

# Participation options and prices

## Trade fair exhibitor

## Hybrid exhibitor

### STAND REGISTRATION

### Other fees

### Service ordering

Stand area only	Row stand	€157 / m <sup>2</sup>	+ Media package BASIC €690 / exhibitor + Registration fee €480 / registration + AUMA fee €0.60 / m <sup>2</sup> + Advance payment for services €25 / m <sup>2</sup>
	Corner stand	€181 / m <sup>2</sup>	
	Peninsula stand	€189 / m <sup>2</sup>	
	Island stand	€196 / m <sup>2</sup>	

Stand area incl. construction	Full-service row stand Comfort	€283 / m <sup>2</sup>	+ Media package BASIC €690 (obligatory) / exhibitor + Registration fee €480 / registration + AUMA fee €0.60 / m <sup>2</sup> + Power connection 3 kW €155 / stand + Flat-rate electricity consumption €81,60 + Stand cleaning €4.20 / m <sup>2</sup> + Waste disposal €15.21 / 2 bags, 80l each
	Full-service corner stand Comfort	€305 / m <sup>2</sup>	
	Full-service row stand Superior	€314 / m <sup>2</sup>	
	Full-service corner stand Superior	€339 / m <sup>2</sup>	

Co-exhibitors	Co-exhibitor fee	€305 / exhibitor	+ Media package BASIC €690 (obligatory) / exhibitor + Registration fee €480 / registration
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Campus & Career	Campus & Career full-service stand for industry companies	€293 / m <sup>2</sup>	+ Basic fee €864 / registration
	Campus & Career full-service stand for university / science	€163 / m <sup>2</sup>	Incl. Basic fee

Start-up area	DLG-AgrifutureLab stand (9 m <sup>2</sup> )	€1,900 / stand	Incl. media package BASIC Incl. registration fee Incl. AUMA fee
	DLG-AgrifutureLab stand (18 m <sup>2</sup> )	€3,200 / stand	
	BMW joint stand for young, innovative companies	€539 / m <sup>2</sup>	

Publi. houses	Trade press stand	€820 / exhibitor	Incl. media package BASIC Incl. registration fee
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After stand registration, you have the option of extending your *digital participation at a discounted price* to become a hybrid exhibitor. This can be done in the service orders area in the Exhibitor Service Portal.

Media package SMART  
€1,900 / exhibitor

Media package PIONEER  
€9,900 / exhibitor

Media package GLOBAL  
€14,900 / exhibitor

If you decide on a media package upgrade at a later point, it is possible in the Exhibitor Service Portal/ section service orders.

## Digital exhibitor

### Digital participation registration

### Service orders

Media package SMART	€19,900 / exhibitor
Media package PIONEER	€49,900 / exhibitor
Media package GLOBAL	€149,900 / exhibitor
DLG-AgrifutureLab digital (incl. media package BASIC)	€790 / exhibitor
Spotlights incl. theme routes (incl. media package BASIC)	€5,000 / exhibitor

If you decide on a media package upgrade at a later point, it is possible in the Exhibitor Service Portal – section service orders.

## Services which can be booked in the Exhibitor Service Portal

### Digital packages and upgrades

Trade fair exhibitor		Hybrid exhibitor		Digital exhibitor	
SMART media package	€1,900	SMART - PIONEER upgrade	€8,000	SMART - PIONEER upgrade for digital exhibitor	€30,000
PIONEER media package	€9,900	SMART - GLOBAL upgrade	€13,000	SMART - GLOBAL upgrade for digital exhibitor	€130,000
GLOBAL media package	€14,900	PIONEER - GLOBAL upgrade	€5,000	PIONEER - GLOBAL upgrade for digital exhibitor	€100,000

### Communication and digital events

Public events on request → bookable with PIONEER and GLOBAL exhibitor packages only	from 15.11.21 – 26.02.22	€1,900 / 30-min. event
Public events on request → bookable with PIONEER and GLOBAL exhibitor packages only	from 27.02.22 – 05.03.22	€4,900 / 30-min. event
Private events on request → bookable with SMART, PIONEER and GLOBAL exhibitor packages only		price on request

### Participation in the technical programme

Spotlight incl. theme routes	€5,000
Career & networking event	€699 / exhibitor
Application as a speaker	Free of charge

### Participation in the S&C technical programme

Application as a speaker	Free of charge
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### Media services

Trade press stand	€305 / title
Press box in the press centre	€52 / box
Virtual press box	€125 / box
Job wall at the trade fair	€160
Job wall digital	€120
S&C Quarterly	€576
Advertorial in the DLG Newsletter crop production	€3,250
Advertorial in the DLG Newsletter for members	€625
Podcast sponsoring	€1,000
Social media post	€1,500
YouTube channel post	€1,500
Content on the AGRITECHNICA website – section NEWS - incl. distribution via the DLG Newsletter crop production	€4,750
Logo on the AGRITECHNICA website	€999

### Advertising

'Top-of-the-list' entry, main category	€20,500
'Top-of-the-list' entry, overall directory → bookable with GLOBAL exhibitor packages only	€89,900
Header banner, complete exhibitor directory	€9,900
Header banner, overall programme directory	€9,900
Logo sponsoring in DLG theme forums	€5,500

## Services which can be booked in the Exhibitor Service Portal

### Logo sponsoring

Lanyards		€8,900
Powerbanks		€47,000
Disinfectant dispensers		Price to follow
Disinfectant bottles		€15,500
Water bottles for International Visitors Lounge	(package à 20.000 pieces, each 500ml)	€4,500
Muesli bars for International Visitors Lounge	(package à 20.000 pieces)	€4,500
DLG AgriLeaders Club		€7,500
S&C Future Lounge		€7,500
DLG-Talk 'Technology' in the run up to the trade fair		€2,500
DLG-Talk 'Technology' at the trade fair		€2,500
Young DLG events in the run up to the trade fair		€2,500
Young DLG events at the trade fair		€2,500