

Participation options, services and prices

Participation options

STAND REGISTRATION		Other fees	
Stand area only	Row stand	174€ / m ²	+ Media package BASIC 750€ (obligatory) / company + Registration fee 535€ / registration + AUMA fee 0.60€ / m ² + Advance payment for services 28€ / m ²
	Corner stand	201€ / m ²	
	Peninsula stand	210€ / m ²	
	Island stand	218€ / m ²	
	Open air area for forestry equipment	101€ / m ²	
Stand area incl. construction	Full-service row stand Comfort	305€ / m ²	+ Media package BASIC 750€ (obligatory) / company + Registration fee 535€ / registration + Basic fee 350€ / stand included: <ul style="list-style-type: none"> • Power connection 3 kW • Flat-rate electricity consumption • Daily stand cleaning • Waste disposal (1 set of waste bags) Incl. AUMA fee 0,60€ / m ²
	Full-service corner stand Comfort	335€ / m ²	
	Full-service row stand Superior	355€ / m ²	
	Full-service corner stand Superior	380€ / m ²	
	Full-service row stand Exclusive	370€ / m ²	
	Full-service corner stand Exclusive	395€ / m ²	
Co-exhibitors	Co-exhibitor fee	339€ / company	+ Media package BASIC 750€ (obligatory) / company + Registration fee 535€ / registration
Campus & Career	Campus & Career full-service stand for industry companies	305€ / m ²	+ Basic fee 350€ / registration + Registration fee 535€ / registration + Media package BASIC 750€ (obligatory) / company Incl. AUMA fee 0,60€ / m ²
	Campus & Career full-service stand for university / science	190€ / m ²	+ Basic fee 350€ / registration Incl. AUMA fee 0,60€ / m ² Incl. Registration fee Incl. Media package BASIC
Start-Up Area	Stand agrifood start-ups (9 / 12 / 15 / 18m ²)	270 € / m ²	Incl. Stand construction Incl. Basic fee Incl. Media package BASIC Incl. Registration fee Incl. AUMA fee
	BMWK joint stand for young, innovative companies * with 60% financial promotion:	679 € / m ² * 271.60 € / m ²	
Publ. houses	Trade press stand	877€ / company	Incl. Media package BASIC Inkl. Registration fee

Services I

Outdoor advertising

Eye-Catcher space incl. power connection **NEW** 150€ / m²

Eye-Catcher space without power connection **NEW** 120€ / m²

Use of the H'Up in hall 18

Basic fee for using the H'Up = hybrid event location **NEW** Price on request



Specialist programme and media services

Participation in the technical programme of AGRITECHNICA

Submission of speaker and topic proposals	free of charge
Participation in the themed route	Price to follow
Live Arena: Smart Farming NEW	from 13,000€
Live Arena: forest NEW	from 3,000€
Drive Experience: alternative power systems NEW	from 9,900€
Workshop Live large machine NEW	7,000€
Workshop Live small machine NEW	4,000€
Lecture on a DLG stage	700€ / slot
Participation in a moderated panel discussion	500€ / slot
Career & Networking Event	750€ / event
DLG.Prototype.Club	Price to follow

Participation in the specialist programme of System & Components

Application as speaker	free of charge
Product presentation on the Expert Stage	2,800€ / slot

Media services on site

Trade press stand for exhibiting publishers	326€ / title
Trade press stand for non- exhibiting publishers (please see participation options)	877€ / title
Press box in the press centre	69€ / box
Job Wall at the trade fair / job advertisement	170€ / ad
Print advertising in the trade fair guide (various offers)	from 1.500€

Media services online

Participation in the AGRITECHNICA social media campaign	Price to follow
Job Wall online / job advertisement	130€ / ad
Advertorial in the System & Components Newsletter Insights (GER / EN 4,000 recipients)	890€ / ad
Advertorial in the DLG Newsletter crop production (GER / EN 130,000 recipients)	3,550€ / year
Advertorial in the DLG Newsletter for members (17,000 recipients)	648€/ sending
Advertorial in the "agrarticker" (5,500 recipients)	2,290€ / month
DLG-Podcast Agriculture sponsoring	1,100€ /podcast
Social media company post AGRITECHNICA Facebook and Instagram channel (FB 293,000 + Insta 68,900)	1,600€ / post
Company video on AGRITECHNICA YouTube channel (8,400 subscribers)	1,600€ / video
Article on the AGRITECHNICA website NEWS incl. broadcast in the crop production newsletter	5,000€ / article
Sandwich banner in the list of exhibitors on the AGRITECHNICA website	3,000€
Sandwich banner in exhibitor lists AGRITECHNICA mobile app	2,000€
Tab bar banner in AGRITECHNICA mobile app	2,500€
Logo on the AGRITECHNICA website <i>available soon</i>	Price to follow



Specialist programme and media services

Media package upgrades

Media package PREMIUM NEW	2,900€ / company
Additional package of product tags NEW	290€ / 5 tags

Lead generation

Mixie basic package upgrade NEW	from 2 € / lead
Business intelligence package from Mixie NEW	2,900€ / company
Lead-tracking options	price to follow

Visitor advertising

Voucher	Price to follow
Green Voucher  NEW	Price to follow

Sponsoring

Lanyards (15,000 units/ tranche)	8,900€
Mobile phone charging stations (per charging station)	4,000€
Disinfectant bottles (15,000 units/ tranche)	18,000€
Water packs at all specialist forums and for the International Visitors Lounge (package of 15,000 pieces, each 500ml, 3 sponsors per Tetra Pak)	4,500€
Muesli bars at all specialist forums for the International Visitors Lounge (15,000 pieces/ tranche)	13,000€
DLG AgriLeaders Club	Price to follow
DLG-Talk 'Technology' at the trade fair	2,600€
„Young DLG“ Event	2,600€
Young dealer lunch at the AGRITECHNICA 2023 NEW	Price to follow
System & Components Expert Stage Sponsoring NEW	8,000€
System & Components Coffee-Bike Sponsoring NEW	6,000€
Agrifood Start-ups Sponsoring	from 2,000€
Young Farmers Party	Price to follow