

## DIGITAL PARTICIPATION PRICES AND SERVICES

- All exhibition exhibitors automatically have a basic package and are thus present on the digital platform.
- Upgrades can be booked flexibly.
- Maximum range with maximum flexibility.

|  | BASIC                          | SMART                   | PIONEER                  | GLOBAL                    |
|--|--------------------------------|-------------------------|--------------------------|---------------------------|
| For Hybrid-Exhibitor (Exhibition + Digital participation):<br>For Digital-Participant:   | 690 EUR<br><u>Not bookable</u> | 1,900 EUR<br>19,900 EUR | 9,900 EUR<br>49,900 EUR  | 14,900 EUR<br>149,900 EUR |
| Company profile: logo, name, address, website, E-Mail, Standnumber, Social Media Profil  | Basic tile<br>1/8              | Small tile<br>1/4       | Medium-sized tile<br>1/2 | Large tile<br>1/1         |
| EXPO-Show-Room (live connection to your company profile in the studio, office or on the fields)                                  |                                | included                | included                 | included                  |
| Free text (company profile information text in german / engl)  | 5.000 characters max           | 5.000 characters max    | 5.000 characters max     | 5.000 Zeichen max         |
| Company video (e.g. image film)  | included                       | included                | included                 | included                  |
| Product keywords (selection for nomenclature of the trade fair)  | 15 included                    | 15 included             | 15 included              | 15 included               |
| Keywords for full-text search  | unlimited                      | unlimited               | unlimited                | unlimited                 |
| Brand entry (= trademark + brand logo)   |                                | 1 kostenfrei            | 3 kostenfrei             | 5 kostenfrei              |
| Product profile (= information texts, 4,000 characters each, in German and English; photo and PDF)                               |                                | 5                       | 10                       | 25                        |
| Employees (product managers)   | unlimited                      | unlimited               | unlimited                | unlimited                 |
| Links  |                                |                         | included                 | included                  |
| Appointment request  | included                       | included                | included                 | included                  |
| Employer profile / employer branding profile: company values, departments, locations, application process, contact HR department |                                | included                | included                 | included                  |
| Job offers (Job Wall)  |                                | 5 included              | 10 included              | 25 included               |

Examples:

Your

- Product presentation
- Dealer meeting
- press conference
- and much more

on the AGRITECHNICA  
digital platform

|   | BASIC                                     | SMART  | PIONEER  | GLOBAL   |
|---|---|--|--|--|
|   | <b>COMMUNICATION &amp; DIGITAL EVENTS</b> |  |  |  |
| <b>MEET &amp; GREET – Your individual communication</b><br>Individual communication or group meeting with up to 15 participants <ul style="list-style-type: none"> <li>• Audio-video function</li> <li>• Split screen function</li> <li>• Spontaneously or by appointment</li> <li>• Calendar function</li> </ul>   | Meetings: unlimited<br>Duration: max 2min | Meetings: unlimited<br>Duration: max. 10 min. each   | Meetings: unlimited<br>Duration: max. 20 min. each   | Meetings: unlimited<br>Duration: unlimited   |
| <b>PUBLIC EVENTS - Your event in the DLG technical programme</b><br>e.g.: Talk, product presentation, conference <ul style="list-style-type: none"> <li>• Own contents (video, presentation, dialogue: live or recorded)</li> <li>• Own branding</li> <li>• Calendar function with advance notification to participants</li> <li>• Publication in lecture programme of the DIGITAL trade fair and in the calendar of events on the trade fair website</li> <li>• With interaction of participants (chat, live voting, Q&amp;A)</li> <li>• Single or multi-channel (1-6 speakers, e.g. Skype call to audience)</li> <li>• Open to all visitors</li> </ul>  |   |  | 1 x 20 min included<br><br>additional 30 min.<br>On request* (EUR 4,900 each)<br><br>* (and after individual coordination with the program director) | 2 x 20 min included<br><br>additional 30 min.<br>On request* (EUR 4,900 each)<br><br>* (and after individual coordination with the program director) |
| <b>PRIVATE EVENTS - Your closed company event</b><br>e.g.: Dealer training, "fireside chat", previews, press conferences <ul style="list-style-type: none"> <li>• Own contents (video, presentation, dialogue: live or recorded)</li> <li>• Own branding</li> <li>• Calendar function with advance notification to participants</li> <li>• Publication in lecture programme of the digital trade fair and in the calendar of events on the trade fair website</li> <li>• With interaction of participants (chat, live voting, Q&amp;A)</li> <li>• Single or multi-channel (1-6 speakers)</li> <li>• With admission control – "Invitation only"</li> </ul> |   | additional bookable per session (max 180min): 290 EUR<br><br>Only from May 2021 until the pre-press conference in September 2021 | additional bookable per session (max 180min): 290 EUR<br><br>Only from May 2021 until the pre-press conference in September 2021                     | additional bookable per session (max 180min): 290 EUR<br><br>Only from May 2021 until the pre-press conference in September 2021                     |

Examples:

You can see who clicked on your company and your products.

You can see who has attended your digital event.

You receive the leads of the visitors directly.

|   | BASIC  | SMART   | PIONEER  | GLOBAL   |
|---|--|---|--|--|
|   | <b>REPORTS</b>                                   |   |  |  |
| <p><b>REAL-TIME REPORT</b></p> <p>You can see who has visited your company profile.</p> <p><b>All real-time visitors</b> on the company profile ("visible" status) for immediate contact during your event, visitor data (if available):</p> <ul style="list-style-type: none"> <li>Name</li> <li>Position</li> <li>Company</li> <li>Interests</li> </ul> | <p>Reports are not included in this package.</p> | <p>Included Report on all direct contacts</p>   | <p>Included</p> <ul style="list-style-type: none"> <li>• Report on all direct contacts</li> <li>• Visitors to all company events</li> </ul>  | <p>Included</p> <ul style="list-style-type: none"> <li>• Report on all direct contacts</li> <li>• Visitors to all company events</li> <li>• Report on all visitors to the company profile (even without direct contact)</li> </ul>                             |
| <p><b>CONTACT DATA REPORT</b></p> <p><b>LEAD reporting</b> Platform view: direct contact possible during the event (E-mail notification, if visitor offline)</p> <p><b>CSV export:</b> the leads can be exported directly from the platform for use in own CRM system</p>   |  | <p>Included Report platform view:</p> <ul style="list-style-type: none"> <li>• Name</li> <li>• E-mail</li> <li>• Position</li> <li>• Company</li> </ul> | <p>Included Report platform view AND CSV export of own visitors:</p> <ul style="list-style-type: none"> <li>• Name</li> <li>• E-mail</li> <li>• Position</li> <li>• Company</li> </ul> | <p>Included Report platform view AND CSV export of own visitors:</p> <ul style="list-style-type: none"> <li>• Name</li> <li>• E-mail</li> <li>• Position</li> <li>• Company</li> <li>• Registration</li> <li>• Interests</li> <li>• Structural data</li> </ul> |

## DIGITAL PARTICIPATION PRICES AND SERVICES

|  | BASIC                                    | SMART   | PIONEER  | GLOBAL   |
|--|--|---|--|--|
|  | <b>TICKETS</b>                           |   |  |  |
| <b>ALL ACCESS</b><br>Digital visitor voucher   | Digital visitor voucher codes for 14 EUR | 50 free voucher codes included<br><br>Each additional: 14 EUR | 100 free voucher codes included<br><br>Each additional: 14 EUR | 500 free voucher codes included<br><br>Each additional: 14 EUR |
| <b>LIMITED ACCESS</b><br>Digital visitor voucher for the host's exhibitor profile  | Digital visitor voucher codes for 25 EUR | 10 free voucher codes included<br><br>Each additional: 25 EUR | 50 free voucher codes included<br><br>Each additional: 25 EUR  | 100 free voucher codes included<br><br>Each additional: 25 EUR |
| <b>EMPLOYEE ACCESS</b><br>You register your employees free of charge.<br>A separate ticket code will be generated for each employee. | free of charge + unlimited               | free of charge + unlimited                                    | free of charge + unlimited                                     | free of charge + unlimited                                     |

You invite your customers to your digital presence - or directly to the event you are holding digitally.

- More visibility within AGRITECHNICA digital

| ADVERTISING Can be booked independently of the package  |            |
|---|------------|
| <p><b>"Top of the list" entry Exhibitor search - entire directory</b></p> <ul style="list-style-type: none"> <li>• Only for GLOBAL packages (1/1 tile)</li> <li>• Internal linking to exhibitor profile or own programme contribution</li> <li>• Exclusive: only to be assigned 1x</li> <li>• Including visitor data of all clicks</li> </ul>   | 89,900 EUR |
| <p><b>"Top of the list" entry Exhibitor search - main category (product group directory)</b></p> <ul style="list-style-type: none"> <li>• For PIONEER and GLOBAL packages (1/2 tile and 1/1 tile)</li> <li>• Internal linking to exhibitor profile or own programme contribution</li> <li>• Limited: to be assigned 3x per category</li> <li>• Including visitor data of all clicks depending on package</li> </ul> | 20,500 EUR |
| <p><b>Header Banner (entire program directory or complete list of exhibitors)</b></p> <ul style="list-style-type: none"> <li>• Random sequence</li> <li>• Internal linking to exhibitor profile or own programme contribution</li> <li>• Limited to 10 bookings per area</li> <li>• Including visitor data of all clicks depending on package</li> </ul>  | 9,900 EUR  |
| <p><b>Logo-Logo Sponsoring in DLG Topical Forums</b></p> <ul style="list-style-type: none"> <li>• Visitor meeting points on special trade fair topics</li> <li>• Publication of logo positioning as tile in the overview</li> <li>• Including visitor data of all clicks depending on package</li> </ul>  | 5,500 EUR  |

# SO YOU CAN BE THERE!

BOOK YOUR PARTICIPATION NOW 

PARTICIPATION OPTIONS  
YOU CHOOSE ONE OF THE PACKAGES

**BASIC**

**SMART**

**PIONEER**

**GLOBAL**

ALL PACKAGES INCLUDE  
THE FOLLOWING BLOCKS

EXHIBITOR  
DATABASE

COMMUNICATION  
& DIGITAL EVENTS

REPORTS  
& LEADS

TICKETS /  
VOUCHER

ADVERTISING

4 STEPS FOR HYBRID  
EXHIBITORS (FAIR +  
DIGITAL)

**1** TRADE FAIR EXHIBITORS  
AUTOMATICALLY  
RECEIVE THE MEDIA  
PACKAGE BASIC DIGITAL

**2** CHECK THE PACKAGES  
AND EXTEND THE  
FUNCTIONS WITH AN  
UPGRADE

**3** GO TO THE EXHIBITOR  
SERVICE PORTAL AND  
BOOK UPGRADES UNDER  
"SERVICES"

**4** YOU GET THE SELF  
ADMINISTRATION LINK  
AND CAN GET STARTED  
IMMEDIATELY

3 STEPS FOR DIGITAL-  
PARTICIPANT (WITHOUT  
THE EXHIBITION STAND IN  
HANOVER)

**1** CHECK THE PACKAGES  
AND CHOOSE THE RIGHT  
ONE FOR YOU

**2** GO TO THE EXHIBITOR  
SERVICE PORTAL AND  
BOOK THE DESIRED  
PARTICIPATION

**3** UPGRADES CAN BE  
BOOKED AT ANY TIME IN  
THE EXHIBITOR SERVICE  
PORTAL

**4** YOU GET THE SELF  
ADMINISTRATION LINK  
AND CAN GET STARTED  
IMMEDIATELY