

LIVE ARENA | SHOW YOUR MACHINE IN ACTION

LIVE ARENA: SMART FARMING

Exhibitors can present solutions live under the AGRITECHNICA umbrella.
DLG gets to the technical heart of things.

CALL FOR PARTICIPATION

DLG call for participation for the following topic areas:

- It's a match – **connectivity** of agricultural machines
 - Interoperability, data transfer, interfaces between various machines/systems
- **Autonomous** agricultural machinery – future becomes reality
 - Market-ready concepts
- Smart **spraying** – precision crop protection technology
- Smart and remote **sensing** – drones in farming
- Full Pull – Optimize **traction** and conserving resources
 - Tire inflation systems, track systems, tractor ballasting options and assistance systems

Participation fee

13.000 EUR per accessory equipment*, self-drive, tractor unit (7 days) in the Live Arena includes::

- Demonstration slots during 7 days of the trade fair
- Visibility in the programme of AGRITECHNICA
- Social media posts in the run-up to and during the show
- Information board + communication area directly next to the machine

plus

101 EUR/m² for a machine parking space

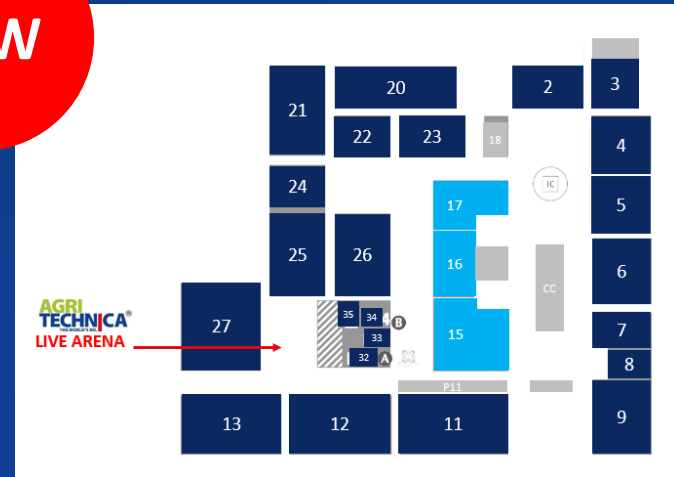
optional

Pagoda tent | 4 x 4 m | 3.500 EUR

incl. Stand rental fee, furniture (lockable counter, chairs) branding from outside, light electricity (3kW)

* Tractor planning in cooperation with DLG

NEW



INFORMATION & BOOKING

- Binding booking in the Exhibitor Service Portal
- Dr. Bruno Goerlach, Competence Center Agriculture, B.Goerlach@dlg.org