

**Face-to-face exhibitors**

**Digital exhibitors**

Start of November 2020  
to 1 Feb. 2020 at the latest

**Join us!**

Book a stand at AGRITECHNICA in Hanover and/or participation in AGRITECHNICA digital.

The world's leading trade fair for agricultural machinery offers exhibitors and visitors a new business platform which specifically combines the live experience of a trade fair with innovative digital information and networking. From May 2021, use AGRITECHNICA digital for your product news, online events and contact with visitors to the world's leading trade fair – in a smart and targeted format.

**Good reasons for participating**

[Exhibitor brochure 2021](#)  
[AGRITECHNICA digital](#)

**Overview of all bookable products for AGRITECHNICA**

[Sales deck](#), [digital packages](#)  
[Prices](#)

**Registration**

Registration for AGRITECHNICA will be carried out online in the [exhibitor service portal](#).  
Log in with your personal access data.

**Before registering, please read the**

[General Terms and Conditions](#)  
[Hygiene and safety concept](#)

**Registration of co-exhibitors**

Will you be exhibiting together with partners and/or subsidiaries?  
Register your co-exhibitors in the exhibitor service portal.

Joint digital registration is not possible. One company entry is planned per company.

After stand registration

**Request is checked/invoice amount due**

Your request will be checked. If your products match the nomenclature and you are approved for participation, you will receive an invoice for the registration fee. Once your payment has been received, your request will be taken into consideration in the layout planning.

Your request will be checked. If your products match the nomenclature and you are approved for participation, you will receive confirmation of participation and an invoice.

**Book hotel rooms**

The number of rooms available in Hanover and the region is limited. We therefore recommend that you book accommodation for your stand personnel and your customers early on.

[LINK](#)

**Get ready for your digital appearance**

All AGRITECHNICA exhibitors - whether with a trade fair stand or digital only - will benefit from their exhibitor profile at AGRITECHNICA digital. What's new is that you can integrate brands, products, logos and media (videos, brochures, etc.) yourself. The full-text search will enable visitors to filter and specifically search through the extensive offerings.

**As a trade fair exhibitor**, you will automatically have a BASIC media package at AGRITECHNICA digital. You can select upgrades to the SMART, PIONEER and GLOBAL packages in the exhibitor service portal.

**As a digital participant**, you have a choice of three packages: SMART, PIONEER and GLOBAL.

Participation is only unreservedly possible using the browser and with sufficient bandwidth.

[Tips for a successful digital participation](#)

Beginning of February

**Hall layout planning**

Area assignment will be carried out according to specialist groups. We will use your selected product focus, which you specified during registration, as orientation to position you.

From March 2021

#### Stand confirmation for AGRITECHNICA Hanover

The stand confirmation will be sent by e-mail to the previously entered 'Orderer' and 'Stand organiser'.  
The following documents will then be available for downloading in the exhibitor service portal:

- Stand hire invoice
- Hall plan with your stand position

#### Confirmation of approval for AGRITECHNICA digital

The confirmation of approval and the self-administration link for the digital platform will be sent by e-mail to the previously entered 'Orderer' and 'Stand organiser'.  
The following documents will then be available for downloading in the exhibitor service portal:

- Invoice for your participation

After your stand/approval has been confirmed, you can order further general services and media services via the exhibitor service portal.

Up to 10 days after receiving your stand confirmation

#### Change requests concerning your stand position

All exhibitor wishes concerning positioning will be taken into consideration insofar as they are feasible. However, deviations may occur. Please contact the AGRITECHNICA project team by e-mail within 10 working days after receiving your stand confirmation if you would like to request changes.

We will be happy to check their implementation feasibility.

After receiving your stand confirmation

#### Free advertising media

Use free logos and banners to draw attention to yourself and AGRITECHNICA in advance.  
Further free advertising media such as e.g. posters or brochures can be found in the exhibitor service portal.

#### Train stand team

Prepare your trade fair team for your trade fair appearance.  
The [DLG Academy](#) offers a wide range of products and services and will be happy to support you with training courses.

#### Participation in expert forums

Participation in the DLG expert forums is a traditional part of the programme for many AGRITECHNICA visitors.  
We offer you the opportunity to present your topic, your project, your innovations and your experience or to detail them in panel discussions.

#### Selection of trade fair stand company

Use the technical guidelines and the conditions of participation as the basis when obtaining offers. [LINK](#)

#### Submit construction permit

The construction permit is mandatory for all stands that are larger than 25 m<sup>2</sup> and/or higher than 3.00 m. Here, the draft submitted by you is checked as regards its appearance and for conformity with the technical guidelines. These include, for example, overall heights, boundary distances, escape route lengths, two-tier stands and further technically relevant points. [LINK](#)

#### Apply for visa

In the case of international exhibitors from countries with visa requirement: contact the German embassy in your country in good time.

By 30 April 2021

#### Create media entry/your profile at AGRITECHNICA digital

After receiving your stand confirmation/confirmation of approval, you will receive a self-administration link from us by e-mail to create your digital profile. If you would like to appear digitally more prominent, book an upgrade under the services in the exhibitor service portal.

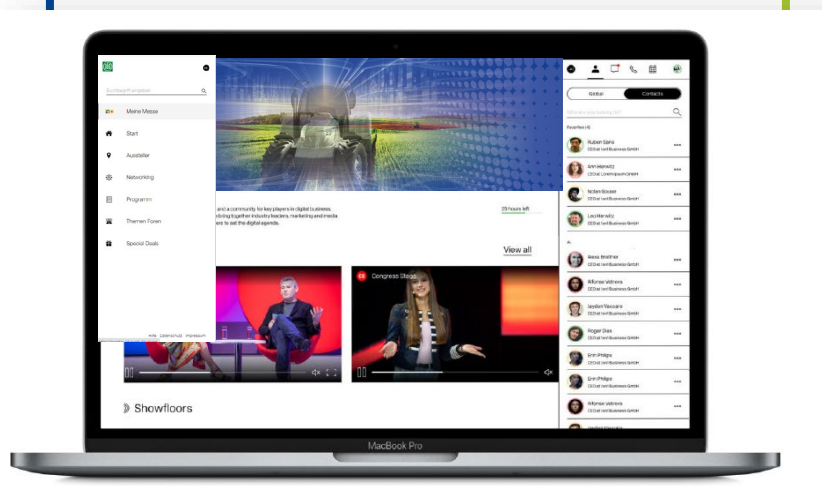
From May 2021

## START OF

# AGRI TECHNICA<sup>DLG</sup> THE WORLD'S NO. 1 digital

As of now, the company profile of all exhibitors will be visible.  
The DLG programme on the digital platform will begin.  
Details can be found [here](#).

Make use of the coverage and organise product presentations,  
workshops, dealer training courses, press conferences, etc. yourself at AGRITECHNICA digital.



While visitors and journalists will already be able to see your profile at AGRITECHNICA digital, the following steps for your participation in the trade fair will be due:

### Register innovations for awards by 30 June 2021

#### AGRITECHNICA Innovation Award

A neutral expert committee consisting of scientists, consultants and farmers will examine, check and assess all innovations submitted by the cut-off date. The most innovative developments will be awarded gold and silver medals.

#### SYSTEMS & COMPONENTS Trophy – Engineers' Choice

Systems or components with a new or significantly improved concept will be presented with awards. A jury consisting of development engineers from exhibiting agricultural machinery companies will decide on the winners.

### Order services for your stand by 1 September 2021

- Electricity
- Water
- Telecommunications and Internet
- Stand construction + stand furniture
  - Haulage company
  - Stand security
  - Stand cleaning
- Presentation systems + screens (order by 15 October)
  - Lead registration
  - Interpreter

Unfortunately, thefts occur time and again during and particularly before and after the trade fair. Therefore, make sure that your property is secured on the stand. We recommend 24 h stand security as well as precise security planning during assembly and dismantling.

### **Sponsoring**

Shift into the foreground thanks to our varied media service and sponsoring product range. There's something there for everyone: podcast sponsoring, participation in expert talks, sponsoring of advertising media, digital sponsoring, etc.

### **Free advertising media**

Download our logo or online banner to draw attention to yourself and AGRITECHNICA in advance. Further free advertising media such as e.g. posters or brochures are available for booking in the exhibitor service portal.

### **Invite your customers → with a voucher**

You can express your appreciation of your customers with a personally printed invitation. The advantage for you: the data of registered visitors are transferred to you on a daily basis. We recommend the e-vouchers to ensure fast and inexpensive delivery of your invitation to your customers. Only the redeemed tickets will be invoiced to you following the trade fair.

Invite your customers to AGRITECHNICA digital. You can comfortably and easily order vouchers and send them to your customers.

### **Advertisements in media and press from September 2021**

Place advertisements in magazines and newspapers as well as online with reference to your trade fair stand and/or your participation in AGRITECHNICA digital. We'll make it easy for you: to do this, use the free advertising media that are available for downloading in the Exhibitor Service Portal.

### **Order press boxes from September 2021**

We offer you virtual press boxes or press boxes in the press centre at AGRITECHNICA. Journalists from all over the world will use the reports, information and press releases you provide here for their research. The information provided can be called up worldwide for up to three months after the trade fair.

### **Make the success of your trade fair participation tangible**

Depending on which digital package you have booked, you will be informed about who has been looking at your profile at AGRITECHNICA digital. An upgrade to a digital package can be booked at any time in the exhibitor service portal.

### **Hire conference rooms in the Convention Center (CC)**

Rooms of various sizes can be hired in the centrally located CC. Please contact Deutsche Messe directly ([conferencerooms@messe.de](mailto:conferencerooms@messe.de)).

By 25 October 2021

### **Order stand hospitality**

Drinks, coffee, snacks, etc. can be ordered from Deutsche Messe and delivered directly to the stand.

By 1 November 2021

### **Take out liability insurance for trade fair stand**

### **Evening event from 6 p.m. on your stand**

Subject to the current conditions caused by the coronavirus pandemic, evening events are not yet permissible again. Nevertheless, please contact us if you would like to draw your day at the trade fair to a close with your customers. We will then inform you as soon as relaxations of the restrictions enable them to be conducted again.

**Exhibitor tickets**

**Number of free tickets**

Each exhibitor will receive free multi-day exhibitor tickets as per the booked area.

Each exhibitor will be entitled to 2 free multi-day exhibitor tickets up to a total area of 10 m<sup>2</sup>.

From 11 m<sup>2</sup> up to a total area of 300 m<sup>2</sup>, the exhibitor will receive 1 free multi-day exhibitor ticket for each 10 m<sup>2</sup> rented stand area or part thereof. For stand areas in excess of 300 m<sup>2</sup>, 1 free ticket will be available for every 20 m<sup>2</sup> or part thereof. Co-exhibitors will be entitled to 2 multi-day exhibitor tickets.

**Order additional, chargeable tickets**

You can order additional tickets for your stand personnel in the exhibitor service portal.

**Manage ticket allotment**

You can manage and distribute your ticket allotment in the Ticket Service Center.

Once your stand hire invoice and other ordered services have been paid in full, your allotment of free multi-day exhibitor tickets will be available in the Ticket Service Center (TSC) approx. 6 weeks prior to the event.

Exhibitor tickets will exclusively be digital and personalised. You distribute tickets by sending links. Each person who receives a link from you must register personally. Tickets cannot be registered for third parties. Forwarding exhibitor tickets is not possible. In the event of personnel changes at the stand, the transfer of the ticket is not possible. Please provide each employee/colleague with a separate ticket. The current coronavirus regulations necessitate a system for gap-free contact tracking. The specification of personal data is therefore obligatory.

Only exhibitor tickets guarantee admission from 7 a.m. during the trade fair.

**Tickets for the assembly and dismantling period**

Access to the trade fair grounds during the assembly and dismantling phase is only permissible with a valid assembly and dismantling badge. Each person requires a separate assembly and dismantling badge that has been registered in the Ticket Service Center. These badges are not transferable. Full registration is necessary to be able to determine who was at the trade fair grounds when. Persons who are unable to present a valid assembly and dismantling badge may not enter the grounds.

The tickets are free of charge and the number per exhibitor is not limited. The tickets will be made available to you after ordering in the Ticket Service Center.

**Parking tickets for exhibitors**

You will not require any parking tickets during the assembly and dismantling period. The parking areas can be used free of charge. During the trade fair, you can purchase a parking ticket in advance or directly at the parking area. The price is the same. Driving onto the trade fair grounds during the exhibition is not permitted. There are sufficient parking areas available around the exhibition halls.

6 November 2021

**Start of assembly**  
6 November 2021, from 7 a.m.

13 November 2021

**End of assembly**  
13 November 2021, 6 p.m.

14 - 20 November 2021



**Exclusive days:** 14 + 15 November

Opening times for exhibitors with exhibitor badge:  
7 a.m. to 8 p.m.  
Opening times for visitors:  
9 a.m. to 6 p.m.

During AGRITECHNICA in Hanover, the digital platform will be particularly heavily frequented. Make sure you are available during this time and make use of the opportunity to reach out to contacts throughout the world.

The trade fair is in full swing ...  
Remember a daily briefing for your employees on the stand and don't forget to continuously check your success and document your contacts. Although time is short, you should take some of it to have a look your competitors' stands.

**Feedback to exhibition management**

To continuously further develop AGRITECHNICA, DLG will be distributing questionnaires to all exhibitors. Take the time to give us your personal feedback.

After the trade fair, you will receive an online feedback form. Take the opportunity to provide us with feedback.

20 November 2021

**Start of dismantling**  
20 November 2021, from 6.30 p.m.  
Entry of motor vehicles from 9 p.m.

26 November 2021

**End of dismantling**  
26 November 2021,  
6 p.m.

December 2021 to February 2022

**Electricity and water consumption invoicing**  
Following the trade fair, a check will be carried out to determine whether the advance payment for services covers the costs for electricity and water consumption as well as tickets.

**Redeemed visitor voucher invoicing**  
Following the trade fair, you will receive your invoice for vouchers redeemed by your trade fair guests; this will be sent to you electronically in the exhibitor service portal.

**AGRITECHNICA digital**  
will remain open until 31.12.2021. All exhibitor profiles will remain online and the technical programme will still be available in the archive. Only audio/video functions will be deactivated.