

Marketing &
Communication Services

Technical Programme & Events:
Participation and Sponsoring Options

#agritechnica



agritechnica.com

SYSTEMS⁺
COMPONENTS[®]

MADE BY



We offer AGRITECHNICA exhibitors attractive marketing and sponsoring services, as well as the opportunity to actively participate in some events. Make the most of your appearance! Use our advertising, sponsoring and other participation options to present yourself perfectly and increase both your brand awareness and your visitor flow.

You can also find all offers in the **Exhibitor Service Portal**.

■ Marketing & Communication Services

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Become a speaker

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- ▶ [DLG-Spotlight “Digital Farming” I DLG-Expert Stage “Digital Farming” I Exhibit & Become a speaker](#)
- ▶ [DLG-Expert Stage „agrifood start-ups”](#)
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- ▶ [Pop-up Talk “Forestry”](#)

Meet & Greet

- ▶ [Junge DLG | YoungFarmersConnect](#)

■ Technical Programme & Events: Sponsoring Options

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- ▶ [Young Farmers Party](#)
- ▶ [Young Professionals Day](#)
- ▶ [Farming Simulator](#)
- ▶ [Pop-up Dealer](#)
- ▶ [Junge DLG | Guided Innovation Tours](#)
- ▶ [DLG-Spotlight Soil Health](#)
- ▶ [agrifood start-ups](#)
- ▶ [Pop-up Talk “Forestry”](#)
- ▶ [DLG.Prototype.Club](#)

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BASIC media package

Obligatory media package for all main and co-exhibitors (€795) – already automatically included in trade fair participation

All main and co-exhibitors automatically receive the BASIC media package. It offers the most important information on the company name, address, industry and stand position for the exhibitor directories and digital services. Added to these are attractive features that increase the information value for visitors and users, e.g. logo, info text, product presentations and brand entries. Please also note the additionally bookable services (see following page) for even greater visibility and range and for recording contact data. You can also book these in the exhibitor service portal.

Exhibitor directory (trade fair homepage, trade fair app)	
Company name, stand position, postal address, website, e-mail address, telephone number	✓
Company logo	✓
Info text in German / English (text incl. links to other websites)	✓
Product keywords from trade fair nomenclature (further keywords can be booked)	Max. 15 product keywords
Linked buttons to your own social media channels	✓
Document uploads: images, PDFs, videos (each max. 150 MB)	✓
Product presentations (incl. product name, descriptive text in German / English, each with max. 4,000 characters, image, PDF, video)	Max. 5 product presentations
Brand entries (incl. brand name, logo, descriptive text in German / English, each with max. 4,000 characters, image, PDF, video)	Max. 5 brand entries
Press infos / news	Max. 5 items of press info / news
Header with key visual	✓
Contacts within the company ('team members')	Max. 5 contacts
Digital services at the trade fair	
DLG QR codes <ul style="list-style-type: none"> • Unlimited number • Exhibitors generate QR codes for their marketing content (PDFs, videos, images) and product presentations and print them out. Stand visitors scan them and are taken directly to the respective product information and documents in the company profile. 	✓
Visitor lead tracking <ul style="list-style-type: none"> • Licence for scanning visitor badges at the trade fair stand • Create notices, attach documents • Contact data recording in real time • Download and store data for subsequent evaluation and further processing 	1 licence

Info on data administration & correction:

Calling up the company profile for set-up, administration and correction: via the exhibitor service portal
Harms Mentzel and Holger Wolff | media@dlg.org | +49 69 24788-452

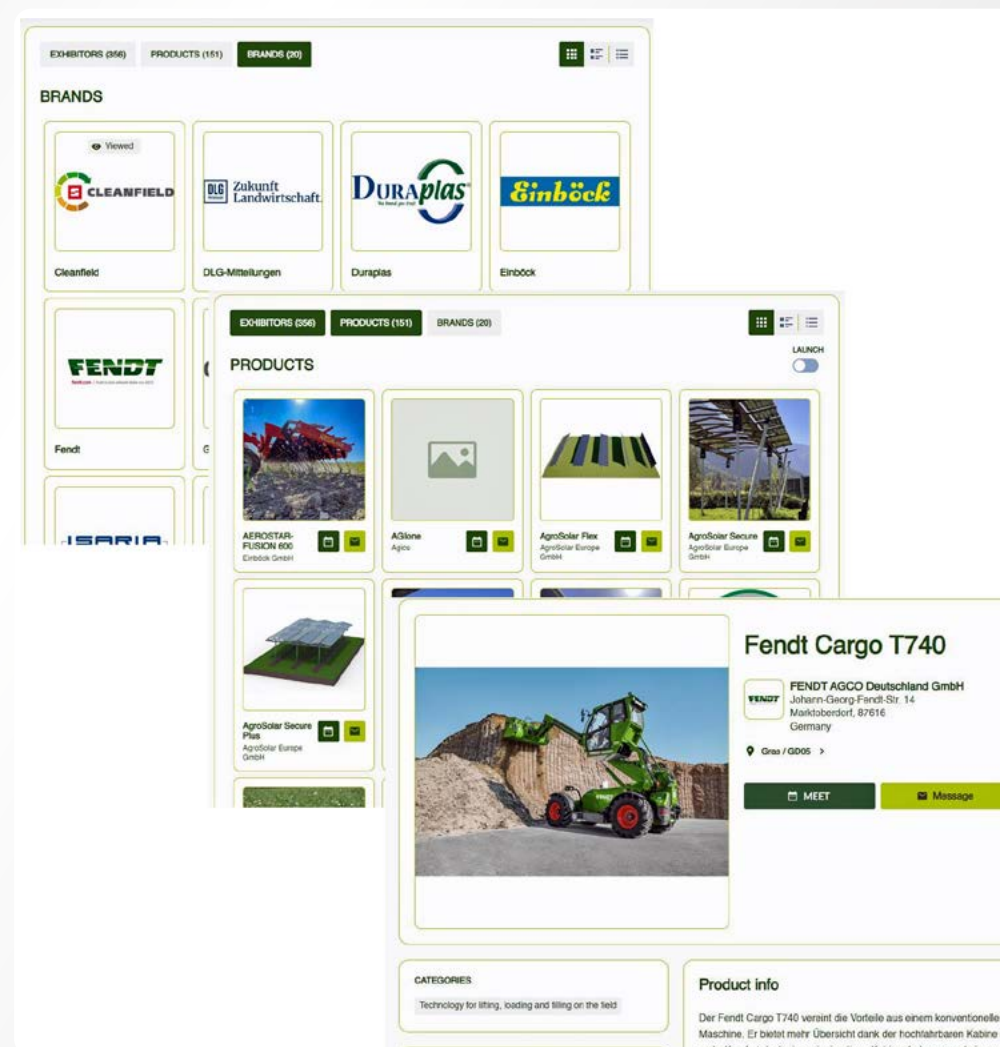
BASIC media package extensions | Company profile

The BASIC media package is already included in your trade fair participation and offers extensive features. You can also book the following extensions if required:

Article / feature	Note	Price
Additional keyword package (per 5 keywords)	15 keywords are included in the BASIC package. If you require more, you can book additional packages, each with 5 per unit.	€290 per unit
Additional product presentation	5 product descriptions are included in the BASIC package. You can book additional ones.	€150 per additional product description
Additional brand entry	5 brand mentions are included in the BASIC package. You can book additional ones.	€150 per brand entry
Pop-up window	An overlay window that additionally opens when calling up the company profile in order to display particularly important, current information or notes.	€390

Info & booking:

Binding booking in the exhibitor service portal
Harms Mentzel and Holger Wolff | media@dlg.org | +49 69 24788-452



Record your contacts quickly, easily and in digital form

Consign to the past those times when you had to laboriously record business cards and contact forms manually following a trade fair. Scan2Lead simply provides you with all visitor information in digital form and in real time for further processing and integration into your company's internal systems. Increase the success and efficiency of your trade fair participation, make them measurable and thrill your customers with individual follow-up campaigns soon afterwards.

Your benefits

- Effective and intuitive recording of your visitor data in compliance with data protection.
- Immediate access to all of your scanned visitors' data in digital form in the Scan2Lead portal.
- Use the individually adaptable questionnaire to optimise your sales processes and optimally prepare your trade fair participation.
- During and after the trade fair, you can use the detailed dashboards to evaluate your trade fair success.
- Transfer of the data to your CRM system via free Excel export or set-up of an interface (CRM / API) subject to a fee.

How it works

- You can order additional licences and further Scan2Lead products in the exhibitor service portal.
- In the Scan2Lead portal, you can create an individual questionnaire and administer your licences and hardware.
- The hardware that you order in advance can be collected from the service point in the IC.
- During and after the trade fair, you can view all scanning activities in the portal and directly export the visitor data.

Info & booking:

Binding booking in the exhibitor service portal
contact@scan2lead.com | +49 89 444433 111

1 Scan2Lead SMART license

included in the BASIC media package

Each exhibitor receives a full Scan2Lead SMART licence for their own mobile device (iOS / Android) including access to the Scan2Lead portal. This will be sent to you by e-mail at the beginning of October 2025.

What data do you obtain when scanning a visitor badge?

included in the BASIC media package

Visitor profile data:

- Form of address
- Name
- Job title
- Company (incl. address)
- E-mail

Visitor structure data:

- Activity area
- Focal interest(s)

3 variants – SMART, COLLECT, STATION – that can be combined with one another

- From 5 products of the same type we offer a discount of 10%
- From 10 products of the same type we offer a discount of 20%
- From 50 products of the same type we offer a discount of 25%

SMART



- App for scanning barcodes or business cards
- Live data of all scanned visitors
- Addition of notes, photos, etc. (keyboard or voice recognition)
- Individually designable questionnaire
- iPads are available to hire (subject to a fee) if your own smartphones cannot be used
- Scanning in offline mode is possible. Data is synchronised as soon as online mode is activated again
- Particularly suitable for stand personnel with intensive customer contact

From €149 plus VAT

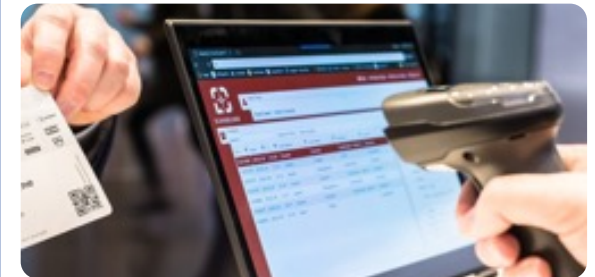
COLLECT



- Mobile mini hand-held scanners for scanning barcodes
- No Internet connection or own hardware required
- Ideal for when a lot of visitors have to be scanned quickly, e.g. on admission to a presentation
- Very simple operation (at the push of a button)
- Battery charge lasts throughout the entire event
- Independent manual upload of the leads to the portal using an available USB cable or at the Scan2Lead service counter in the IC (Information Center)

From € 299 plus VAT

STATION



- A scanner gun that is compatible with any notebook thanks to a USB connection
- Addition of information and areas of interest on the notebook
- Ideal for recording at fixed workplaces such as reception or a central information stand
- Package contains a licence (web application) + scanner gun
- A notebook can be hired on request (subject to a fee)
- Internet connection required

From € 299 plus VAT

Comparison of the 3 variants

Function	SMART	COLLECT	STATION
Digital lead recording by scanning barcodes	✓	✓	✓
Scanning of business cards	✓		
Visitor data in real time	✓		✓
Individually designable lead forms	✓		✓
Recording of additional information	✓	✓	✓
Addition of notes / augmentation of leads	✓		✓
Attachment of photos and sketches	✓		
Forwarding of leads	✓		✓
No Internet connection necessary	✓	✓	
Automatic back-up of all recorded data (online)	✓		✓
Local storage of all recorded data on the device		✓	

Do you require any further information about the functions or examples of how you can use Scan2Lead at your stand?

You can find a more exhaustive overview of functions and various example scenarios here. ►

Please contact us for individual advice and a personal, free product demo.

Timeline

- **24 September 2025:** Included SMART licence will be sent to all exhibitors by e-mail
- **24 October 2025:** Last day to order hardware! SMART licences can still be ordered
- **11 November 2025:** Ordered hardware must be collected from the Service Point in the Information Center (IC) in room 00.112
- **By 10. Januar 2026:** Download of the visitor data



[To the Scan2Lead product video](#)

Lead tracking | Scan2Lead

Scan2Lead portal (included with all variants)

Your Scan2Lead portal is your information center for your trade fair contacts and lead management. All of your collected leads are available here in digital form for further processing and qualification.

► To the Scan2Lead portal

Good to know

- Data use: on registration, visitors are exhaustively informed about our data protection notices. The data is only forwarded on voluntary use of the service by having one's own badge or mobile ticket scanned. Having them scanned is regarded as consent in this case.

Dos and don'ts:

- ✓ Use the data to contact visitors in the context of the trade fair and to provide information about scanned products and services, e.g. also to extend an invitation to the next AGRITECHNICA.
- ✗ Separate and explicit consent for regular contact is required to send visitors a newsletter.
- Frequently asked questions (FAQs) – you can find the answers here www.agritechnica.com/en/exhibit/faq und im [Scan2Lead Help Center](#)

Portal

- All recorded leads at a glance
- Evaluations, statistics and graphical representations at a click
- Administration of events, users, licences, lead forms and data
- Set-up of individual lead forms and definition of areas of interest in advance
- Export of all recorded contacts to the company's internal systems

The screenshot displays the Scan2Lead portal interface. On the left, there is a sidebar with navigation options: 'New Question', 'New Answer', 'Generate PDF', and 'Import / Export'. The main area shows a list of questions and answers, organized into categories like 'Produkt A', 'Produkt B', 'Produkt C', 'Services', 'Sonstiges', 'Nächste Schritte', and 'Besuchertyp'. Each question and answer entry includes a description and a 'Generate PDF' button. On the right, there is a sidebar with an 'Explanation' section, which provides instructions on how to use the portal, such as 'Here you can edit the lead form for all of your users on this event.' and 'Edit lead form'. Below the explanation, there are sections for 'Add answer', 'Move question or answer', 'New Question', 'Single answer', 'Multiple answers', 'New Answer', 'Can add note', and 'A note must be added'.

Visitor advertising | Vouchers

Increase your trade fair success with customer invitations!

Use our invitation management to retain customers, win new ones and increase your sales.
Three good reasons to invite your customers to AGRITECHNICA at a special price.



1. Customer loyalty

Strengthen relationships through personal invitations. Show appreciation and increase trust in your brand.



2. Direct contact

Use the trade fair for personal interactions. Meet customers, understand their needs and answer questions directly.



3. Data update

Receive up-to-date customer data through personal registration. Track visitor activities in real time.

How it works:

Invite your guests conveniently via the ticket service centre (TSC):
[Exhibitor service portal](#)
→ Service orders
→ Invite visitors

You can see live which vouchers have been registered by whom and redeemed at the trade fair.

You are provided with the visitors' registration data and can download them directly

The following are invoiced only the vouchers actually redeemed vouchers

Info & booking:

Download at [exhibitor service portal](#)
→ Service orders → Invite visitors

Free advertising material

We offer various customisable advertising materials free of charge for your trade fair communication:

- Signature for your e-mails
- Banners for your online advertising
- Design templates for social media

Personalisable

- The banner generator enables you to easily and quickly personalise the advertising materials.



Info & booking:

Download on the homepage www.agritechnica.com/en/press/photos/logo-banners
AGRITECHNICA team: agritechnica@dlg.org

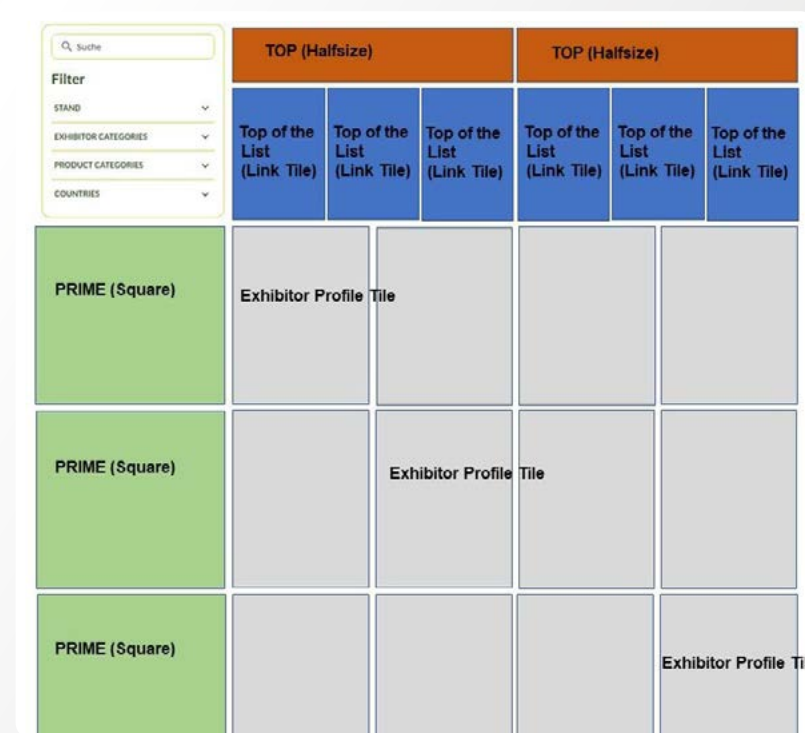


Trade fair homepage (exhibitor database)

In the months prior to and during the exhibition, www.agritechnica.com is one of the industry's most highly frequented media worldwide. Your company profile benefits from the numerous visitors by means of linked banner advertising. Your banners advertise for you on the trade fair's homepage for six months: for visiting your stand at the exhibition and for visiting your website.

- Duration: any time from September – 6 months (or start subject to agreement)
- Call-up numbers: between 150.000 and 500.000 ad impressions
- Linking: to your own company profile
- File format: png

Advertising format	Note	No. of places	Price
Exhibitor search banner – TOP	Above the alphabetical exhibitor list	4	€2,490
Hall plan banner – TOP	Above the hall plan (full size)	1	€2,490
News banner – TOP	Above the news list	2	€1,990
Event calendar banner – TOP	Above the calendar	4	€1,490
Speaker banner – TOP	Above the speaker list	2	€490
Visitor profile banner – TOP	Above the visitor profiles	4	€490
Exhibitor search banner – PRIME	To the left of the alphabetical exhibitor list	6	€1,990
Exhibitor search tile – top of the list	Between TOP banners at the top and alphabetical exhibitor list. On trade fair homepage and in trade fair app	6	€1,490
Product search tile – top of the list	Between TOP banners at the top and alphabetical exhibitor list. On trade fair homepage and in trade fair app	6	€1,490



Info & booking:

Binding booking in the exhibitor service portal
Harms Mentzel and Holger Wolff | media@dlg.org | +49 69 24788-452

AGRITECHNICA trade fair app

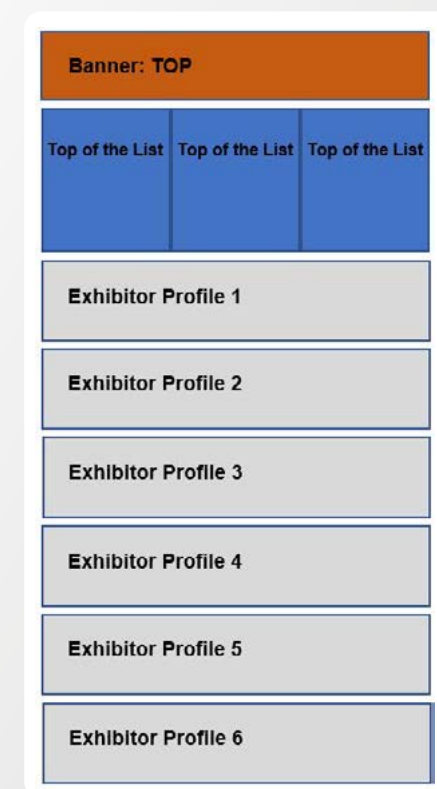
The free trade fair app is used intensively for quick orientation and for communication and networking on site. It is available for Android smartphones and iPhones.

- Start of the app: from September 2025
- Downloads: at least 60,000 – multiple use
- Linking: to your own company profile or a website
- File format: png

Advertising format	Note	No. of places	Price
Banner start page		1	€2,490
Exhibitor search banner – TOP	Above the alphabetical exhibitor list	4	€1,990
Product, calendar, speaker – TOP	Above the respective list	4	€1,990
Content banner		1 per topic	€990
Exhibitor search tile – top of the list	Between TOP banners at the top and alphabetical exhibitor list. On trade fair homepage and in trade fair app	6	€1,490
Product search tile – top of the list	Between TOP banners at the top and alphabetical exhibitor list. On trade fair homepage and in trade fair app	6	€1,490

Info & booking:

Binding booking in the exhibitor service portal
Harms Mentzel and Holger Wolff | media@dlg.org | +49 69 24788-452



Positionierung Aussteller-Seite

Social media – Facebook, Instagram

Make use of AGRITECHNICA's social media channels and range and inform visitors about your trade fair appearance.

 **297,000**
Facebook followers

 **102,400**
Instagram followers

Our offer:

Story on the AGRITECHNICA Instagram and Facebook account. This enables you to advertise your trade fair appearance and the new products that you will be presenting at the trade fair.

- 1-3 story slides possible
- Format: portrait format, aspect ratio 9:16, 1,080 x 1,920 px
- Video or image post. Video up to 30 seconds
- If desired, a link e.g. to the website can also be provided
- If desired: linking of the Instagram account

Price: €1,599 plus VAT

Note: pure product advertising is not permitted.

Info & booking:

Binding booking in the exhibitor service portal
Kai-Uwe Busch | DLG-Verlag | k.busch@dlg.org



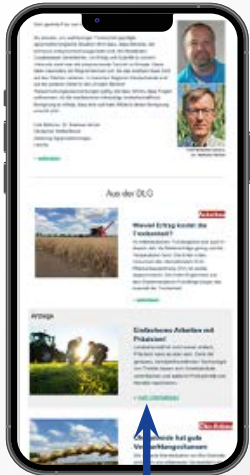
Newsletter advertorial

Place your advertising and advertorials in AGRITECHNICA’s and DLG’s high-range newsletter formats.

- **Image/text advertisement:** headline max. 60 characters; teaser text max. 330 characters incl. blanks, link information, image width 260 px (height up to 200 px)
- **Video link:** start image + headline 50 characters + text 400 characters (incl. blanks) + link information

Note: the stated ranges can vary slightly over the course of the year. The specified price applies even if the range increases.

Newsletters	Target group	Range	Frequency	Price
DLG members (DE)	Farmers, contractors and dealers	18,000	Weekly	€648 per newsletter
agrarticker	Farmers, contractors and dealers	5,000	12 x year	€2,290 per newsletter
DLG Crop Production (DE / EN)	Farmers, contractors and dealers	146,000	5 x week	€3,550 per newsletter
DLG AGRITECHNICA 2025 'Daily'		61,000	3 x during the trade fair	€2,010 per newsletter
SYSTEMS & COMPONENTS Insights	Development engineers and buyers	4,000	3 x year	€890 per newsletter



Your advertorial



Info & booking:

Binding booking in the exhibitor service portal
Kai-Uwe Busch | DLG-Verlag | k.busch@dlg.org

Press boxes in the press centre & on the trade press stand

Press boxes

Provide information about your innovations, products and services directly at the meeting point for international agricultural journalists. Book a press box in the AGRITECHNICA press centre in Hanover.

Offer

- Press box for presenting information in the press centre
- Any medium is possible: flyer with a QR code, paper form, USB

Price per press box: €95



Trade press stand | Offer for publishing houses

AGRITECHNICA offers publishing houses from the fields of agricultural machinery and the supplier industry the opportunity to display specialist titles on a central trade press stand at the trade fair.

Offer

- Trade press stand – participation for exhibiting publishing houses: €359 per title
- Trade press stand – participation for non-exhibiting publishing houses: €979 per title
- Each publishing house is limited to a maximum of three specialist titles
- The number is limited to max. 250 copies per specialist title



Info & booking:

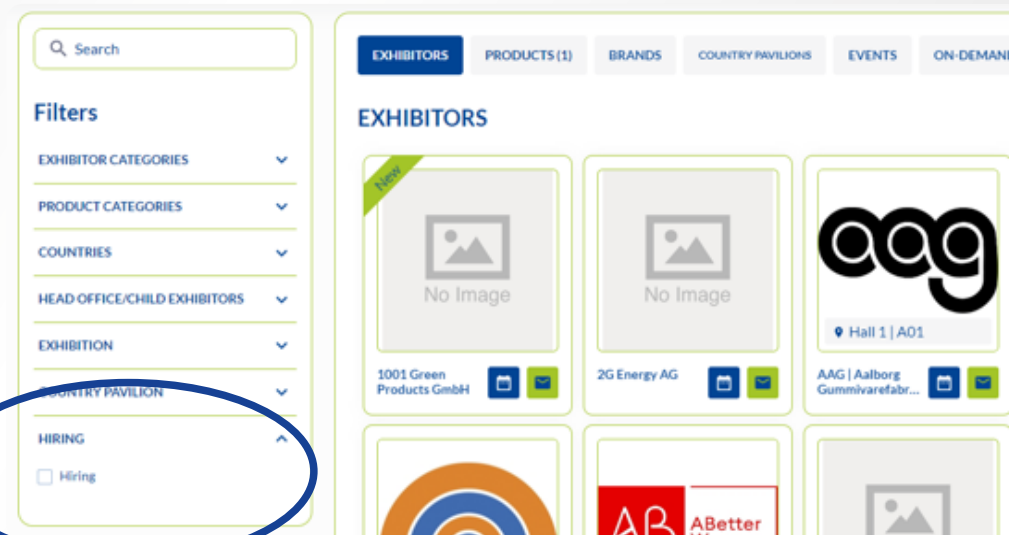
Binding booking in the exhibitor service portal
Katia Dankic | Press Boxes | k.dankic@dlg.org
Samira Fries | Trade Press Stand | s.fries@dlg.org

Hiring Label | More visibility for you as employer

Highlight your company profile with the “Hiring” label to boost your visibility as an attractive employer. This will help you to be found by interested specialists - even if you do not currently have any vacancies but would like to get to know potential candidates for future positions.

Our tip: Share your job openings directly on your profile. You can do this by linking to your careers page or uploading PDF documents with your job postings.

Offer	Description	Price
Hiring labeling	Ideal for employer branding. Suitable for you even if you do not currently have any job adverts but would like to be perceived as an employer by visitors. Your company profile is listed with the filter 'Hiring' in the exhibitor and product group on the website.	€190



Info & booking:

Binding booking in the exhibitor service portal
Deadline: 30 October 2025
Nathalie Joest | n.joest@dlg.org

Seminars for career changers in agriculture

This seminar is the perfect tool for preparing and optimising your participation in trade fairs. The content is tailored to the needs of your employees in the areas of marketing, sales and product development.

The DLG Academy offers two dates:

■ **16-17 September 2025 | 9 a.m. to 5 p.m.: Agriculture for career changers**

Target group:

Executives and managers from agribusiness companies who have completed training and/or studies in other subjects (e.g. engineering, business administration, law, humanities, etc.) as well as employees of service providers in the agricultural sector who have no previous knowledge of agriculture.

Location:

Straßenheimer Hof | Ortsstraße 1 | 68259 Mannheim

Participation fee (introductory price):

€ 1,290.- Euro plus 19% VAT – price for 2-day seminar incl. meals.

■ **23-25 September 2025 | 9 a.m. to 5 p.m.: Fundamentals of agriculture and agricultural engineering**

Target group:

Employees in the agricultural technology sector from design, marketing, HR, product management without an agricultural science background, as well as employees from the supplier industry or agricultural technology consultants.

Location:

DLG Test Center for Technology and Farm Inputs | Max-Eyth-Weg 1 | 64823 Groß-Umstadt

Participation fee (introductory price):

€ 1,290.- plus 19% VAT – price for 3-day seminar incl. meals.
(One dinner on a self-pay basis); excl. accommodation costs



Contact for both seminars:

Stephanie Rebscher | +49 69 24788-488 | akademie-agrar@dlg.org

Technical Programme & Events: Participation

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DLG-Spotlight “Drive Experience” | Product Presentation

Alternative drive systems – where will the power of the future come from?

Let visitors test to drive your machine with alternative drive solutions on the ‘Drive Experience’ course. Machines that are powered by biomethane, hydrogen, electricity or other alternatives are permitted. Machines can be prototypes, but must be fully functional.

You determine who drives!

Access is only available for visitors who obtain a “driver voucher” at your booth.

Price: starting from € 9,900

- **Areas:** Two separate driving areas:
 - Large equipment (e.g. tractors. Dimensions: 94 m x 33 m)
 - Small equipment (e.g. telescopic handlers. Dimensions: 40 m x 21 m)
 - The number of machines is limited to 10
- **Location:** North of Hall 26 (North outdoor area)
- **Ground surface:** completely paved for heavy loads in the driving area and parking area
- **Design:** tent with waiting area, information counter & lounge incl. drinks service
- **Security:** fully fenced driving area
 - Double row of fences
 - Security personnel overnight
 - Fire station on standby
 - DLG coordination on site
- **Personnel costs for exhibitors:** 1-2 product specialists per vehicle
- **Access:** Tent with access control
 - Driver's license check and personalized voucher issue at the exhibitor's stand
 - Voucher check at the tent entrance
 - Only visitors with a drive voucher will be admitted

Directly on the exhibition grounds of AGRITECHNICA

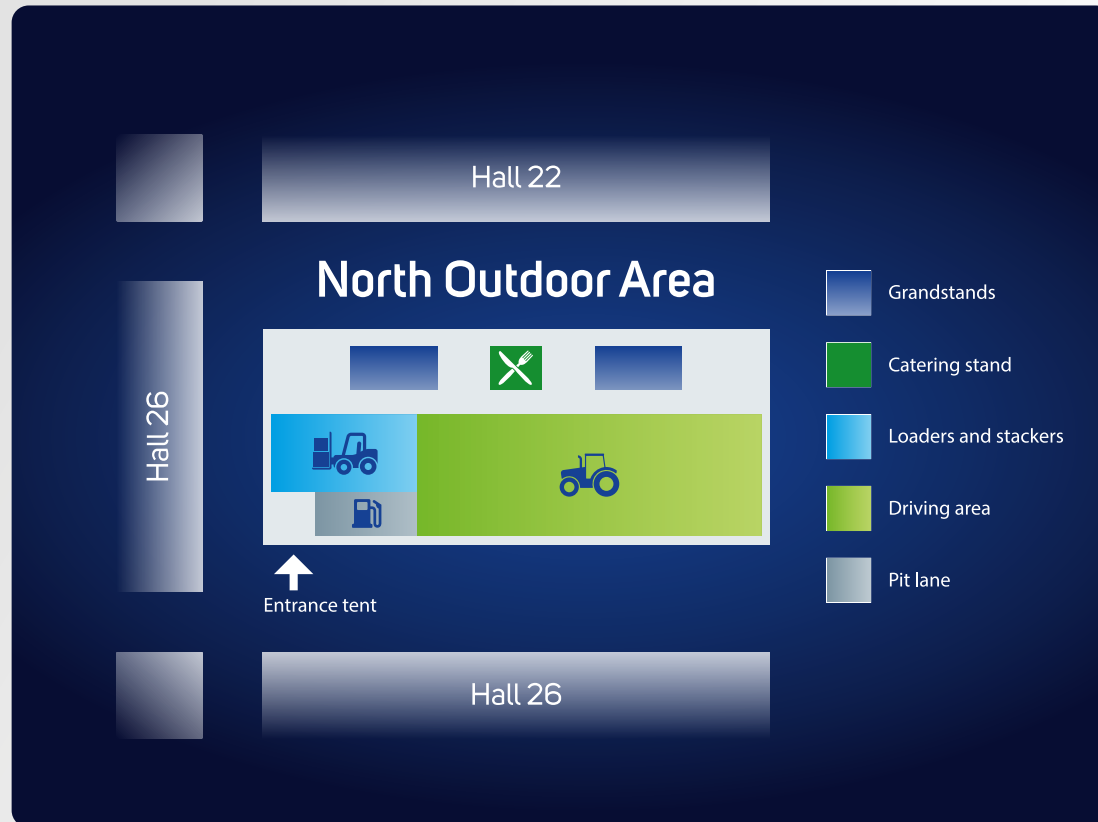
- Experience alternative drives live
 - Visitors drive themselves
 - Prove performance
 - Arouse enthusiasm
 - 1:1 with potential customers
- **Refueling and charging stations:** Are provided on site (billing is based on consumption)
 - **Demo equipment:** includes traffic signs and markings in the driving area. Possibilities for individual exhibitor design e.g. sand piles, loaded trailers, filled big bags.
→ Provision & organization by participating exhibitors in coordination with the DLG
 - **Timetable:** Test drives of 15 Minutes daily from 9:30 am to 5:00 pm



DLG-Spotlight “Drive Experience” | Product Presentation

New position at the center of AGRITECHNICA!

Take advantage of this opportunity: show visitors your technology and let selected customers experience it for themselves.



Info & booking:

Binding booking in the exhibitor service portal
Pascal Mette | p.mette@dlg.org

DLG-Spotlight Soil Health I Product Presentation

This spotlight is located in Hall 24 and revolves around the basis of our life and food: the soil.

Together with the Society for Conservation Soil Management (GKB), visitors can find out everything about the uppermost meters of our earth's crust.

In order to make the topic of Soil Health tangible for visitors, we would like to present - in cooperation with our co-exhibitors - the basic principles of Conservation Agriculture (CA) as defined by the FAO. These principles will represent the three exhibiting areas of the spotlight:

1. minimum soil disturbance
2. soil biodiversity
3. permanent soil cover/living roots.

Support the professional information of visitors on the topic of soil health with your contribution and position your company in this context.

The DLG offers:

- Stand and advertising space (max. area 80 x 80 cm) for a technical component on the subject of soil health (sowing coulters, cultivator coulters handle etc.). The location of your main stand on the exhibition grounds can be indicated in the graphic design.

Costs: 1.000 €

This offer is only available to exhibitors at AGRITECHNICA 2025.



Contact for further information:

Jonas Trippner
+49 69 24788-242 | j.trippner@dlg.org

In cooperation with:



Eye-Catcher | Product Presentation

Your exhibit as an eye-catcher at AGRITECHNICA

Present your exhibits at selected locations in the outdoor area at AGRITECHNICA. These exhibition areas have been optimally positioned for visitor streams in order to achieve the greatest possible visibility and range for the exhibitor.

These exclusive areas can be booked around the exhibitor's hall. Areas that are not dependent on the specific hall are also available.

The eye-catcher areas can be combined with an information element or an information column providing the most important information about the exhibit and the exhibitor's stand, for instance.

The Eye-Catcher spaces are available in different sizes and in four price categories (price overview on the next page).

Experience from our recent trade fairs has shown that the Eye-Catcher areas offer the best photo perspective for photographers and journalists. Moreover many visitors also use the eye-catchers as a photo spot for their social media posting.



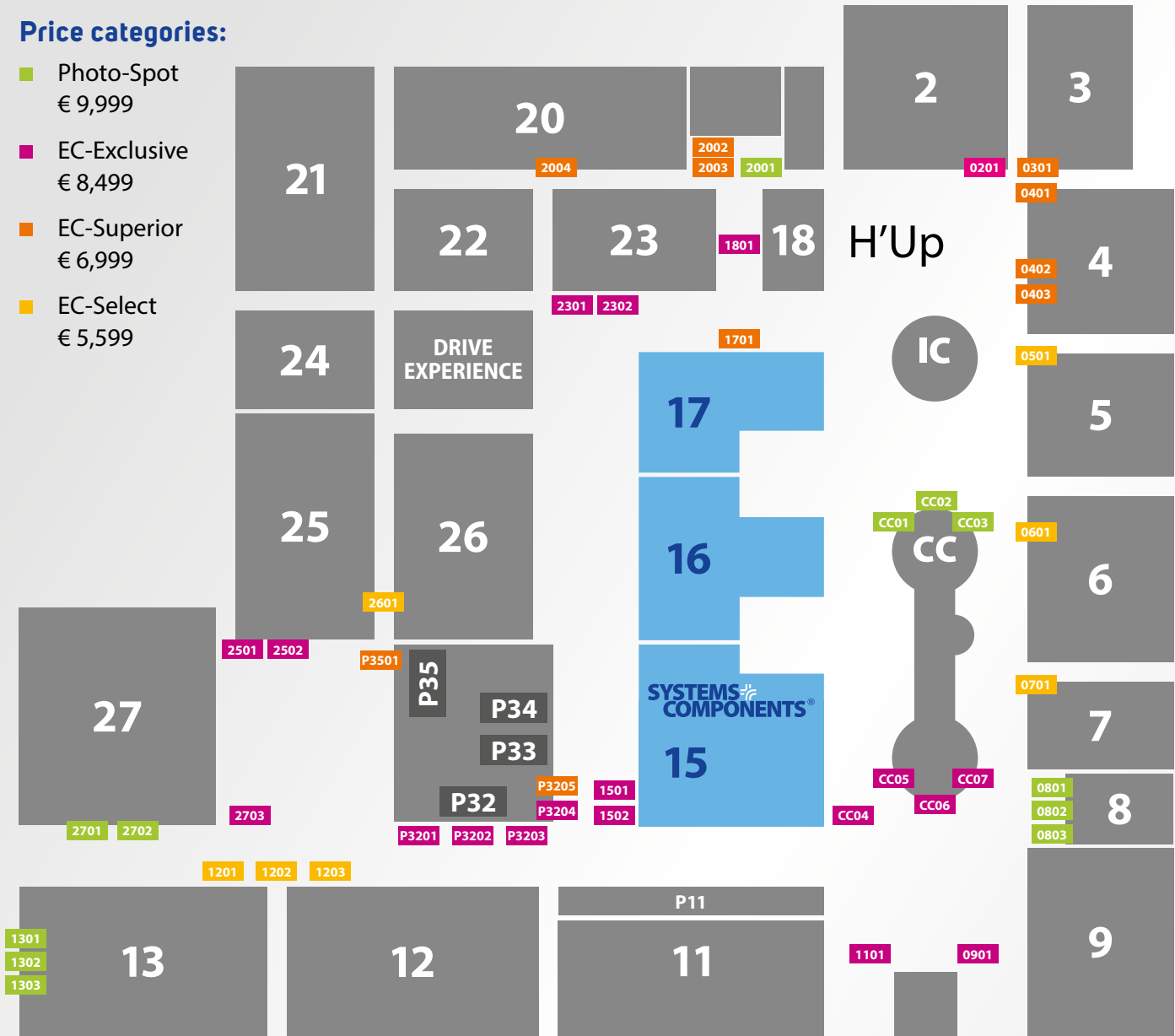
Info & booking:

We will be delighted to inform and advise you individually about your preferred areas and to prepare a customized offer for you.
Pascal Mette | p.mette@dlg.org

Eye-Catcher | Product Presentation

Price categories:

- Photo-Spot
€ 9,999
- EC-Exclusive
€ 8,499
- EC-Superior
€ 6,999
- EC-Select
€ 5,599



Benefits

- Directly on main aisles
- Attention grabber
- Increased duration of visitors' stay
- Exclusivity
- Free line of sight

Position	Price in €
0201	8,499
0301	6,999
0401	6,999
0402	6,999
0403	6,999
0501	5,599
0601	5,599
0701	5,599
0801	9,999
0802	9,999
0803	9,999
0901	8,499
1101	8,499
1201	5,599
1202	5,599
1203	5,599
1301	9,999
1302	9,999
1303	9,999
1501	8,499
1502	8,499
1701	6,999
1801	8,499

Position	Price in €
2001	9,999
2002	6,999
2003	6,999
2004	6,999
2301	8,499
2302	8,499
2501	8,499
2502	8,499
2601	5,599
2701	9,999
2702	9,999
2703	8,499
P3201	8,499
P3202	8,499
P3203	8,499
P3204	8,499
P3205	6,999
P3501	6,999
CC01	9,999
CC02	9,999
CC03	9,999
CC04	8,499
CC05	8,499
CC06	8,499
CC07	8,499



DLG-Spotlight “Werkstatt Live (Live Workshop)” | Product Presentation

Focus on promoting young talent

Today, qualified workshop and service personnel is more important than ever before. Long machine downtimes are costly in terms of time, money and stress. Since 2007, ‘Werkstatt Live’ (Live Workshop) has been showing how varied, interesting and future-proof the vocation of an agricultural and construction machinery mechatronics technician is.

As work is carried out on ‘real’ machines and implements, large machines and small exhibits are sought as exhibits that are made available by the manufacturers for maintenance, service and repair work.

Further details on request.

Offer	Description	Price
Manufacturers of large machines	Per machine / large implement for maintenance, service and repair work (max. 3–4 machines in total)	€ 7,000 per exhibited machine / large implement
Exhibitors of small implements	Per small implement for maintenance, service and repair work (max. 2-3 small implements in total)	€ 4,000 per small implement

Info & booking:

Binding booking from May 2025 in the exhibitor service portal
Ralph Königs | +49 69 24788-308 | r.koenigs@dlg.org



DLG-Expert Stages | Become a speaker

The Expert Stages for innovations, inspirations and solutions

- DLG-Expert Stage 'Smart Efficiency'
- DLG-Expert Stage 'Digital Farming'
- DLG-Studio Stage

Participation option	Duration	Details	Price
Single slot expert presentation	20 min. presentation + optionally max. 5 min. Q&A	<ul style="list-style-type: none">■ Your presentation will be published in the DLG technical programme on the website and in the trade fair app.■ The presentation will be included in the reporting during the run-up to the trade fair, including social media.	€700
Double slot expert presentation or panel discussion	50 min. presentation + optionally max. 5 min. Q&A	<ul style="list-style-type: none">■ We offer you a professional stage including technical support.■ Also make use of the opportunity to come into contact with your audience in the networking area.■ A recording of the presentation must be organised independently by an external service provider.	€1,400

Timeline

- **February 2025:** Start of application
- **July 30, 2025:** Application deadline
- **August 2025 at the latest:** Feedback on participation



Info & application:

Application
Dr Bruno Görlach | Competence Center Agriculture | b.goerlach@dlg.org

**For sponsoring options,
see sponsoring catalogue**

DLG-Spotlight “Digital Farming” | DLG-Expert Stage “Digital Farming” | Exhibit & Become a Speaker



presented by



The Digital Farm Center bundles the information programme concerning the topics of digital farming, AI, robotics, drones and autonomy in hall 21. The creation of interactive experience areas (DLG Spotlight ‘Digital Farming’, Expert Stage) and practical presentations of digitalisation topics establish a close thematic relationship with the guiding theme of ‘Touch Smart Efficiency’. The Digital Farm Center is the hall for the digital future of farming.

Participation in the Spotlight ‘Digital Farming’

Present your digital farming solutions for more efficiency and sustainability on farms at the central point of the Digital Farm Center.

Our service:

- Lockable counter with 32" screen
- Presentation of live demos on a large video screen
- Presentation of use cases such as e.g. ‘Creation and transfer of a sowing map’ or ‘Setting up a data management system’
- Company logo on partition walls

Our offer: €5,000

(Stand area, infrastructure, incl. technology)

Demo machine in the Spotlight ‘Digital Farming’

Your machine serves to present use cases such as e.g. ‘Creation and transfer of a sowing map’ or ‘Setting up a data management system’.

Our service:

- Central positioning in the Spotlight
- Additional attention for the brand – eye-catcher

Our offer: €5,000

Tractors with front hydraulics as well as fertiliser spreader and seed drill (max. 3 m working width) with ISOBUS operation, section control and variable rate are preferred

Expert Stage participation

Present the latest trends and developments on the Expert Stage in the Digital Farm Center.

Our service:

- Your contribution will be published in the DLG technical programme on the website and in the trade fair app
- We offer you a professional stage including technical support

Our offer:

- 20-minute presentation – €700
- 50-minute presentation – €1,400
- 20-minute demonstration of a digital solution – €700

Use of additional advertising space

Present your company and its product(s) in the form of an advertising video on the Expert Stage video screen.

Our service:

- 5 x 3 m video screen
- Played during the breaks between the presentations and before the start and after the end of the stage programme
- Playing multiple times a day

Our offer: €500

(2 min.)

Info & booking:

Binding booking in the exhibitor service portal
Pascal Mette | p.mette@dlg.org

Info & booking:

Binding booking in the exhibitor service portal
Georg Schuchmann | g.schuchmann@dlg.org

DLG-Expert Stage “agrifood start-ups” | Become a speaker

Technology deep dive / thematic panel discussions

- Attractive location at the heart of the agrifood start-ups exhibition area
- Various formats – tech talks, pitches, thematic panel discussions
- Network with likeminded start-ups



For sponsoring options,
see sponsoring catalogue

Info & booking:

Binding booking in the exhibitor service portal
Kai-Uwe Busch | DLG-Verlag | k.busch@dlg.org

agrifood
start-ups

Young Professionals Day | Become a speaker

Your technical stage for young topics from A for training to Z for future topics of agricultural machinery

The Young Professionals Day on 14 November 2025 is the central meeting point for all visitors who are at the beginning of their career in agriculture and agribusiness. The varied programme offers younger trade fair visitors the opportunity to expand their knowledge and make valuable new contacts.

The programme includes exciting presentations and panel discussions in the technical programme, hands-on activities at the DLG stand and various get-togethers to get to know each other, network and share experiences.

Would you like to take part in the Young Professional Day technical programme as a speaker? Then book your presentation slot and place your company prominently in the Young DLG technical programme.

Participation options	Duration	Details	Price
Single Slot Expert Presentation	20 Minutes Presentation + optional 5 Min. Q&A	<ul style="list-style-type: none">■ Your presentation will be published in the DLG technical programme on the website and in the trade fair app.■ The presentation will be included in the pre-show coverage, including social media.■ We offer you a professional stage including technical support and assistance.	€ 700
Double Slot Expert Presentation or Panel Discussion	50 Minutes Presentation + optional 5 Min. Q&A	<ul style="list-style-type: none">■ You can also use the opportunity to get in touch with your audience in the networking area.■ A recording of the presentation must be commissioned independently by an external service provider.	€ 1,400

Info & application:

Application

Christina Vogel | Technical programme | c.vogel@dlg.org



Pop-up Talk “Forestry” | Become a speaker

The Forestry Department will be hosting three expert forums at AGRITECHNICA 2025.

The following forums are intended as Pop-up Talks 'Forestry':

■ **13 November:**

Topic: future of forestry equipment – trends – news – visions

Target group: SYSTEMS & COMPONENTS exhibitors / visitors, manufacturers, developers

Location: SYSTEMS & COMPONENTS Stage

Topic: future forest – innovations – digitalisation – forestry company 4.0

Target group: forest owners – R&D / providers of digital solutions – start-ups

Location: P36

■ **14 November:**

Topic: change forestry – new business areas

Target group: forest owners – consultants – suppliers and service providers

Location: P36

Taking part in these forums free of charge with presentations (subject to the suitability of the topic) or sponsoring is possible.



Info:

Fachbereich Forstwirtschaft der DLG
Johanna Pfeiffer | j.pfeiffer@dlg.org

**For sponsoring options,
see sponsoring catalogue**

Junge DLG | YoungFarmersConnect | Meet & Greet

YoungFarmersConnect: Career & Networking Event

powered by

JungeDLG[®]

Meet potential new employees during the meet & greet at the exclusive Career & Networking Event (5 – 7 p.m. Check-in at 4.45 p.m.) on Young Professionals Day. The Young Professionals Day on 14 November is renowned as the meeting place at AGRITECHNICA for young people from the national and international agricultural sector.

Meet & greet

- Like in speed dating, presenters (company representatives, full-time and voluntary DLG representatives) and participants get to know one another in various rounds.
- Selected group of up to 200 participants.
- Afterwards, shuttle buses for travelling together to the Young Farmers Party.

Offer for companies

- Participation of two persons per company.
- Placement of the company logo in the communication for the event and on site.
- Job corner:
 - Logo wall with all participating companies.
 - Event job wall for job adverts: each participating company can place up to five job adverts there (max. A4 format).
 - Placement of tables for presenting flyers and for further discussions.

Price: €1,200 plus VAT

Places are limited. Assignment in the sequence of registrations.

Info & booking:

Binding booking in the exhibitor service portal
Nathalie Joest | n.joest@dlg.org



Technical Programme & Events: Sponsoring Options

#agritechnica



agritechnica.com

SYSTEMS 
COMPONENTS^{DLG}

MADE BY



DLG Agri Influencer Award I Sponsoring



Become part of the DLG Agri Influencer Awards 2025 (AIA) as a sponsor and foster innovative communication strategies and channels of important multipliers of future-oriented agriculture with your commitment.

DLG Agri Influencer Award profile

With this award, the DLG honours outstanding achievements by influencers on YouTube, Facebook, Instagram and TikTok in the categories 'In German' and 'International'. The award winners will be honoured at AGRITECHNICA 2025.



Sponsoring packages

Performance	Gold	Silver	Bronze
	2 sponsors	3 sponsors	5 sponsors
Mention of the sponsors in the AIA 2025 reporting (press release, social media, mailings)	✓	✓	✓
Sponsor's logo on the AIA landing page (www.dlg.org/aia)	✓	✓	✓
Sponsor's logo on the AIA award ceremony photo wall (Young Farmers Party)	✓	✓	✓
Award ceremony intro clip: logo shown and sponsor mentioned in text (Young Farmers Party)	✓	✓	✓
Background discussion with one of the six winners on content production (1 hour)	✓	✓	
Tickets for the Young Farmers Party	3 VIP tickets + 5 tickets	2 VIP tickets + 5 tickets	5 tickets
1 cooperation post on Instagram as part of the AIA campaign	✓		
	€3,500	€4,500	€2,500

Info & booking:

Binding booking in the exhibitor service portal
Theresa Günther | Social Media Editor | t.guenther@dlg.org

Young Farmers Party | Sponsoring

The place to be

The Young Farmers Party is cult! It has been inspiring the young farming community for over 20 years. Every year thousands of fans from all over the world flock to AGRITECHNICA or EuroTier to party and network. Let us show you how you can harness the Young Farmers Party to promote your brands!

The party

The Young Farmers Party takes place annually at the world's leading agricultural trade fairs organised by the DLG in Hanover, EuroTier and AGRITECHNICA.

The fans

Around 4,000 enthusiastic fans are expected to attend the Young Farmers Party in 2025. Among them will be many current and future decision-makers from Germany and abroad. You are guaranteed to reach your target group here.

The brand

Young Farmers Party – Made by DLG. This party is a brand which has enthusiastic fans. Become a sponsor and benefit from the party's positive image within the community and in the social media.

The programme

Celebrate after the trade fair visit. Now is the right time for sustainable brand loyalty – innovative and emotional. Hit the nerve of young farmers with our infotainment slots.

The DLG

DLG with its large and international network of farmers is the organiser and host of the Young Farmers Party and AGRITECHNICA. Our 'Young DLG' organisation alone offers 8,000 young farmers an optimum setting for networking.

Info & booking:

Talk to us! We offer customised solutions.

Maximilian Maus | DLG Service | m.maus@dlg.org



Young Farmers Party | Sponsoring

Your sponsorship package 2025

	Gold	Silver	Bronze
	€ 16,500*	€ 13,000*	€ 9,000*
Max. number of companies	4 companies	6 companies	5 companies
Benefits			
Designation as official sponsor	✓	✓	✓
Mention on the websites of AGRITECHNICA	✓	✓	✓
Logos on the tickets of Young Farmers Party	✓	✓	-
Banner presentation during the Young Farmers Party	✓	✓	✓
Inclusion of the logo on photo cards, (free of charge for visitors)	✓	✓	✓
Logo on sponsor wall (entrance area)	✓	✓	✓
Logo on Young Farmers Party entrance wristbands (approx. 5,000 pcs.)	✓	-	-
Logo continuously in a loop on the LED fascia board of the ZAG Arena	✓	✓	✓
VIP lounge & tickets			
Tickets for the VIP area incl. free drinks + food in the VIP lounge worth € 95 gross/pc.	10 pcs.	5 pcs.	3 pcs.
Tickets to the Young Farmers Party worth € 29 gross/pc.	10 pcs.	10 pcs.	5 pcs.
Exclusive cup sponsoring (Logo imprint on 20,000 YFP-beverage cups) + Exclusive logo imprint on YFP cup holder (100 pcs. per sponsor)			
Short film			
Presentation of a film sequence (90 sec.) in loop on four 70" monitors directly in front of stage	90 sec.	60 sec.	-
Publication of the film sequence on the YFP Facebook page after the event	✓	✓	-
Own promotional items			
License-free distribution of own promotional items (value: € 5,000)	✓	-	-
Merchandise stand in event location			
3 x 1 m stand space incl. stand construction, fascia and logo printing	✓	-	-
Optional for all categories			
Additional tickets for the VIP area or the party – up to 5 additional VIP tickets (including free drinks + free food) for € 95 gross each			
Leistungen digital			
Company logo on the Young Farmers Party subpage on the AGRITECHNICA website	✓	✓	✓
Instagram Stories on the AGRITECHNICA channel (content and dates by arrangement)	2x	-	-
The Instagram Stories will be presented at the Young Farmers Party highlight on the AGRITECHNICA pages	✓	-	-

*plus VAT

Young Professionals Day I Sponsoring

The Young Professionals Day on 14 November 2025 is the central meeting point for all those at the beginning of their career in agriculture and agribusiness. The varied programme offers younger trade fair visitors the opportunity to expand their knowledge and make valuable new contacts.

Especially in the 'war of talents', it is an advantage to build relationships early on and to be present where the young professionals are. As a sponsor, show your commitment to young talent and education and strengthen your image as an attractive, modern and responsible employer.



Bundle-Offer: Sponsorship of Young Professionals Day & Young Farmers Party:

Sponsorship offer for the Young Professionals Day	Gold package	Silver package
Mention of the sponsor in the reporting on Young Professionals Day 2025	✓	✓
Sponsor's logo on <u>landing page</u>	✓	✓
Sponsor's logo on the Young Professionals Day stage and at the DLG stand	✓	✓
Logo fade-in during breaks on the screen / on stage	✓	✓
Participation in the Young Farmers Connect event (5.00 p.m. – 7.00 p.m.) with up to 200 people	✓	✓
Sponsorship offer for the Young Farmers Party	Gold package	Silver package
Mention of the Sponsor during the Young Farmers Party	✓	
Logo on sponsor wall in the entrance area	✓	
Integration of the logo on photo cards	✓	
Tickets	5 Tickets	3 Tickets
	€ 3,500	€ 1,900

Info & booking:

Binding booking in the exhibitor service portal
Christina Vogel | Fachprogramm | c.vogel@dlg.org

Farming Simulator Championship I Sponsoring

Tournament format in the e-sports scene – live at AGRITECHNICA 2025

E-sports have become a mega-trend in recent years. The fascination of online gaming reaches all age groups and opens up highly attractive sponsorship opportunities. The "Farming Simulator" has achieved cult status in a very short time. Over 2 million gamers regularly play the current version with their favorite brands of agricultural technology.



Performance	Gold	Silver	Bronze
	max. 1 sponsor	max. 4 sponsors	max. 5 sponsors
Mention as sponsor of the Farming Simulator at AGRITECHNICA 2025.	✓	✓	✓
Your brand is present on the AGRITECHNICA website in the Farming Simulator area.	✓	✓	✓
Your brand is present on the screen/on the stage of the Farming Simulator during the breaks.	✓	✓	✓
You have the opportunity to place your own roll-up at the FSC stand and promote your brand & stand.		✓	
Nomination as sponsor of the day for the Farming Simulator Championship at AGRITECHNICA 2025 and awarding the winners on stage		✓	
Your company will be mentioned several times a day in the moderation of the tournaments/games.	✓		
Present your brand with the placement of your tractor at the Farming Simulator stand.	✓		
	€ 10,000	€ 5,000	€ 1,000

Info & booking:

Binding booking in the exhibitor service portal
Pascal Mette | p.mette@dlg.org

Pop-up Dealer | Sponsoring

The new live event for the international agricultural machinery trade in the INTERNATIONAL DEALER CENTER in Hall 2!

Meet top sellers and new trading partners for your business

- Sunday, Monday, Tuesday and Thursday, shortly before the trade fair closes, we bring together all trade partners together and offer an ideal platform for networking
- International speakers will talk about specific retail topics for approx. 20 minutes and offer the opportunity for international dialogue afterwards.
- As an exhibitor, you can benefit from meeting new national and international trade partners in a cosy atmosphere
- The ideal format to present yourself as a manufacturer in the INTERNATIONAL DEALER CENTER
- Invite your trade partners to this event

Unsere Leistungen für Sie als Aussteller:

- Exclusive sponsoring (max. one sponsor per event)
- Possibility of a welcome introduction on your part
- Your company logo will be displayed on the sponsor wall in the INTERNATIONAL DEALER CENTER for the entire duration of the trade fair
- Possibility to place up to 2 roll-ups next to the stage
- Catering (with beer / soft drinks / finger food)

Sponsorship offer per event: €1,500 € plus VAT

Info & booking:

Binding booking in the exhibitor service portal
Ralph Königs | +49 69 24788-308 | r.koenigs@dlg.org

Information about the event:

- Sunday 9.11.2025, Monday 10.11.2025, Tuesday 11.11.2025 and Thursday 13.11.2025 from 5 – 7 p.m. in the INTERNATIONAL DEALER CENTER
- Daily changing key speakers on specific retailer topics
- Translation screens for international guests and speakers



Junge DLG | Guided Innovation Tours | Sponsoring

Guided Innovations Tours of the Junge DLG on Young Professionals Day (14.11.2025)



Guided tours of the trade fair will be offered on the topic of 'Top innovations in agricultural technology' with different focal points. Students from the universities of Rendsburg and Weihenstephan are offering the guided tours on Young Professionals Day in cooperation with the Junge DLG. Interested trade fair visitors can take part by registering in advance.

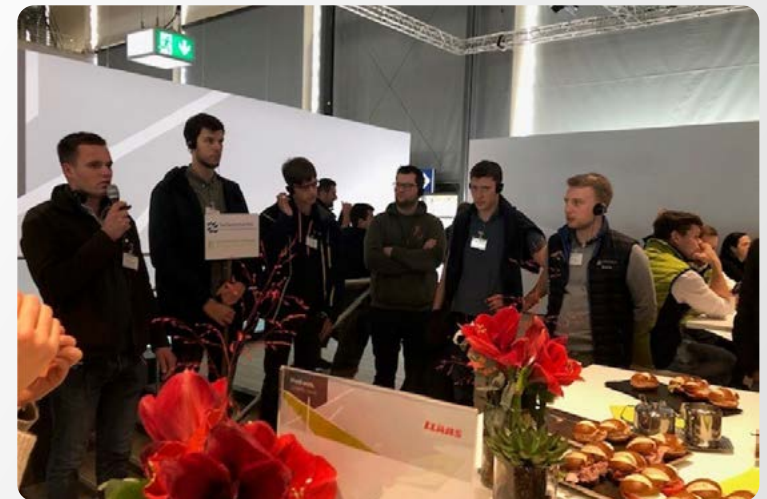
We offer your company the opportunity to support the Guided Innovation Tours as an exclusive partner company:

- We mention your company as an official partner of the tour in the title: 'Guided Innovations-Tours powered by company name'.
- Your company's stand will be the final tour stop. You will therefore have the opportunity to present your company and your innovations.
- We offer you 3 free places to take part in the tour.
- Your contribution: at the end of the tour, you provide participants with a free drink and optionally a small snack at your stand.

Sponsorship: € 2,500 € plus VAT

Info & booking:

Binding booking in the exhibitor service portal
Christina Vogel | Technical programme | c.vogel@dlg.org



DLG-Spotlight Soil Health I Sponsoring

This spotlight is located in Hall 24 and revolves around the basis of our life and food: the soil.

Together with the Society for Conservation Soil Management (GKB), visitors can find out everything about the uppermost meters of our earth's crust.

In order to make the topic of Soil Health tangible for visitors, we would like to present - in cooperation with our co-exhibitors - the basic principles of Conservation Agriculture (CA) as defined by the FAO. These principles will represent the three exhibiting areas of the spotlight:

1. minimum soil disturbance
2. soil biodiversity
3. permanent soil cover/living roots.

Support the professional information of visitors on the topic of soil health with your contribution and position your company in this context.

The DLG offers:

- Advertising space for your company logo including reference to the position of your main stand on the exhibition grounds.

Costs: 500 €

This offer is only available to exhibitors at AGRITECHNICA 2025.



Contact for further information:

Jonas Trippner
+49 69 24788-242 | j.trippner@dlg.org

In cooperation with:





Thematic Panel Discussions

Sponsorship: €2,500

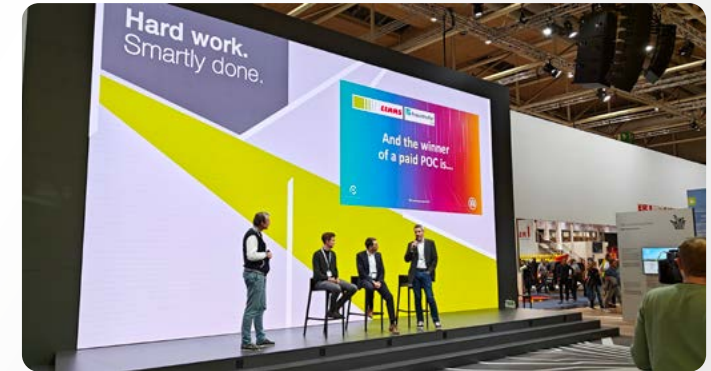
- Invite start-ups to attend or participate in your panel discussions as a speaker or audience
- One hour stage time
- Part of the official AGRITECHNICA technical programme
- Branding of the sponsor on the agrifood start-ups Expert Stage



agrifood start-ups Expert Stage & Rapid Fire start-ups Pitch Event

Sponsorship: €7,500

- This offer is only available 6 times
- Speaking opportunity
- Branding of the sponsor on the agrifood start-ups Expert Stage
- Part of the official AGRITECHNICA technical programme
- Announcement as a sponsor at all start-ups events
- €1,000 of your sponsor contribution will be awarded as a prize to the winner of the Rapid Fire start-ups pitch competition at AGRITECHNICA. Your company logo will be included on the winner's cheque.



AGRITECHNICA start-ups Evening & Investor Day

Sponsorship: €10,000

- This offer is only available 3 times
- Both events will take place on 12 November 2025
- These are the two main start-ups events at AGRITECHNICA 2025 (with approx. 200 guests, pitches, investors, panel discussions and networking opportunities)
- Speaking opportunity or the possibility of organising a panel discussion
- Mention in the official AGRITECHNICA trade programme
- Announcement as a sponsor at all start-ups events
- Inclusion of your sponsorships in our marketing & communication campaign.

Info & booking:

Binding booking in the exhibitor service portal
Kai-Uwe Busch | DLG-Verlag | k.busch@dlg.org

Pop-up Talk “Forestry” | Sponsoring

At AGRITECHNICA 2025, the DLG Forestry Department will be hosting three expert forums with partners from forestry, industry and research and development.

Taking part in the Pop-up Talk “Forestry” as a sponsor is possible. Become part of the DLG world of forestry and present your solutions and ideas for future-oriented forestry in an attention-grabbing way.

Sponsor packages:

Performance	Bronze	Silver	Gold
	3 sponsors	2 sponsors	1 sponsor
Logo on introductory slide in the forum	✓	✓	✓
Roll-up during forum incl. presentation of advertising material	✓	✓	✓
Tickets for Young Farmers Party		2	2 + 2 VIP
Image film before / after the forum			✓
	€250	€750	€1,500

Info & booking:

Forestry Department
Thomas Wehner | t.wehner@dlg.org



Information on taking part in the Pop-up Talk “Forestry” as a speaker is available in the „Participation in the technical programme and events’ catalogue

DLG.Prototype.Club | Sponsoring

The DLG.Prototype.Club is a unique rapid prototyping competition for start-ups and software developers in the agricultural machinery and agricultural engineering industry.

This open innovation platform enables you to get more out of your presence at AGRITECHNICA by accessing potential new employees for your personnel department, new products for your innovation and R&D department and a source of content for your marketing team. What is particularly important is that you can launch your big ideas onto the market faster and more cost-efficiently by taking part in the DLG.Prototype.Club.

How does it work?

- Exhibitors define a challenge.
- The DLG.Prototype.Club chooses teams of software developers, engineers and start-ups that solve this challenge.
- The teams enter into a rapid prototyping phase two weeks before AGRITECHNICA.
- The teams present their fully-functional prototypes together with a business plan to the challenge partner live during AGRITECHNICA.
- The entire process from the announcement of the challenge to the announcement of the winner is accompanied by an extensive media campaign.

Info & booking:

The sponsoring price depends on the type of challenge.
Please contact us for an offer and free advice on structuring a challenge.

Christopher Armstrong | c.armstrong@dlg.org | +49 69 24788-455

