

## 1. BEFORE THE TRADE FAIR

### 1.1. Before registration

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| <input type="checkbox"/> | <p><b>Show interest</b><br/>Let us add you to our database - we'll keep you up to date on organisational tasks and news on a regular basis.</p> <ul style="list-style-type: none"> <li>Also follow us on social media (LinkedIn/Insta/ Facebook/ Youtube)</li> </ul>   |   | <p><b>Homepage</b><br/><a href="http://www.agritechnica.com/en/exhibit/contact-us">www.agritechnica.com/en/exhibit/contact-us</a></p>                               |
| <input type="checkbox"/> | <p><b>10 reasons to participate</b></p>  |   | <p><b>Homepage</b><br/><a href="http://www.agritechnica.com/en/exhibit">www.agritechnica.com/en/exhibit</a></p>   |
| <input type="checkbox"/> | <p><b>How do I achieve my planned Key Performance Indicators (KPIs) at AGRITECHNICA?</b></p>   |   | <p>will follow soon</p>   |
| <input type="checkbox"/> | <p><b>Win awards for your products: Participation in awards</b><br/>DLG will present four awards at AGRITECHNICA</p> <ul style="list-style-type: none"> <li>Innovation Award AGRITECHNICA</li> <li>SYSTEMS &amp; COMPONENTS Trophy – Engineer's Choice</li> <li>DLG-AgriFuture Concept Winner</li> <li>Woman in Ag Award</li> </ul> <p>Check the requirements for participation well in advance in order to showcase your product beyond AGRITECHNICA.</p> | <p>Application Deadline:<br/>14 July 2023</p> | <p><b>Homepage</b><br/><a href="http://www.agritechnica.com/en/awards">www.agritechnica.com/en/awards</a></p>   |
| <input type="checkbox"/> | <p><b>Calculate costs</b><br/>Calculate costs easily with the interactive price calculator</p>   | <p>From September 2022</p>                    | <p><b>Homepage</b><br/><a href="http://www.agritechnica.com/en/exhibit/prices-marketing-services">www.agritechnica.com/en/exhibit/prices-marketing-services</a></p> |

### 1.2. From registration to stand confirmation

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| <input type="checkbox"/> | <p><b>Exhibitor registration</b><br/>Place your registration in the Exhibitor Service Portal.</p> <ul style="list-style-type: none"> <li>Log in with your personal access data.</li> <li>You can't find your access data? Simply request your new password on the portal homepage</li> <li>Registration is binding</li> </ul> | <p>From November 2022 to<br/>1 February 2023 at the latest</p>    | <p><b>Exhibitor Service Portal</b><br/><a href="https://portalagritechnica.dlg.org/vrExhibitor/">https://portalagritechnica.dlg.org/vrExhibitor/</a></p> |
| <input type="checkbox"/> | <p><b>Co-exhibitor registration</b><br/>Place your registration in the Exhibitor Service Portal.</p>  | <p>From November 2022 until<br/>shortly before the trade fair</p> | <p><b>Exhibitor Service Portal</b><br/><a href="https://portalagritechnica.dlg.org/vrExhibitor/">https://portalagritechnica.dlg.org/vrExhibitor/</a></p> |
| <input type="checkbox"/> | <p><b>Hall layout planning</b><br/>The allocation of space is carried out by subject group. Your exhibition focus will be requested in the registration. There's no need for action on your part now. You'll receive the hall layout together with the stand confirmation at the beginning of May 2023.</p>                   | <p>From 1 February 2023 until<br/>the beginning of May 2023</p>   |  |

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| <input type="checkbox"/> | <p><b>Stand confirmation</b></p> <p>You'll receive your stand confirmation by e-mail. The stand rental invoice and the hall plan with stand position as well as the invoice for the advance payment of ancillary costs are then available for download in the document management area of the Exhibitor Service Portal.</p>  | Beginning of May 2023                      | <p><b>Exhibitor Service Portal</b></p> <p><a href="https://portalagritechnica.dlg.org/vrExhibitor/">https://portalagritechnica.dlg.org/vrExhibitor/</a></p> |
| <input type="checkbox"/> | <p><b>Stand rental payment date</b></p> <p>No later than 21 days after the invoice date</p>  | From the beginning of May 2023             | <p><b>Exhibitor Service Portal</b></p> <p><a href="https://portalagritechnica.dlg.org/vrExhibitor/">https://portalagritechnica.dlg.org/vrExhibitor/</a></p> |
| <input type="checkbox"/> | <p><b>Objection deadline</b></p> <p>The contract between the exhibitor and DLG Service GmbH is automatically concluded when the stand confirmation is made available in the Exhibitor Service Portal.</p> <ul style="list-style-type: none"> <li>Your placement does not correspond to your requests from the registration form?</li> </ul> <p>Contact us by e-mail no later than 10 days after receipt of the stand confirmation.</p> | 10 days from the day of stand confirmation | <p><b>Contact person is indicated on the stand confirmation (e-mail)</b></p>  |

## 2. ORGANISATION OF SERVICES

### 2.1. Services to be organised before or with registration

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| <input type="checkbox"/> | <p><b>Book hotel rooms</b></p> <p>Room allotments in Hanover are limited. Arrange accommodation for yourself, your stand staff and your customers as early as possible.</p>  |  | <p><b>Homepage</b></p> <p><a href="http://www.agritechnica.com/en/visit/travel-accommodation">www.agritechnica.com/en/visit/travel-accommodation</a></p>   |
| <input type="checkbox"/> | <p><b>Selection of trade fair construction company</b></p> <p>In addition to full-service stands, DLG also offers individual stand construction. You're welcome to find out more online.</p> <p>When soliciting external tenders, use the Technical Guidelines and the Conditions of Participation as a basis.</p> |  | <p><b>Homepage</b></p> <p><a href="http://www.dlg-international.com/en/stand-construction/">www.dlg-international.com/en/stand-construction/</a></p> <p><b>Technical guidelines</b></p> <p><a href="https://portalagritechnica.dlg.org/vrExhibitor/">https://portalagritechnica.dlg.org/vrExhibitor/</a></p> |
| <input type="checkbox"/> | <p><b>Train stand team</b></p> <p>Prepare your trade fair team for your trade fair presentation. The DLG Academy offers a wide range of courses and/or supports you with your individual enquiries.</p>  |  | <p><b>Contact person:</b></p> <p>Nina Eichberg<br/>N.Eichberg@DLG.org<br/><a href="http://www.DLG-Akademie.de">www.DLG-Akademie.de</a></p>   |

**2.2. Services to be organised after stand confirmation**

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| <input type="checkbox"/> | <p><b>Apply for visa</b><br/>Contact the German Embassy in your country in good time with our invitation letter if you require a visa for entry.</p>   |  | <p><b>Homepage</b><br/><a href="http://www.agritechnica.com/en/visit/visa-support-for-visitors">www.agritechnica.com/en/visit/visa-support-for-visitors</a></p> |
| <input type="checkbox"/> | <p><b>Register innovations for awards</b><br/>Registration takes place in the Exhibitor Service Portal</p> <ul style="list-style-type: none"> <li>• Innovation Award AGRITECHNICA</li> <li>• SYSTEMS &amp; COMPONENTS Trophy – Engineer’s Choice</li> <li>• DLG-AgriFuture Concept Winner</li> <li>• Women in AG Awards</li> </ul>   | <p>Start of registration:<br/>after stand confirmation<br/>Registration deadline:<br/>14 July 2023</p> | <p><b>Exhibitor Service Portal</b><br/><a href="https://portalagritechnica.dlg.org/vrExhibitor/">https://portalagritechnica.dlg.org/vrExhibitor/</a></p>        |
| <input type="checkbox"/> | <p><b>Public company profile</b><br/>After receiving your stand confirmation, you will receive an e-mail from us with an explanation of where and how you can check and maintain your company profile online for the official exhibition media and expand it to include your logo, info texts, videos, etc. Without additional costs!</p>  | <p>From July 2023</p>  | <p><b>Exhibitor Service Portal</b><br/><a href="https://portalagritechnica.dlg.org/vrExhibitor/">https://portalagritechnica.dlg.org/vrExhibitor/</a></p>        |
| <input type="checkbox"/> | <p><b>Order services for your stand</b></p> <ul style="list-style-type: none"> <li>• Electricity</li> <li>• Water</li> <li>• Telecommunications and Internet</li> <li>• Stand construction and rental furniture</li> <li>• Forwarding agent</li> <li>• Stand cleaning</li> <li>• Moderation + Screens</li> <li>• Interpreter</li> <li>• Stand security</li> <li>• etc.</li> </ul> <p>Unfortunately, thefts occur repeatedly during, but especially before and after the fair. Therefore, make sure to secure your items at the stand. We recommend 24-hour stand security and precise security planning during set-up and take-down.</p> | <p>See Exhibitor Service Portal for ordering deadline</p>  | <p><b>Exhibitor Service Portal</b><br/><a href="https://portalagritechnica.dlg.org/vrExhibitor/">https://portalagritechnica.dlg.org/vrExhibitor/</a></p>        |
| <input type="checkbox"/> | <p><b>Order stand catering</b><br/>Please order catering in good time to avoid delivery bottlenecks. You will find a list of our contractual partners in the Exhibitor Service Portal.</p>   | <p>As early as possible</p>  | <p><b>Exhibitor Service Portal</b><br/><a href="https://portalagritechnica.dlg.org/vrExhibitor/">https://portalagritechnica.dlg.org/vrExhibitor/</a></p>        |
| <input type="checkbox"/> | <p><b>Free advertising materials</b><br/>Attract attention to yourself beforehand. We'll provide you with posters, online banners, social media posts etc. which you can customise.</p>  |  | <p><b>Exhibitor Service Portal</b><br/><a href="https://portalagritechnica.dlg.org/vrExhibitor/">https://portalagritechnica.dlg.org/vrExhibitor/</a></p>        |

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| <input type="checkbox"/> | <p><b>Place ads in media and press</b><br/>We'll publish your advertisement in the press.</p>  | From September 2023    | <p><b>Exhibitor Service Portal</b><br/><a href="https://portalagritechnica.dlg.org/vrExhibitor/">https://portalagritechnica.dlg.org/vrExhibitor/</a></p> <p>DLG   Business Press:<br/>Guido Oppenhäuser – Tel. +49 69-24788-213 – G.Oppenhaeuser@DLG.org</p> <p>DLG   Trade Press:<br/>Rainer Winter Tel. +49 69-24788-212 – R.Winter@DLG.org</p> <p>DLG   International Press:<br/>Malene Conlong – Tel: +49 69-24788-237 – M.Conlong@DLG.org</p> |
| <input type="checkbox"/> | <p><b>Order press box</b><br/>We offer virtual press boxes or press boxes in the AGRITECHNICA press centre. Journalists from all over the world use the reports, information and press releases you provide here for their research. The information provided can be accessed worldwide for up to three months after the trade fair.</p>   | From September 2023    | <p><b>Exhibitor Service Portal</b><br/><a href="https://portalagritechnica.dlg.org/vrExhibitor/">https://portalagritechnica.dlg.org/vrExhibitor/</a></p> <p><b>Contact person:</b><br/>Katja Dankic – K.Dankic@DLG.org</p>   |
| <input type="checkbox"/> | <p><b>Marketing Services/Sponsoring</b><br/>Increase the attention of your customers with effective communication. We offer you a variety of options for this: e.g. sponsorship packages, participation in theme routes, etc.</p>  |                        | <p><b>Exhibitor Service Portal</b><br/><a href="https://portalagritechnica.dlg.org/vrExhibitor/">https://portalagritechnica.dlg.org/vrExhibitor/</a></p>   |
| <input type="checkbox"/> | <p><b>Mixie Points</b><br/>Deposit content for visitors on QR codes (mixie points). You can attach these to your stand, products, etc. Later you will receive an evaluation of the scans including visitor data.</p>   |                        | <p><b>Exhibitor Service Portal</b><br/><a href="https://portalagritechnica.dlg.org/vrExhibitor/">https://portalagritechnica.dlg.org/vrExhibitor/</a></p>   |
| <input type="checkbox"/> | <p><b>Make success of your trade fair participation tangible</b><br/>Trade fair performance benchmarking offers insights into the range and important criteria of your trade fair performance compared to your important market competitors.</p>   |                        | <p><b>Contact person:</b><br/>Christine Mohtadi – c.mohtadi@dlg.org</p>  |
| <input type="checkbox"/> | <p><b>Scan visitor data at trade fair</b><br/>Each visitor will receive a personalised badge for entering the trade fair. You can capture this with an app or a scanner from "Scan2Lead" and save yourself the trouble of processing business cards. You can also benefit from information about the structural data of the visitors.</p>  |                        | <p><b>Exhibitor Service Portal</b><br/><a href="https://portalagritechnica.dlg.org/vrExhibitor/">https://portalagritechnica.dlg.org/vrExhibitor/</a></p>   |
| <input type="checkbox"/> | <p><b>Participation in expert forums</b><br/>Participation in the DLG's expert forums is an integral part of the programme of many AGRITECHNICA visitors. We offer you the opportunity to present your topic, your project, your experiences or strategies or to deepen them in panel discussions. You'll reach important partners from the industry and cooperation partners for future projects.</p> |                        | <p><b>Exhibitor Service Portal</b><br/><a href="https://portalagritechnica.dlg.org/vrExhibitor/">https://portalagritechnica.dlg.org/vrExhibitor/</a></p> <p><b>Contact person:</b><br/>Dr. Bruno Görlach: b.goerlach@dlg.org</p>   |
| <input type="checkbox"/> | <p><b>Construction permit</b><br/>Mandatory for all stands larger than 25 m<sup>2</sup> and/or higher than 4.00 m. Upload a draft of your stand concept in the Exhibitor Service Portal. We'll check your planning for conformity with the technical guidelines (e.g. building heights, boundary distances, escape route lengths, two-storey stands)</p>   | Until 1 September 2023 | <p><b>Exhibitor Service Portal</b><br/><a href="https://portalagritechnica.dlg.org/vrExhibitor/">https://portalagritechnica.dlg.org/vrExhibitor/</a></p>   |

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| <input type="checkbox"/> | <p><b>Take out liability insurance for your exhibition stand</b><br/>Keep this in mind if required.</p>   |  | <p><b>Exhibitor Service Portal</b><br/><a href="https://portalagritechnica.dlg.org/vrExhibitor/">https://portalagritechnica.dlg.org/vrExhibitor/</a></p> |
| <input type="checkbox"/> | <p><b>Parking permits for exhibitors</b><br/>You don't need a parking permit during the set-up and take-down periods. The parking spaces can be used free of charge.<br/>During the fair you can buy a parking permit in advance or directly at the car park. The price is the same. Driving on the trade fair grounds is not permitted during the trade fair. Sufficient parking spaces are available around the trade fair halls.</p>         |  | <p><b>Exhibitor Service Portal</b><br/><a href="https://portalagritechnica.dlg.org/vrExhibitor/">https://portalagritechnica.dlg.org/vrExhibitor/</a></p> |
| <input type="checkbox"/> | <p><b>Register evening event at your stand from 6 pm</b><br/>If you would like to round off the trade fair day with customers at your stand, this must be registered as an evening event.<br/>An evening event must be registered if:</p> <ul style="list-style-type: none"> <li>• Guests are invited</li> <li>• Service providers (catering, music, performers, etc.) can be ordered.</li> <li>• The event lasts longer than 8 p.m.</li> </ul> |  | <p><b>Exhibitor Service Portal</b><br/><a href="https://portalagritechnica.dlg.org/vrExhibitor/">https://portalagritechnica.dlg.org/vrExhibitor/</a></p> |
| <input type="checkbox"/> | <p><b>Rent meeting rooms in Convention Center (CC)</b><br/>Rooms of various sizes can be rented in the centrally located CC. Please contact Deutsche Messe directly.</p>  |  | <p><b>Deutsche Messe</b><br/><a href="mailto:conferencerooms@messe.de">conferencerooms@messe.de</a> – Tel.: +49 511 89-36530</p>                         |

### 3. EXHIBITOR TICKETS AND INVITATIONS FOR VISITORS

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|--|-------------------------|--|
| <input type="checkbox"/> <p><b>Exhibitor tickets</b></p> <p>Provided there are no more outstanding invoices, your contingent of free tickets for stand personnel for the entire duration of the trade fair (multi-day tickets) will be available at the Ticket Service Center (TSC) from around the beginning of August.</p> <p>Each multi-day ticket is also a pass for set-up and take-down. Your stand personnel only need one ticket and only need to register once to have a ticket for set-up, event and take-down.</p> <ul style="list-style-type: none"> <li> <b>Number of free tickets</b><br/>           Each exhibiting company receives free multi-day tickets for stand personnel in proportion to its stand area:<br/>           0-10 m<sup>2</sup> = 2 tickets each<br/>           11-300 m<sup>2</sup> = 1 ticket for every 10 m<sup>2</sup> or part thereof<br/>           300+ m<sup>2</sup> = 1 ticket for every 20 m<sup>2</sup> or part thereof<br/>           Co-exhibitors are entitled to 2 free multi-day exhibitor tickets.         </li> <li> <b>Order additional paid tickets</b><br/>           You can order additional multi-day tickets for your stand personnel in the Exhibitor Service Portal (maximum equal to the number of free multi-day tickets available to you).<br/>           Day tickets for stand personnel and additional set-up and take-down passes are not limited in quantity.         </li> <li> <b>Manage tickets</b><br/>           In the Ticket Service Center, which you can access via the Exhibitor Service Portal, you can manage the tickets and assign them to your stand personnel.           <ul style="list-style-type: none"> <li>- Admission tickets for stand personnel are exclusively digital and personalised. You distribute tickets by sending links. Anyone who receives a link from you must register themselves.</li> <li>- Tickets cannot be registered for third parties. Multi-day tickets are non-transferable. Each person needs a separate ticket. You are obliged to observe the Corona Protection Ordinance and the Safe Business Concept (hygiene concept) in their currently valid versions, which are valid for the time of the trade fair. A ticket cannot be registered without providing personal data.</li> </ul> </li> </ul> <p>Only exhibitor tickets grant admission during the fair period from 7 a.m. onwards.</p> | <p>From August 2023</p> | <p><b>Exhibitor Service Portal</b><br/> <a href="https://portalagritechnica.dlg.org/vrExhibitor/">https://portalagritechnica.dlg.org/vrExhibitor/</a></p> <p>DLG   Team Organisation: <a href="mailto:service-agritechnica@dlg.org">service-agritechnica@dlg.org</a></p> <p><b>Contact partner:</b><br/>           Christoph Iser – +49 69 24788 263</p> |
| <input type="checkbox"/> <p><b>Tickets for set-up and take-down periods</b></p> <p>Access to the trade fair grounds during the set-up and take-down phases is only permitted with a valid set-up and take-down pass. Persons who cannot produce a valid set-up and take-down pass will not be permitted to enter the grounds.</p> <p>Each multi-day ticket for stand personnel is also a set-up and take-down pass.</p> <p>Tickets are free of charge and the number per exhibitor is not limited. Set-up and take-down passes will be made available to you for downloading as a PDF in the Ticket Service Center after you have placed your order.</p>   | <p>From August 2023</p> | <p><b>Exhibitor Service Portal</b><br/> <a href="https://portalagritechnica.dlg.org/vrExhibitor/">https://portalagritechnica.dlg.org/vrExhibitor/</a></p> <p>DLG   Team Organisation: <a href="mailto:service-agritechnica@dlg.org">service-agritechnica@dlg.org</a></p>   |
| <input type="checkbox"/> <p><b>Invite visitors via vouchers</b></p> <p>A personal invitation is the most effective advertising for your stand. Therefore, invite your customers via an e-voucher or paper voucher. You will only be charged for redeemed tickets. You will receive the tickets at a special price.</p>   | <p>From May 2023</p>    | <p><b>Exhibitor Service Portal</b><br/> <a href="https://portalagritechnica.dlg.org/vrExhibitor/">https://portalagritechnica.dlg.org/vrExhibitor/</a></p> <p>DLG   Team Ticketing: <a href="mailto:ticketing@dlg.org">ticketing@dlg.org</a></p>  |

## 4. DURING THE FAIR

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| <input type="checkbox"/> | <p><b>Start of set-up - End of set-up</b><br/>If you need more time for set-up, you can submit a request for early set-up via the Exhibitor Service Portal</p>  | <p>From 7 a.m. on<br/>4 November 2023 7 until 6 p.m.<br/>on 11 November 2023</p>  | <p><b>Exhibitor Service Portal</b><br/><a href="https://portalagritechnica.dlg.org/vrExhibitor/">https://portalagritechnica.dlg.org/vrExhibitor/</a></p> |
| <input type="checkbox"/> | <p><b>AGRITECHNICA</b></p> <ul style="list-style-type: none"> <li>• <b>Daily briefing</b><br/>Remember to conduct a daily briefing of the staff at the stand and to carry out continuous success monitoring and documentation of contacts. Even if time is short, you should take the time to look at your competitors' stands.</li> <li>• <b>Social Media</b><br/>Share your impressions via social media. Use our official hashtags:<br/>#AGRITECHNICA2023<br/>#SYSTEMS&amp;COMPONENTS<br/>#DLG<br/>#AGTECHDOME<br/>#AGRIFOODSTARTUP</li> </ul> | <p>12-18 November 2023</p> <p>12 + 13 November Opening hours for exhibitors with exhibitor pass:<br/>7 a.m. to 8 p.m Opening hours for visitors:<br/>9 a.m. to 6 p.m.</p> | <p><b>Contact partner</b><br/>The AGRITECHNICA team is available to answer questions in the Information Centre (IC).<br/>Or phone +49(0)69-24788-900</p> |
| <input type="checkbox"/> | <p><b>Give feedback to exhibition management</b><br/>The DLG distributes questionnaires to all exhibitors for the continuous development of AGRITECHNICA. Please take the time to give us your personal feedback.</p>   |   |  |
| <input type="checkbox"/> | <p><b>Start of dismanteling – End of dismanteling</b></p>   | <p>18 November<br/>from 6:30 p.m.<br/>Entry of motor vehicles from<br/>9 p.m. onwards</p> <p>End of dismanteling:<br/>26 November 2023</p>                                | <p><b>Contact partner</b><br/>DLG Technik-Team   <a href="mailto:techorga@DLG.org">techorga@DLG.org</a></p>  |

## 5. AFTER THE TRADE FAIR

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| <input type="checkbox"/> | <p><b>Trade fair debriefing</b></p> <p>Be quick about handling your customer contacts professionally at AGRITECHNICA – your competitor is doing the same. Think about a detailed analysis and evaluation of your participation in the trade fair and compare it with the goals you've set. Immediately note down what you would like to do differently next time so that it's not forgotten.</p>   |  |  |
| <input type="checkbox"/> | <p><b>Invoices</b></p> <p>After the fair, you'll receive invoices from the DLG, service partners and external service providers that you've commissioned.</p> <p>The invoices for services that you've ordered via the Exhibitor Service Portal will be uploaded to the document management and will be available for you to download there. You'll be notified by e-mail when the invoice is made available.</p> <ul style="list-style-type: none"> <li>• <b>Advance payment of service charges</b><br/>The costs for services (electricity, water, exhibitor tickets, vouchers, compressed air, early set-up, acceptance fees for special constructions, stand rental for upper floor in the case of two-storey structures) will be offset against the advance payment for ancillary costs in a combined invoice after the event. Any credit balances will be refunded immediately.</li> </ul> |  | <p><b>Exhibitor Service Portal</b><br/><a href="https://portalagritechnica.dlg.org/vrExhibitor/">https://portalagritechnica.dlg.org/vrExhibitor/</a></p> |
| <input type="checkbox"/> | <p><b>Make a note for AGRITECHNICA 2025</b></p> <p>Registration for AGRITECHNICA 2025 begins in November 2024.</p>   |  |  |