

BASIC MEDIA PACKAGE | OBLIGATORY

THE FOLLOWING SERVICES ARE ALREADY INCLUDED IN THE BASIC MEDIA PACKAGE (750 EUROS):

<p>Exhibitor directory</p> <p>Each exhibiting company receives a company profile entry in the exhibitor directory at agritechnica.com.</p>	<ul style="list-style-type: none">▪ Company profile* (logo, company name, address, website, stand number, links to social media profiles, descriptive text with max. 4,000 characters), each in German and English, various links, documents (pdf), images and videos (max. 500 MB per video)▪ 15 product keywords* (more can be additionally booked)▪ Unlimited number of keywords (supplementary search terms) <p><i>*Basic data is provided with the stand application. They can be changed repeatedly from stand confirmation onwards and supplemented by all the above-mentioned other elements in the Exhibitor Service Portal.</i></p>
<p>AGRITECHNICA APP</p> <p>Each exhibiting company receives a company profile entry in the AGRITECHNICA trade fair app.</p>	<ul style="list-style-type: none">▪ Same content to the same extent as in the exhibitor directory (data will be duplicated).
<p>DLG Mixie Points: basic package</p>	<ul style="list-style-type: none">▪ Each exhibiting company receives a basic DLG Mixie points package.▪ Visitors scan the DLG Mixie Points at the exhibits via the AGRITECHNICA app and download the digital information.▪ The exhibiting company can see who is interested in its product(s) and thus obtains new leads. Detailed information in the DLG Mixie Point service offer.
<p>Lead tracking: basic package</p>	<ul style="list-style-type: none">▪ Each exhibiting company receives a full license lead tracking to scan the digital badges of the booth visitors.▪ This enables digital recording of the stand visitors' contact data in real time. The data is available for further processing in a portal.

INFORMATION & BOOKING

- Binding, automatic booking obligatory with each stand registration
- DLG-Verlag, media@DLG.org | +49 69 24788-452