

BECOME PART OF THE TECHNICAL PROGRAMME

At AGRITECHNICA 2022, DLG will be offering a more diverse technical programme than ever before – in-person at the trade fair in Hanover, Germany, and digitally on DLG Connect. As an exhibitor at the world's leading trade fair, we are therefore offering you a variety of attractive options for demonstrating your know-how and innovations to your target groups. **Make use of our offers and become part of the DLG Spotlights.**

We will support your AGRITECHNICA presence. The DLG technical programme will be advertised widely in the run up to the trade fair via our newsletter, social media channels and the AGRITECHNICA app. **Benefit from our wide reach and qualified contacts.**

STEP 1: Select a DLG Spotlight



Tillage and sowing



Fertilisation



Crop protection



Irrigation



Harvesting and post-harvest management



Digital platforms and apps

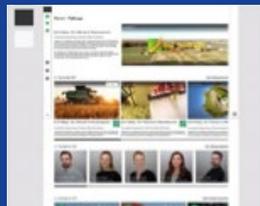
STEP 2: The campaign per DLG-Spotlight includes the following elements for you

Digital on DLG Connect



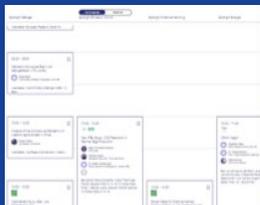
Expert talk

For each DLG Spotlight, online events with experts will be organised from the autumn of 2021 to the spring of 2022. You can promote your company with discussions and presentations concerning the theme of the respective expert talk.



Collections

All content for a theme will be presented together in the Collections on DLG Connect. Your company will be given a prominent position in the Collection for the respective DLG Spotlight.



Contribution in the technical programme

As a participant in the DLG Spotlights, you have the option of screening a pre-produced video or organising a live event on DLG Connect.

Live in Hanover



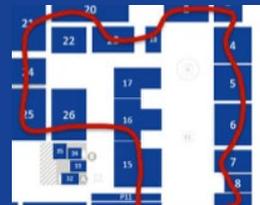
Live visit at your stand

We will visit you with a camera team at your trade fair stand, report about your products and innovations on DLG Connect and make the material available to specialist media on request.



DLG Forum at the trade fair

DLG will be organising expert forums about each Spotlight theme at the trade fair grounds. Your company will be mentioned during the presentation or can actively apply to take part in the discussions.



Visitor routes

As inspiration for the trade fair visitors, an ideal route through the trade fair grounds will be worked out for each DLG Spotlight. This will ensure that you and your products are easy for visitors to find.

Advantages for exhibitors:

- You are part of the AGRITECHNICA international technical programme
- DLG will organise all of the elements and create a professional framework
- You benefit from DLG's media reach and particularly the current topics that DLG will be showcasing as part of the world's leading trade fair
- Visitors use the DLG Spotlights to prepare for their visit to AGRITECHNICA

Contact person: DLG e.V., Dr Robert Hilden, r.hilden@dlg.org, +49 69 24788-207

Price per DLG Spotlight: 5,000 EUR

STEP 3: Book your participation now in the exhibitor service portal . Places are limited.

STEP 4: DLG will contact you and plan the individual campaign elements together with you.

MADE BY

