

## PLANNING FOR YOUR SUCCESSFUL EXHIBITION PARTICIPATION

- ✓ **Define exhibition goals**
- ✓ **Create exhibition concept**
- ✓ **Develop communication concept**
- ✓ **Define and address your target groups**
  - Place advertising
  - Use every opportunity to let the industry know you will be at EuroTier
- ✓ **Use sensible additional offers**  
(e.g. innovation awards, participation in technical programs, Logo sponsorship, etc)
- ✓ **Planning activities at you stand**
  - Meet&Greet with well-known personalities
  - Raffles
  - Demonstrations
  - Product presentations
- ✓ **Planning stand events**
  - Business welcome
  - Stand party
  - Fun events



**“The best possible and sustainable trade fair success**

requires a suitable stand concept, creative marketing idea and good preparation. With our **checklist**, we want to provide exhibitors with the best possible support in their planning, and together we will make EuroTier the business event of the year.”

Ines Rathke, Project Manager EuroTier

### 1. BEFORE THE TRADE FAIR

#### 1.1. Before registration

<input type="checkbox"/>	<p><b>Show interest</b> Let us add you to our database – we’ll keep you up to date on organisational tasks and news on a regular basis. Also follow us on social media (LinkedIn – Insta – Facebook – Youtube)</p>	<p><b>Homepage</b> <a href="http://www.eurotier.com/en/exhibit/contact-us">www.eurotier.com/en/exhibit/contact-us</a></p>
<input type="checkbox"/>	<p><b>10 reasons to exhibit</b></p>	<p><b>Homepage</b> <a href="http://www.eurotier.com/en/exhibit">www.eurotier.com/en/exhibit</a></p>

<input type="checkbox"/>	<p><b>Win awards for your products: Participation in award contests</b></p> <p>DLG will present awards for outstanding innovations of the industry:</p> <ul style="list-style-type: none"> <li>• Innovation Award EuroTier in gold and silver</li> <li>• Animal Welfare Award (Special award for gold or silver award-winning solutions)</li> <li>• DLG-AgriFuture Concept Winner</li> </ul> <p>Check the requirements for participation well in advance in order to showcase your product beyond EuroTier.</p>		<p><b>Homepage</b>  <a href="http://www.eurotier.com/en/awards">www.eurotier.com/en/awards</a></p>
<input type="checkbox"/>	<p><b>Calculate costs</b></p> <p>Calculate costs easily with the interactive price calculator. Please note that a new price list will apply with the expiry of the regular registration period from 1 February 2024 on.</p>	<p>From September 2023</p>	<p><b>Homepage</b>  <a href="http://www.eurotier.com/en/exhibit/exhibitor-information">www.eurotier.com/en/exhibit/exhibitor-information</a></p>

## 1.2. From registration to stand confirmation

<input type="checkbox"/>	<p><b>Exhibitor registration</b></p> <p>Place your registration in the Exhibitor Service Portal.</p> <ul style="list-style-type: none"> <li>• Log in with your personal access data.</li> <li>• You cannot find your access data? Simply generate your new password on the portal.</li> <li>• Stand registration is <b>binding</b>.</li> </ul>	<p>From November 2023 to 31 January 2024 at the latest</p>	<p><b>Exhibitor Service Portal</b>  <a href="https://portaleurotier.dlg.org/">https://portaleurotier.dlg.org/</a></p>
<input type="checkbox"/>	<p><b>Co-exhibitor registration</b></p> <p>Place your registration through the Exhibitor Service Portal.</p>	<p>From November 2023 until autumn 2024</p>	<p><b>Exhibitor Service Portal</b>  <a href="https://portaleurotier.dlg.org/">https://portaleurotier.dlg.org/</a></p>
<input type="checkbox"/>	<p><b>Hall layout planning</b></p> <p>The allocation of space is carried out following the technical sector an exhibitor is part of. Your main exhibition focus will be requested in the registration. There is no need for you to take any action now. You will receive the hall layout together with the stand confirmation at the beginning of May 2024.</p>	<p>From 1 February 2024 until the beginning of May 2024</p>	
<input type="checkbox"/>	<p><b>Stand confirmation</b></p> <p>As soon as the stand confirmation is available for download, you will receive a notification by email. Please then download the stand rental invoice and the hall plan with your stand position, as well as the invoice for advance payment of ancillary costs in the 'Document management' tab of the Exhibitor Service Portal.</p>	<p>Beginning of May 2024</p>	<p><b>Exhibitor Service Portal</b>  <a href="https://portaleurotier.dlg.org/vrExhibitor/">https://portaleurotier.dlg.org/vrExhibitor/</a></p>
<input type="checkbox"/>	<p><b>Stand rental payment date</b></p> <p>No later than 21 days after the invoice date</p>	<p>Beginning of May 2024</p>	<p><b>Exhibitor Service Portal</b>  <a href="https://portaleurotier.dlg.org/vrExhibitor/">https://portaleurotier.dlg.org/vrExhibitor/</a></p>

## 2. ORGANISATION OF SERVICES

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

<input type="checkbox"/>	<b>Book hotel rooms</b> Room allotments in Hanover are limited. Arrange accommodation for yourself, your stand staff and your customers as early as possible.		<b>Homepage</b> <a href="http://www.eurotier.com/en/visit/travel-accommodation">www.eurotier.com/en/visit/travel-accommodation</a>
<input type="checkbox"/>	<b>Selection of trade fair construction company</b> In addition to full-service stands, DLG also offers individual stand solutions. If you hire an external exhibition stand construction company, please ask them to comply with the conditions of participation and the technical guidelines.	From November 2023	<b>Homepage</b> <a href="http://www.dlg-international.com/en/stand-construction/">www.dlg-international.com/en/stand-construction/</a>  <b>Conditions of Participation &amp; Technical guidelines</b> <a href="https://portaleurotier.dlg.org/vrExhibitor/">https://portaleurotier.dlg.org/vrExhibitor/</a>
<input type="checkbox"/>	<b>Train stand team</b> Prepare your stand team best for your trade fair presentation. This way you create the best possible impression on existing and new customers to make the exhibition a success for your company. The DLG Academy offers a wide range of courses and/or supports you with your individual enquiries.		<b>Contact person:</b> Nina Eichberg N.Eichberg@DLG.org www.DLG-Akademie.de

### 2.2. Services to be organised after stand confirmation

<input type="checkbox"/>	<b>Free advertising materials</b> Attract attention to yourself beforehand. We'll provide you with posters, online banners, social media posts etc. which you can customise.		<b>Exhibitor Service Portal</b> <a href="https://portaleurotier.dlg.org/vrExhibitor/">https://portaleurotier.dlg.org/vrExhibitor/</a>  <b>Homepage</b> <a href="http://www.eurotier.com/en/exhibit/logo-downloads">www.eurotier.com/en/exhibit/logo-downloads</a>
<input type="checkbox"/>	<b>Apply for visa</b> Contact the German Embassy in your country in good time with our invitation letter if you require a visa for entry.		<b>Homepage</b> <a href="http://www.eurotier.com/en/the-trade-fair/travel-accommodation">www.eurotier.com/en/the-trade-fair/travel-accommodation</a>
<input type="checkbox"/>	<b>Register for innovation awards</b> Registration can be made via Exhibitor Service Portal <ul style="list-style-type: none"> <li>• Innovation Award EuroTier</li> <li>• Animal Welfare Award (Special award for gold or silver award-winning solutions)</li> <li>• DLG-AgriFuture Concept Winner</li> </ul>	Start of registration: after stand confirmation Registration deadline: 31 July 2024	<b>Exhibitor Service Portal</b> <a href="https://portaleurotier.dlg.org/vrExhibitor/">https://portaleurotier.dlg.org/vrExhibitor/</a>
<input type="checkbox"/>	<b>Construction permit</b> Mandatory for all stands larger than 50 m <sup>2</sup> and/or higher than 4.00 m. Upload a draft of your stand concept in the Exhibitor Service Portal. We'll check your stand design for conformity with the technical guidelines (e.g. building heights, stand boundaries, emergency routes, two-storey stands)	Until 1 September 2024	<b>Exhibitor Service Portal</b> <a href="https://portaleurotier.dlg.org/vrExhibitor/">https://portaleurotier.dlg.org/vrExhibitor/</a>

<input type="checkbox"/>	<b>Early set-up</b> If you need more time for set-up, you can submit a request for early set-up via the Exhibitor Service Portal		<b>Exhibitor Service Portal</b> <a href="https://portaleurotier.dlg.org/vrExhibitor/">https://portaleurotier.dlg.org/vrExhibitor/</a>
<input type="checkbox"/>	<b>Order services for your stand</b> <ul style="list-style-type: none"> <li>• Electricity</li> <li>• Water</li> <li>• Telecommunication and Internet</li> <li>• Stand construction and rental furniture</li> <li>• Forwarding agent</li> <li>• Stand cleaning</li> <li>• Moderation equipment + screens</li> <li>• Catering</li> <li>• Interpreter</li> <li>• Stand security</li> <li>• etc.</li> </ul> <p>Unfortunately, thefts occur repeatedly during, but especially before and after the fair. Therefore, make sure to secure your items at the stand. We recommend 24-hour stand security and precise security planning also during set-up and take-down.</p>	From May 2024	<b>Exhibitor Service Portal</b> <a href="https://portaleurotier.dlg.org/vrExhibitor/">https://portaleurotier.dlg.org/vrExhibitor/</a>
<input type="checkbox"/>	<b>Place ads in media and press</b> Publicize your participation at exhibition extensively. Generate attention and announce major presentations of your innovations – this will increase demand and interest from the media and customers in advance! You can also use our free templates for this purpose.	From May 2024	<b>Exhibitor Service Portal</b> <a href="https://portaleurotier.dlg.org/vrExhibitor/">https://portaleurotier.dlg.org/vrExhibitor/</a>  <b>Homepage</b> <a href="http://www.eurotier.com/en/exhibit/logo-downloads">www.eurotier.com/en/exhibit/logo-downloads</a>
<input type="checkbox"/>	<b>Marketing-Services and additional offers</b> Increase the attention of your customers with effective communication. We offer you a variety of options for this: e.g. sponsorship packages, participation in theme routes, etc.	From May 2024	<b>Exhibitor Service Portal</b> <a href="https://portaleurotier.dlg.org/vrExhibitor/">https://portaleurotier.dlg.org/vrExhibitor/</a>
<input type="checkbox"/>	<b>Participation in Expert Stages</b> Participation in the DLG's Expert Stages is an integral part of the programme of many EuroTier visitors. Make use for the opportunity to present your central issue, your project, your experience or strategies, or to deepen them in panel discussions. You'll reach important partners from the industry and cooperation partners for future projects.	From May 2024	<b>Exhibitor Service Portal</b> <a href="https://portaleurotier.dlg.org/vrExhibitor/">https://portaleurotier.dlg.org/vrExhibitor/</a>
<input type="checkbox"/>	<b>Public company profile</b> After receiving your stand confirmation, you can check and maintain your company profile and expand it with logos, videos and info. This way, visitors can find all the information online in advance and make a note of their visit to your stand.	From July 2024	<b>Exhibitor Service Portal</b> <a href="https://portaleurotier.dlg.org/vrExhibitor/">https://portaleurotier.dlg.org/vrExhibitor/</a>
<input type="checkbox"/>	<b>Take out liability insurance for your exhibition stand</b> Keep this in mind if required.		<b>Exhibitor Service Portal</b> <a href="https://portaleurotier.dlg.org/vrExhibitor/">https://portaleurotier.dlg.org/vrExhibitor/</a>

<input type="checkbox"/>	<p><b>Parking permits for exhibitors</b> Parking is free of charge during the set-up and dismantling periods. Driving onto the fairgrounds is not permitted during the trade fair. Sufficient paid parking spaces are available around the exhibition halls. You can buy parking tickets in advance or on site. (same price)</p>		<p><b>Exhibitor Service Portal</b> <a href="https://portaleurotier.dlg.org/vrExhibitor/">https://portaleurotier.dlg.org/vrExhibitor/</a></p>
<input type="checkbox"/>	<p><b>Order press box</b> We offer press boxes for exhibitors in the EuroTier press centre. Journalists from all over the world use the reports, information and press releases you provide here for their reporting. The information provided can be accessed worldwide for up to three months after the trade fair.</p>	<p>From September 2024</p>	<p><b>Exhibitor Service Portal</b> <a href="https://portaleurotier.dlg.org/vrExhibitor/">https://portaleurotier.dlg.org/vrExhibitor/</a></p>
<input type="checkbox"/>	<p><b>Register evening event (stand party) at your stand from 6 pm</b> If you would like to round off the trade fair day with customers at your stand, this must be registered as an evening event. An evening event must be registered if:</p> <ul style="list-style-type: none"> <li>• Guests are invited</li> <li>• Service providers (catering, music, performers, etc.) will be involved</li> <li>• The event lasts longer than 8 p.m.</li> </ul>	<p>Until 30 September 2024</p>	<p><b>Exhibitor Service Portal</b> <a href="https://portaleurotier.dlg.org/vrExhibitor/">https://portaleurotier.dlg.org/vrExhibitor/</a></p>
<input type="checkbox"/>	<p><b>Rent meeting rooms in Convention Center (CC)</b> Rooms of various sizes can be rented in the centrally located CC.</p>		<p><b>Deutsche Messe</b> <a href="mailto:conferencerooms@messe.de">conferencerooms@messe.de</a> – Tel.: +49 511 89-36530</p>

### 3. TICKET INVITATIONS FOR VISITORS AND EXHIBITOR TICKETS

<input type="checkbox"/>	<p><b>Invite visitors via vouchers</b></p> <p>A personal invitation is the most effective advertising for your stand. Invite your customers with ticket vouchers. You will only be charged for redeemed tickets. You will receive the tickets at a special price.</p>	<p>From May 2024</p>	<p><b>Exhibitor Service Portal</b> <a href="https://portaleurotier.dlg.org/vrExhibitor/">https://portaleurotier.dlg.org/vrExhibitor/</a>  ticketing@dlg.org</p>
<input type="checkbox"/>	<p><b>Exhibitor tickets</b></p> <p>Provided that all invoices are paid, your contingent of free tickets for stand personnel for the entire duration of the trade fair (multi-day tickets) will be available at the Ticket Service Center (TSC) from around the beginning of August. Each multi-day ticket is also a pass for set-up and take-down. Each member of your stand staff requires a ticket valid for set-up, exhibition and dismantling ("season ticket") and must register in person.</p> <ul style="list-style-type: none"> <li> <p><b>Number of free tickets</b></p> <p>Each exhibiting company receives free multi-day tickets for stand personnel in proportion to its stand area:</p> <p>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</p> <p>Co-exhibitors are entitled to 2 free multi-day exhibitor tickets.</p> </li> <li> <p><b>Order additional paid tickets</b></p> <p>You can order additional multi-day tickets for your stand personnel in the Exhibitor Service Portal (maximum equal to the number of free multi-day tickets available to you).            Day tickets for stand personnel and additional set-up and take-down passes are not limited in quantity.</p> </li> <li> <p><b>Manage tickets</b></p> <p>In the Ticket Service Center, which you can access via the Exhibitor Service Portal, you can manage the tickets and assign them to your stand personnel.</p> <ul style="list-style-type: none"> <li>- Admission tickets for stand personnel are available digitally only and need to be personalised. You distribute tickets by sending links. Any person who receives a link from you must register themselves. A ticket cannot be registered without providing personal data.</li> <li>- Tickets cannot be registered for third parties. Multi-day tickets are non-transferable. Each person needs a separate ticket. You are obliged to observe the Corona Protection Ordinance and the Safe Business Concept (hygiene concept) in their currently valid versions, which are valid for the time of the trade fair. A ticket cannot be registered without providing personal data.</li> </ul> </li> </ul> <p>Only exhibitor tickets allow the holder to enter from 7 a.m. during the exhibition hours.</p>	<p>From August 2024</p>	<p><b>Exhibitor Service Portal</b> <a href="https://portaleurotier.dlg.org/vrExhibitor/">https://portaleurotier.dlg.org/vrExhibitor/</a>  service-eurotier@dlg.org</p>
<input type="checkbox"/>	<p><b>Tickets for set-up and take-down periods</b></p> <p>Access to the trade fair grounds during the set-up and take-down phases is only permitted with a valid set-up and take-down pass. Persons who cannot produce a valid set-up and take-down pass will not be permitted to enter the grounds. Each multi-day ticket for stand personnel is also a set-up and take-down pass. Tickets are free of charge and the number per exhibitor is not limited. Set-up and take-down passes will be made available to you for downloading as a PDF in the Ticket Service Center after you have placed your order.</p>	<p>From August 2024</p>	<p><b>Exhibitor Service Portal</b> <a href="https://portaleurotier.dlg.org/vrExhibitor/">https://portaleurotier.dlg.org/vrExhibitor/</a>  service-eurotier@dlg.org</p>

#### 4. DURING THE FAIR

<input type="checkbox"/>	<p><b>Start of set-up - End of set-up</b></p>	<p>Start of set-up: 4 November 2024, 7 a.m. End of set-up: 11 November 2024, 6 p.m.</p>	<p><b>Contact partner</b> techorga@DLG.org</p>
<input type="checkbox"/>	<p><b>During EuroTier event period</b> Remember to conduct a daily briefing of your staff at the stand and to carry out continuous success monitoring and documentation of contacts. Even if time is short, you should take the time to look at your competitors' stands.</p>	<p>12-15 November 2024  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 partner</b> The EuroTier team is available to answer questions in the Information Centre (IC). Or phone +49(0)69-24788-900</p>
<input type="checkbox"/>	<p><b>Scan visitor data at trade fair</b> Each visitor will receive a personalised badge for entering the trade fair. You can capture this with an app or a scanner from "Scan2Lead" and save yourself the trouble of processing business cards. You can also benefit from information about the structural data of the visitors.</p>		<p><b>Exhibitor Service Portal</b> <a href="https://portaleurotier.dlg.org/vrExhibitor/">https://portaleurotier.dlg.org/vrExhibitor/</a></p>
<input type="checkbox"/>	<p><b>Start of dismanteling – End of dismanteling</b></p>	<p>15 November from 6:30 p.m. Entry of motor vehicles from 9 p.m. onwards  End of dismanteling: 21 November 2024 6 p.m.</p>	<p><b>Contact partner</b> techorga@DLG.org</p>

## 5. AFTER THE TRADE FAIR

<input type="checkbox"/>	<p><b>Trade fair debriefing</b></p> <p>Be quick about handling your customer contacts professionally at EuroTier – your competitor is doing the same. Think about a detailed analysis and evaluation of your participation in the trade fair and compare it with the set targets. Immediately note down what you would like to improve next time so that it's not forgotten.</p>		
<input type="checkbox"/>	<p><b>Give your feed-back to exhibition management</b></p> <p>The DLG distributes questionnaires to all exhibitors for the continuous development of EuroTier. Please take the time to give us your personal feedback.</p>		
<input type="checkbox"/>	<p><b>Invoices</b></p> <p>After the fair, you'll receive invoices from the DLG, service partners and external service providers that you've commissioned. The invoices for services that you've ordered via the Exhibitor Service Portal will be uploaded to the document management and will be available for download. You'll be notified by e-mail when the invoice is made available.</p> <ul style="list-style-type: none"> <li>• <b>Advance payment of service charges</b> The costs for services (electricity, water, exhibitor tickets, vouchers, compressed air, early set-up, acceptance fees for special constructions, stand rental for upper floor in the case of two-storey structures) will be offset against the advance payment for ancillary costs in a combined invoice after the event. Any credit balances will be refunded immediately.</li> </ul>		<p><b>Exhibitor Service Portal</b> <a href="https://portaleurotier.dlg.org/vrExhibitor/">https://portaleurotier.dlg.org/vrExhibitor/</a></p>
<input type="checkbox"/>	<p><b>Make a note for EuroTier 2026</b></p> <p>Make a note in your diary now for the next EuroTier in November 2026. We will of course inform you about the new date in our EuroTier info mails.</p>		