



“Our **checklist** offers exhibitors **support** through **careful preparation** and provides creative marketing ideas in order to achieve **optimum trade fair success!**”

Timo Zipf, AGRITECHNICA Project Management

## 1. Before the trade fair

### 1.1. Prior to registration

<input type="checkbox"/>	<p><b>Show interest</b> Register in our exhibitor service portal and we will keep you regularly informed about organisational tasks and the latest news.</p>		<p><b>Exhibitor Service Portal</b> <a href="https://portalagritechnica.dlg.org/vrExhibitor/">https://portalagritechnica.dlg.org/vrExhibitor/</a></p>
<input type="checkbox"/>	<p><b>Follow us on social media!</b> Share your experiences and highlights from the trade fair and become part of a growing community of technology and innovation enthusiasts. Use these hashtags: #AGRITECHNICA #SystemsAndComponents #DLG We look forward to your contributions!</p>		<p><b>Homepages</b> <a href="https://www.instagram.com/agritechnica/">www.instagram.com/agritechnica/</a> <a href="https://www.linkedin.com/groups/3348135/">www.linkedin.com/groups/3348135/</a> <a href="https://www.tiktok.com/@agritechnica">www.tiktok.com/@agritechnica</a> <a href="https://www.facebook.com/AGRITECHNICA/">www.facebook.com/AGRITECHNICA/</a> <a href="https://www.youtube.com/agritechnica">www.youtube.com/agritechnica</a></p>
<input type="checkbox"/>	<p><b>Draw attention to yourself with an award</b> DLG will be presenting the following 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> </ul> <p>Check the requirements for taking part in good time to showcase your product beyond AGRITECHNICA. Registration for the respective awards is possible after your participation has been confirmed.</p>	<p>Start of registration: after confirmation of your participation Closing date for registration: 18 July 2025</p>	<p><b>Homepage</b> <a href="https://www.agritechnica.com/en/awards">www.agritechnica.com/en/awards</a></p>
<input type="checkbox"/>	<p><b>Calculate costs</b> Calculate easily with the interactive price calculator.</p>	<p>From September 2024</p>	<p><b>Homepage</b> <a href="https://www.agritechnica.com/en/exhibit/prices-marketing-services">www.agritechnica.com/en/exhibit/prices-marketing-services</a></p>

**1.2. From registration to confirmation of participation**

<input type="checkbox"/>	<p><b>Register as an exhibitor</b> Register in the exhibitor service portal.</p> <ul style="list-style-type: none"> <li>• Log in with your personal access data.</li> <li>• Can't find your access data? Simply request a new password on the portal homepage.</li> <li>• Registration is binding.</li> </ul>	<p>From mid-November 2024 until 1 February 2025 at the latest</p>	<p><b>Exhibitor Service Portal</b> <a href="https://portalagritechnica.dlg.org/vrExhibitor/">https://portalagritechnica.dlg.org/vrExhibitor/</a></p>
<input type="checkbox"/>	<p><b>Register as a co-exhibitor</b> Register as a co-exhibitor in the Exhibitor Service Portal .</p>	<p>From mid-November 2024</p>	<p><b>Exhibitor Service Portal</b> <a href="https://portalagritechnica.dlg.org/vrExhibitor/">https://portalagritechnica.dlg.org/vrExhibitor/</a></p>
<input type="checkbox"/>	<p><b>Hall layout planning</b> During the registration process, you will be asked about your exhibition focus. Based on this, you will be allocated to a specialist group. Space will be allocated according to specialised groups. There is no need for you to take any action during hall planning. You will receive the hall plan together with the confirmation of your participation at the beginning of May 2025.</p>	<p>From February 2025 until the beginning of May 2025</p>	
<input type="checkbox"/>	<p><b>Confirmation of participation</b> You will receive confirmation of your participation by e-mail. The stand rental invoice and the hall plan with stand position as well as the invoice for advance payment of ancillary costs will then be available for you to download under Invoices &amp; Hall Plan in the exhibitor service portal. Please remember to download your invoice and pay it no later than 21 days after the invoice date. <b>Only then will the hall plan be visible to you.</b></p>	<p>From May 2025</p>	<p><b>Exhibitor Service Portal</b> <a href="https://portalagritechnica.dlg.org/vrExhibitor/">https://portalagritechnica.dlg.org/vrExhibitor/</a></p>
<input type="checkbox"/>	<p><b>Objection period</b> The contract between the exhibitor and DLG Service GmbH is concluded automatically when your participation is confirmed in the exhibitor service portal.</p> <ul style="list-style-type: none"> <li>• Your stand location does not match the requirements on the registration form? Contact us by e-mail <b>no later than 10 days after receiving confirmation of your participation.</b></li> </ul>	<p>10 days as of the date of confirmation of your participation</p>	<p><b>You will find your contact person on the confirmation of your participation (e-mail).</b></p>

## 2. Organisation of services

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

<input type="checkbox"/>	<p><b>Book a hotel room</b> Room contingents in Hanover are limited. Make sure you organise accommodation for yourself, your stand personnel and your customers as early as possible. get2fairs will help you with negotiations and offers fair conditions. You are welcome to contact Ms Freitag (s.freitag@aovo.de) and Ms Hope (Sarah.Hope@messe.de), who will be happy to help you find accommodation. We also recommend that you contact Hanno-Fair Events for a non-binding offer. You can find the conditions of the hotel room offer in our exhibitor service portal under 'Hotel accommodation'.</p>		<p><b>Homepage</b> <a href="http://www.agritechnica.com/en/visit/travel-accommodation">www.agritechnica.com/en/visit/travel-accommodation</a> <a href="http://www.get2fairs.com">www.get2fairs.com</a> <a href="http://www.hanno-fair.events">www.hanno-fair.events</a></p>
<input type="checkbox"/>	<p><b>Select a stand construction company</b> In addition to full-service stands, DLG also offers customised stand construction. Find out more online. When requesting external offers, please refer to the Technical Guidelines and the Conditions of Participation.</p>		<p><b>Homepage</b> <a href="http://www.dlg-tradefairs.com/en/portfolio/trade-fair-services">www.dlg-tradefairs.com/en/portfolio/trade-fair-services</a></p> <p><b>Technical guidelines</b> <a href="https://portalagritechnica.dlg.org/vrExhibitor/">https://portalagritechnica.dlg.org/vrExhibitor/</a></p>
<input type="checkbox"/>	<p><b>Stand team training</b> Prepare your trade fair team for your trade fair appearance. The DLG Academy offers a wide range of programmes and/or supports you with your individual requests.</p>		<p><b>Contact person:</b> Nina Eichberg <a href="mailto:N.Eichberg@DLG.org">N.Eichberg@DLG.org</a> <a href="http://www.DLG-Akademie.de">www.DLG-Akademie.de</a></p>

### 2.2. Services to be organised after your participation has been confirmed

<input type="checkbox"/>	<p><b>Apply for a visa</b> Find out in good time about the visa procedure, the requirements for obtaining a visa, visa fees and application forms in your country. Exhibitors require confirmation of their paid stand registration instead of a letter of invitation, and the visa fee is usually waived for them (see the website of the Federal Foreign Office <a href="http://www.auswaertiges-amt.de/en/visa-service/-/215870">www.auswaertiges-amt.de/en/visa-service/-/215870</a>).</p>		<p><b>Homepage</b> <a href="http://www.agritechnica.com/en/exhibit/travel-accommodation">www.agritechnica.com/en/exhibit/travel-accommodation</a></p>
<input type="checkbox"/>	<p><b>Register new products for an award</b> 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> </ul>	<p>Start of registration: after confirmation of your participation Closing date for registration: 18 July 2025</p>	<p><b>Exhibitor Service Portal</b> <a href="https://portalagritechnica.dlg.org/vrExhibitor/">https://portalagritechnica.dlg.org/vrExhibitor/</a></p>
<input type="checkbox"/>	<p><b>Set up your public company profile</b> After receiving confirmation of your participation, you will receive an e-mail from us explaining where and how you can check and update your company profile online for the official exhibition media and add your logo, info texts and videos, etc. At no extra cost!</p>	<p>From May 2025</p>	<p><b>Exhibitor Service Portal</b> <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><input type="checkbox"/> Electricity</li> <li><input type="checkbox"/> Water</li> <li><input type="checkbox"/> Telecommunications and Internet</li> <li><input type="checkbox"/> Stand construction and furniture hire</li> <li><input type="checkbox"/> Freight forwarding</li> <li><input type="checkbox"/> Stand cleaning</li> <li><input type="checkbox"/> Presentation + screens</li> <li><input type="checkbox"/> Interpreters</li> <li><input type="checkbox"/> Stand security</li> <li><input type="checkbox"/> _____</li> </ul> <p>Unfortunately, thefts occur time and again during, but above all before and after, the trade fair. You should therefore ensure that your items on the stand are secured. We recommend 24-hour stand security and precise security planning during set-up and dismantling.</p>	<p>Recommendation: beginning of October 2025 See Exhibitor Service Portal for ordering deadline</p>	<p><b>Exhibitor Service Portal</b> <a href="https://portalagritechnica.dlg.org/vrExhibitor/">https://portalagritechnica.dlg.org/vrExhibitor/</a></p>
<input type="checkbox"/>	<p><b>Order stand catering</b></p> <p>Drinks, coffee, snacks etc. can be ordered from Deutsche Messe's caterer via the Exhibitor Service Portal and delivered directly to the stand. You can also commission your own caterer. Deliveries are possible as long as the suppliers have a service licence.</p>	<p>Recommendation: beginning of October 2025 See Exhibitor Service Portal for ordering deadline</p>	<p><b>Exhibitor Service Portal</b> <a href="https://portalagritechnica.dlg.org/vrExhibitor/">https://portalagritechnica.dlg.org/vrExhibitor/</a></p>
<input type="checkbox"/>	<p><b>Order free advertising material</b></p> <p>Draw attention to yourself in advance. To do so, we will provide you with posters, online banners and social media posts, etc. that you can customise.</p>		<p><b>Exhibitor Service Portal</b> <a href="https://portalagritechnica.dlg.org/vrExhibitor/">https://portalagritechnica.dlg.org/vrExhibitor/</a></p>
<input type="checkbox"/>	<p><b>Use our press boxes for your dialogue with national and international journalists</b></p> <p>In the AGRITECHNICA Press Center at the exhibition grounds in Hanover, press boxes will be available from 9 to 15 November 2025 for you to display your press releases. Journalists from all over the world use this information for research when visiting the Press Center. We recommend the use of at least two press boxes to enable you to conveniently provide press information in German and English. Additional press boxes for other languages can also be hired. The price per box is € 95.00 plus VAT.</p>	<p>From May 2025</p>	<p><b>Exhibitor Service Portal</b> <a href="https://portalagritechnica.dlg.org/vrExhibitor/">https://portalagritechnica.dlg.org/vrExhibitor/</a></p> <p><b>Contact person:</b> Katja Dankic – K.Dankic@DLG.org</p>
<input type="checkbox"/>	<p><b>Use marketing services / sponsoring</b></p> <p>Increase your customers' attention with effective communication. We offer a variety of options for you to achieve this. Further information on our marketing services and sponsorship opportunities can be found on our website in the 'Services' section. Once you have received confirmation of your participation, you can make your booking via the Exhibitor Service Portal.</p>		<p><b>Exhibitor Service Portal</b> <a href="https://portalagritechnica.dlg.org/vrExhibitor/">https://portalagritechnica.dlg.org/vrExhibitor/</a></p>
<input type="checkbox"/>	<p><b>Scan visitor data at the trade fair</b></p> <p>Every visitor receives a personalised badge to enter the trade fair. This can be recorded with an app or a scanner from 'Scan2Lead' to save yourself the hassle of processing business cards. You also benefit from information about the structural data of the visitors.</p>		<p><b>Exhibitor Service Portal</b> <a href="https://portalagritechnica.dlg.org/vrExhibitor/">https://portalagritechnica.dlg.org/vrExhibitor/</a></p>

<input type="checkbox"/>	<p><b>Take part in Expert Stages</b> Participation in the DLG Expert Stages is an integral part of the programme of many AGRITECHNICA and SYSTEMS &amp; COMPONENTS visitors. We offer you the opportunity to present your topic, your project, your experiences or strategies or to discuss them in greater depth in panel discussions. You will reach important partners from the industry and co-operation partners for future projects.</p>		<p><b>Exhibitor Service Portal</b> <a href="https://portalagritechnica.dlg.org/vrExhibitor/">https://portalagritechnica.dlg.org/vrExhibitor/</a></p> <p><b>Contact person:</b> Dr Bruno Görlach – b.goerlach@dlg.org</p>
<input type="checkbox"/>	<p><b>Application for stand setup approval</b> The stand setup approval is compulsory for all stands larger than 50 m and / or higher than 4,00 m. Upload the draft of your stand concept in the Exhibitor Service Portal. Here, the spatial planning of your booth design will be verified. Aspects in terms of compliance with the Technical Regulations will also be taken into account. This includes building heights, distances to boundaries, lengths of escape routes and other technical relevant points.</p>	<p>Until September 2025</p>	<p><b>Exhibitor Service Portal</b> <a href="https://portalagritechnica.dlg.org/vrExhibitor/">https://portalagritechnica.dlg.org/vrExhibitor/</a></p>
<input type="checkbox"/>	<p><b>Application for planning permission</b> If you are planning to build a two-storey or a special construction, an additional planning permission of the local authorities will be required. This also applies to the use of glass above 4,00 m, hall constructions and pavilion / fair stands on open-air sites.</p>	<p>Until September 2025</p>	<p><b>Contact person:</b> DLG Technik-Team   techorga@DLG.org</p>
<input type="checkbox"/>	<p><b>Take out liability insurance for your trade fair stand</b> Don't forget to do this if it is required.</p>		<p><b>Exhibitor Service Portal</b> <a href="https://portalagritechnica.dlg.org/vrExhibitor/">https://portalagritechnica.dlg.org/vrExhibitor/</a></p>
<input type="checkbox"/>	<p><b>Purchase car park tickets</b> You do not need a car park ticket during the set-up and dismantling periods. The car parks can be used free of charge. We recommend that you purchase your car park ticket for the trade fair in advance via the exhibitor service portal. Purchasing on site is also possible, however. The price is the same. During the exhibition, driving on the trade fair grounds is not permitted. Sufficient car parking spaces are available around the exhibition halls.</p>		<p><b>Exhibitor Service Portal</b> <a href="https://portalagritechnica.dlg.org/vrExhibitor/">https://portalagritechnica.dlg.org/vrExhibitor/</a></p>
<input type="checkbox"/>	<p><b>Register an evening event at your stand from 6 p.m.</b> If you would like to end the day with customers at your stand, this must be registered as an evening event. Registration is necessary if:</p> <ul style="list-style-type: none"> <li>• Guests are invited</li> <li>• Service providers (catering, music, artists, etc.) are ordered</li> <li>• The event continues beyond 8 p.m.</li> </ul>		<p><b>Exhibitor Service Portal</b> <a href="https://portalagritechnica.dlg.org/vrExhibitor/">https://portalagritechnica.dlg.org/vrExhibitor/</a></p>
<input type="checkbox"/>	<p><b>Hire conference rooms in the Convention Center (CC)</b> Rooms of various sizes can be hired in the centrally located CC. Please contact Deutsche Messe directly.</p>		<p><b>Deutsche Messe</b> conferencerooms@messe.de – Phone: +49 511 89-36530</p>

### 3. Exhibitor tickets and invitations for visitors

<input type="checkbox"/> <p><b>Tickets for stand personnel</b>          Provided there are no outstanding invoices, your contingent of free multi-day tickets for stand personnel will be available from the Ticket Service Center (TSC) from around the beginning of August. Each multi-day ticket is also a set-up and dismantling ticket. Your stand personnel only needs one ticket and only needs to register once to have a ticket for set-up, the event itself and dismantling.</p> <ul style="list-style-type: none"> <li>• <b>Number of free tickets</b>              Each exhibiting company will receive free multi-day tickets for stand personnel according to its stand area:              0-10 m<sup>2</sup> = 2 tickets each              11-300 m<sup>2</sup> = 1 ticket for every 10 m<sup>2</sup> or part thereof              300+ m<sup>2</sup> = 1 ticket for every 20 m<sup>2</sup> or part thereof              Co-exhibitors are entitled to 2 free exhibitor multi-day tickets.</li> <li>• <b>Order additional tickets for a fee</b>              You can order additional multi-day tickets for your stand personnel in the Exhibitor Service Portal (a maximum of the same number as the number of free multi-day tickets available to you). The number of day tickets for stand personnel and additional set-up and dismantling tickets are not limited.</li> <li>• <b>Manage tickets</b>              In the Ticket Service Center, which you can access via the exhibitor service portal, you can manage tickets and assign them to your stand personnel.             <ul style="list-style-type: none"> <li>- Eintrittstickets für Standpersonal sind ausschließlich digital und personalisiert. Sie verteilen Tickets, indem Sie Links verschicken. Jeder, der einen Link von Ihnen bekommt, muss sich selbst registrieren.</li> <li>- Werden mehrere Tickets auf eine E-Mail-Adresse registriert, dann ist auf allen Tickets/ Badges der gleiche Name.</li> <li>- Tickets cannot be registered for third parties. Multi-day tickets are transferable. Each person requires a separate ticket. You are obliged to comply with the respectively valid safe business concept (hygiene concept) applicable throughout the trade fair. A ticket cannot be registered without providing personal data.</li> </ul> </li> </ul> <p><b>Only tickets for stand personnel grant admission from 7.00 a.m. during the trade fair period.</b></p>	<p>From August 2025</p>	<p><b>Exhibitor Service Portal</b>  <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 person:</b>          Christoph Iser – Phone: +49 69 24788 555</p>
<input type="checkbox"/> <p><b>Set-up and dismantling tickets</b>          Access to the exhibition centre during the set-up and dismantling phase is only permitted with a valid set-up and dismantling ticket. The registered permanent ticket for stand personnel is also a set-up and dismantling ticket. You only require additional set-up and dismantling tickets for persons who arrive either before or after the trade fair. Set-up and dismantling tickets are free of charge and the number is not limited. Set-up and dismantling tickets will be made available for you to download as a PDF in the Ticket Service Centre.</p>	<p>From August 2025</p>	<p><b>Exhibitor Service Portal</b>  <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 using vouchers</b></p> <p>A personal invitation is the most effective way to advertise your trade fair stand. Therefore, invite your customers using an e-voucher or paper voucher. You will only be charged for tickets that have been redeemed. You will receive the tickets at a preferential price.</p>	From May 2025	<p><b>Exhibitor Service Portal</b> <a href="https://portalagritechnica.dlg.org/vrExhibitor/">https://portalagritechnica.dlg.org/vrExhibitor/</a></p> <p>DLG   Team Ticketing: ticketing@dlg.org</p>
<input type="checkbox"/>	<p><b>Together for more sustainability</b></p> <p>With the surcharge on the Green Ticket (online only) compared to the regular ticket, we support the reforestation projects of WeReforest e.V. locally, regionally and traceably directly in Germany. We transfer the surcharge per ticket to the organisation; it corresponds to the average cost of planting a tree.</p>		<p><b>Homepage</b> <a href="http://www.wereforest.com/de">www.wereforest.com/de</a></p> <p><b>Contact person:</b> Lola Rauch – l.rauch@DLG.org</p>

#### 4. During the trade fair

<input type="checkbox"/>	<p><b>Start of set-up - end of set-up</b></p> <p>If you need more time to set up, you can apply for early set-up via the exhibitor service portal.</p>	<p>1 November 2025 End of set-up: 8 November 2025 until 6 p.m.</p>	<p><b>Exhibitor Service Portal</b> <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> Don't forget a daily briefing for your stand employees and continuous success monitoring and documentation of contacts. Even if time is short, you should take the time to have a look at your competitors' stands.</li> <li><b>Social Media</b> Share your impressions via social media. Use our official hashtags for this: #AGRITECHNICA #SystemsAndComponents #DLG</li> </ul>	<p>9-15 November 2025</p> <p>9-15 November 2025 Opening hours for exhibitors with exhibitor pass: 7 a.m. to 8 p.m. Opening hours for visitors: 9 a.m. to 6 p.m.</p>	<p><b>Contact person:</b> The AGRITECHNICA team is available to answer questions in the Information Center (IC) or call +49 (0) 69 24788-900</p>
<input type="checkbox"/>	<p><b>Provide feedback to the exhibition management</b></p> <p>DLG distributes questionnaires to all exhibitors in order to continuously further develop AGRITECHNICA. Take the time to give us your personal feedback.</p>		
<input type="checkbox"/>	<p><b>Start of dismantling – end of dismantling</b></p>	<p>15 November 2025 from 6 p.m. Entry of motor vehicles from 9 p.m. End of dismantling: 21 November 2025</p>	<p><b>Contact person:</b> DLG Technik-Team   techorga@DLG.org</p>

## 5. After the trade fair

<input type="checkbox"/>	<p><b>Trade fair debriefing</b></p> <p>Be sure to professionally process your customer contacts at AGRITECHNICA quickly – your competitors will too. Don't forget to analyse and evaluate your trade fair participation in detail and compare it with the goals you have set. Immediately make a note of what you would like to do differently next time so that you don't forget.</p>		
<input type="checkbox"/>	<p><b>Invoices</b></p> <p>After the trade fair you will receive invoices from DLG, service partners and external service providers that you have commissioned. The invoices for services that you have ordered via the exhibitor service portal will be uploaded under Invoices / Hall Plan in the exhibitor service portal and are available for you to download there. You will be notified by e-mail when an invoice is available.</p> <ul style="list-style-type: none"> <li>• <b>Advance payment of ancillary costs</b> The costs for services (electricity, water, exhibitor tickets, vouchers, compressed air, advance set-up, acceptance fees for special constructions, stand rental for upper floor for two-storey structures) will be offset against any advance payment for ancillary costs in a collective invoice after the event. Any credit balances will be refunded immediately.</li> </ul>		<p><b>Exhibitor Service Portal</b> <a href="https://portalagritechnica.dlg.org/vrExhibitor/">https://portalagritechnica.dlg.org/vrExhibitor/</a></p>
<input type="checkbox"/>	<p><b>Make a note of AGRITECHNICA 2027</b></p> <p>In 2027, AGRITECHNICA will take place from 14–20 November. Registration will start one year in advance, i.e. in November 2026. We will also be organising numerous other trade fairs in the AgriFood sector worldwide. You can find an overview of the trade fairs you can additionally take part in here: <a href="https://www.dlg-tradefairs.com/en/fair-calendar#!/">https://www.dlg-tradefairs.com/en/fair-calendar#!/</a></p>		

**If you have any questions, feel free to contact us at:**

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