   Christina Vogel: <a href="mailto:akademie@DLG.org">akademie@DLG.org</a>

## ADVERTISING AND COMMUNICATION FOR YOUR FAIR PRESENCE

Done	What do you need to do?	When?	Online at	Contact person
<input type="checkbox"/>	<p><b>Communications package for exhibitors</b> Advertise your trade fair stand early! Lay the foundation for the success of your trade fair participation well before the event begins. Use the AGRITECHNICA communications package to draw the attention of your known and potential customers to your stand via various measures. You can use many promotional media free of charge.</p>	starting in May 2019	<a href="http://www.agritechnica.com/en/for-exhibitors/marketing-services/">www.agritechnica.com/en/for-exhibitors/marketing-services/</a>	DLG   Swen Busse: S.Busse@DLG.org
<input type="checkbox"/>	<p><b>AGRITECHNICA online banners and logos</b> Draw attention to your stand on your website in advance.</p>	available now	<a href="http://www.agritechnica.com/en/for-exhibitors/marketing-services/">www.agritechnica.com/en/for-exhibitors/marketing-services/</a>	DLG   Swen Busse: S.Busse@DLG.org
<input type="checkbox"/>	<p><b>Invite your customers → with the ticket voucher</b> You can show your regard for your customers with an individual printed invitation. The advantage for you is that we will forward the registered visitor data to you every day as they come in. We recommend the e-vouchers for fast and low-cost delivery of your invitations to your customers. Only redeemed tickets will be billed to you after the trade fair.</p>	starting in May 2019	Exhibitor Service Portal <a href="http://www.agritechnica.com/en/for-exhibitors/register/">www.agritechnica.com/en/for-exhibitors/register/</a>	DLG   Sven Jürrens: S.Juerrens@DLG.org
<input type="checkbox"/>	<p><b>Advertisements in press and media</b> Book advertisements in journals and newspapers with a reference to your trade fair stand.</p>	starting in September 2019	<a href="http://www.agritechnica.com/en/press/">www.agritechnica.com/en/press/</a>	DLG   Business Press - Guido Oppenhäuser Tel. +49(0)69-24788-213 G.Oppenhaeuser@DLG.org DLG   Specialist Press - Rainer Winter Tel. +49(0)69-24788-212 R.Winter@DLG.org DLG   International Press - Malene Conlong Tel. +49(0)69-24788-237 M.Conlong@DLG.org
<input type="checkbox"/>	<p><b>Order a press box</b> We offer you virtual press boxes or press pigeonholes in the AGRITECHNICA Press Centre.</p>	starting in September 2019	Exhibitor Service Portal <a href="http://www.agritechnica.com/en/for-exhibitors/register/">www.agritechnica.com/en/for-exhibitors/register/</a>	DLG   Regina Leister: R.Leister@DLG.org

## AGRITECHNICA ON SITE

Done	What do you need to do?	When?	Online at	Contact person
<input type="checkbox"/>	<b>Start of stand construction</b>	2 November 2019, from 7:00 am	<a href="http://www.agritechnica.com/en/for-exhibitors/dates/">www.agritechnica.com/en/for-exhibitors/dates/</a>	DLG Technology Team techorga@DLG.org
<input type="checkbox"/>	<b>End of stand construction</b>	9 November 2019, 6:00 pm	<a href="http://www.agritechnica.com/en/for-exhibitors/dates/">www.agritechnica.com/en/for-exhibitors/dates/</a>	DLG Technology Team techorga@DLG.org
<input type="checkbox"/>	<b>AGRITECHNICA</b> The trade fair is in full swing... Remember to hold a daily briefing for the staff on your stand and to monitor results continuously and document your contacts. Even if time is scarce, you should take the time to look at your competitors' stands.	10 - 16 November 2019 Preview Days: 10/11 November Opening times for exhibitors with exhibitor ticket: 7:00 am to 8:00 pm Opening times for visitors: 9:00 am to 6:00 pm		The AGRITECHNICA team is available to answer your questions in the Information Center (IC); alternatively call +49-(0)69 24788-255. agritechnica@DLG.org
<input type="checkbox"/>	<b>Provide feedback to the trade fair management</b> To allow continuous further development of AGRITECHNICA, DLG distributes questionnaires to the exhibitors. Please take the time to give us your personal feedback.			
<input type="checkbox"/>	<b>Start of stand dismantling</b>	16 November 2019, starting at 6:30 pm. Vehicles may enter the grounds as of 9:00 pm	<a href="http://www.agritechnica.com/en/for-exhibitors/dates/">www.agritechnica.com/en/for-exhibitors/dates/</a>	DLG Technology Team techorga@DLG.org
<input type="checkbox"/>	<b>End of stand dismantling</b>	22 November 2019, 6:00 pm	<a href="http://www.agritechnica.com/en/for-exhibitors/dates/">www.agritechnica.com/en/for-exhibitors/dates/</a>	DLG Technology Team techorga@DLG.org

## AFTER THE AGRITECHNICA

Done	What do you need to do?	When?	Online at	Contact person
<input type="checkbox"/>	<b>Professional handling of customer contacts</b> Follow up your customer contacts at AGRITECHNICA professionally and quickly – your competitors are doing this as well. Remember to produce a detailed analysis and assessment of your participation in the trade fair and compare this with the goals you set yourself. Note promptly what you want to do differently next time so that you don't forget this.	starting on 18 November 2019		
<input type="checkbox"/>	<b>Electricity and water bills</b> After the trade fair the bills for your electricity and water consumption will be sent to you electronically in the Exhibitor-Service Portal.	December 2019	Exhibitor Service Portal <a href="http://www.agritechnica.com/en/for-exhibitors/register/">www.agritechnica.com/en/for-exhibitors/register/</a>	DLG Service Team   <a href="mailto:service@DLG.org">service@DLG.org</a>
<input type="checkbox"/>	<b>Bills for redeemed vouchers</b> After the fair the bill for ticket vouchers redeemed by your trade fair guests will be sent to you electronically in the Exhibitor Service Portal.	December 2019 – January 2020		DLG   Sven Jürrens: <a href="mailto:SJuerrens@DLG.org">SJuerrens@DLG.org</a>