

OVERVIEW ON
THE PACKAGES

Increase your

- Visibility
- Range
- Leads

MORE VISIBILITY – REACH – LEADS

BOOK YOUR DIGITAL PARTICIPATION NOW! 



	SMART	PIONEER	GLOBAL
	Company presentation + basic functions 1/4 tile in the exhibitor list Visitor + lead reporting in the back office	Company presentation + extended functions 1/2 tile in the exhibitor list 1 public event each month in the program Visitor + lead reporting with full data export including structural data	Company presentation + all functions full tile in the exhibitor list 2 public events each month in the program Visitor + lead reporting with full data export including structural data Advertorials in DLG newsletters and other communication channels of DLG
Price for on-site exhibitors	EUR 1,900	EUR 9,900	EUR 14,900
Price for digital participants without stand	EUR 19,900	EUR 49,900	EUR 149,900
	<p>BASIC 690 EUR Compulsary package for hybrid exhibitors. Can not be booked by digital participants only. Company presentation + basic functions 1/16 tile in the exhibitor list</p>		

Events

Your broadcast time in DLG's programme - public events

15.11.21 - 26.02.22
EUR 1,900
27.02. - 05.03.22 (live trade fair)
EUR 4,900

Advertising

Top-of-the-list entry, banner, etc.

starting from EUR 4,900

* PRICE FOR DIGITAL PARTICIPANTS WITHOUT STAND

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

	BASIC	SMART	PIONEER	GLOBAL
For hybrid exhibitors (Exhibition + Digital participation): For digital participants:	690 EUR <u>Not bookable</u>	1,900 EUR 19,900 EUR	9,900 EUR 49,900 EUR	14,900 EUR 149,900 EUR
Company Profile	Logo, name, address, website, stand number, Social Media profiles, text (5.000 characters max), in German and English, links, multi media section for PDF, pictures and videos (max 500 MB)			
	Basic tile 1/16	Small tile 1/4	Medium-sized tile 1/2	Large tile 1/1
Iframe – a window to external content, e.g. websites, 3D views, Google Maps	--	--	included	included
Video-Info-Counter Audio-video room for information and quick first contact. The info counter is not suitable for presentations or meetings and is not a substitute for product presentations in the program.	--	included		
Product keywords visible under “categories” (selected in the nomenclature of the trade fair)	15 including additional keywords can be booked in packages (5 keywords for 299 EUR / maximum 5 packages)			
Keywords (additional search terms) They help to refine the categorization. They are used in the search but not displayed in the profile.	unlimited	unlimited	unlimited	unlimited
Brand profile (= logo, brand name, text with max. 5,000 characters, each in German and English, multimedia area with PDF, images and videos (max 500 MB))	--	1 included	3 included	5 included
Product profile (= logo, product name, text max. 5,000 characters, each in D and EN, multimedia area with PDF, images and videos (max 500 MB))	--	15 included	25 included	50 included
Add staff Your staff has access to the back office and leads. Staff is optionally visible in the exhibitor profile. Order tickets for your staff in the Exhibitor-Service-Portal.	unlimited	unlimited	unlimited	unlimited

Examples:

Your

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

Possible formats:

- Live stream
- Broadcast pre-produced videos
- Audio-Video-Green-Room as a "stage for the speakers,,

* For public events individual coordination with the program director is needed

	BASIC	SMART	PIONEER	GLOBAL
You can see the data of the event participants in your backoffice.	COMMUNICATION & DIGITAL EVENTS			
MEET & GREET – Your individual communication Individual communication or group meeting with up to 15 participants <ul style="list-style-type: none"> • Audio-video function • Split screen function • Spontaneously or by appointment • Calendar function 	Meetings: unlimited			
	Duration: max 2min	Duration: max 10min	Duration: max 20min	Duration: unlimited
PUBLIC EVENTS* - Your event in DLG's technical program e.g.: Talk, product presentation, conference <ul style="list-style-type: none"> • Own content (videos, presentation, dialogue: live or pre-recorded) • Own branding • Calendar function with advance notification to participants • Publication in lecture program of the digital trade fair and in the event calendar on the trade fair website • With interaction of participants (chat, live voting, Q&A) • Single or multi-channel (1 to 6 speakers) • Open to all visitors 	--	--	1 x 60 min included per month (15.11.21 to 05.03.22) another 30 minutes 15.11.21 to 26.02.22: EUR 1,900 27.02. to 05.03.22: EUR 4,900	2 x 60 min included per month (15.11.21 to 05.03.22) another 30 minutes 15.11.21 to 26.02.22: EUR 1,900 27.02. to 05.03.22: EUR 4,900
PARTICIPATION IN DLG'S TECHNICAL PROGRAM Actively shape the future of agricultural machinery with the DLG!	DLG Spotlights Professional events on irrigation, soil / sowing, digital platforms / apps, fertilization, crop protection, harvest / post-harvest management. Price: 5,000 EUR Details: https://www.agritechnica.com/en/for-exhibitors/register/spotlights			
	SYSTEMS & COMPONENTS Future Lounge The specialist forum and meeting place for engineers, scientists, buyers and OEMs. Details: https://www.agritechnica.com/en/systems-components/technical-programme			

Examples:

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

You can see who has attended your digital event.

	BASIC	SMART	PIONEER	GLOBAL
In your BACK OFFICE on the platform	REPORTS *			
VISITORS Overview of all digital visitors of your company profile and your content	Report / view of visitors in the back office (on the digital platform)			
	Data: name, position, company including ad hoc contact options with visitors			
	No Download		Download as CSV file	
LEADS Overview of all digital visitors who have consented to the disclosure of personal contact details for an activity related to your company (consent)	Report / view of leads in the back office (on the digital platform)			
	Data: name, position, company, e-mail, interests, structural data including ad hoc contact options with visitors			
	No Download		Download as CSV file	

* All reports correspond to the current valid version of the DSGVO or GDPR. Subject to the visitor's declaration of consent.

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

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<p>You can order visitor tickets in the Exhibitor Service Portal: https://portalagritechnica.dlg.org/</p>	TICKETS			
<p>ALL ACCESS Digital visitor voucher</p>	free voucher codes included	free voucher codes included	free voucher codes included	free voucher codes included
<p>EMPLOYEE ACCESS Each employee needs an exhibitor ticket for the access to the platform . You order these tickets for free in the Exhibitor Service Portal https://portalagritechnica.dlg.org/ The employee has to do the registration by his own and takes care of his personal profile on the platform.</p>	free of charge + unlimited	free of charge + unlimited	free of charge + unlimited	free of charge + unlimited
<p>ADVERTORIAL Additional attention on DLG's communication channels</p>				<p>Your company is highlighted in DLG's newsletter crop production. Additional advertising space for your company and your event on Instagram, Linked In and in newsletters (agreed with DLG)</p>

More visibility at
 AGRITECHNICA digital

ADVERTISING	
Can be booked independently of the package	
"Top of the list" entry - Exhibitor search, entire directory <ul style="list-style-type: none"> • Only for GLOBAL packages (1/1 tile) • Linking to exhibitor profile • Exclusive: only to be assigned one time • Including visitor data of all clicks on your advertising 	89,900 EUR
"Top of the list" entry Exhibitor search - main category (product group directory) <ul style="list-style-type: none"> • For PIONEER and GLOBAL packages (1/2 tile and 1/1 tile) • Link to exhibitor profile • Limited: to be assigned 3 times per category • Including visitor data of all clicks on your advertising 	20,500 EUR
Header Banner (on top of the entire program directory or on top of the list of exhibitors) <ul style="list-style-type: none"> • Random sequence • Link to exhibitor profile • Limited to 10 bookings per area • Including visitor data of all clicks on your advertising 	9,900 EUR

AGRITECHNICA 2022 in Hannover and digital

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