



EuroTier^{DLG}

First in animal farming.



www.eurotier.com

www.energy-decentral.com

www.inhouse-farming.com

Marketing-Services and Sponsoring

incl.



MADE BY



EuroTier and EnergyDecentral have never been more relevant! In November 2024, these two world-leading trade fairs are once again expecting trade visitors from all over the world. As an exhibitor, we offer you attractive marketing and sponsoring services with which you can specifically increase brand awareness and visitor numbers in the international trade fair environment. Take advantage of the customized participation opportunities and make the most of your presence!

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

■ Company profile and lead tracking

- ▶ Media package Basic **INCLUDED IN THE STAND PRICE**
- ▶ Extensions to the media package
- ▶ Scan2Lead - Lead tracking

■ Innovation Awards Registration

- ▶ Awards

■ Advertising opportunities

- ▶ Free advertising material
- ▶ Lanyard sponsoring
- ▶ Website
- ▶ App
- ▶ Social Media
- ▶ Newsletter

■ Marketing for the press, public and staff

- ▶ Pre-press conference
- ▶ Press compartments in the press center
- ▶ For publishers: Trade press stand
- ▶ Job advertisements **COMING SOON**

■ Specialist program & sponsoring

- ▶ Lectures
- ▶ Spotlight Barn Robot Event – Participation
- ▶ Spotlight AI in Poultry Farming – Participation
- ▶ Spotlight Inhouse Farming – Participation **COMING SOON**
- ▶ Spotlight Pig Farming without tail docking – Participation
- ▶ Spotlight Solar Transition – Participation
- ▶ Spotlight Solar Transition – Sponsoring
- ▶ TopTierTreff – Sponsoring
- ▶ Junge DLG – Sponsoring
- ▶ agrifood Start-ups – Sponsoring
- ▶ Spotlight Inhouse Farming – Partnership **COMING SOON**
- ▶ DLG.Prototype.Club
- ▶ Eyecatcher – Outdoor surface **NEW**

■ Events & Event Sponsoring

- ▶ C&C Networking – Participation **COMING SOON**
- ▶ Young Farmers Party – Sponsoring **COMING SOON**
- ▶ Celebrate Purpose – Sponsoring
- ▶ Cattle & Pig Event – Sponsoring **COMING SOON**
- ▶ Investor Breakfast – Sponsoring **COMING SOON**
- ▶ Networking Evening Inhouse Farming – Sponsoring **COMING SOON**



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MEDIA PACKAGE BASIC



Mandatory BASIC media package for all exhibitors and co-exhibitors (EUR 795)

All exhibitors and co-exhibitors automatically receive the BASIC media package. It offers the most important entries in the exhibitor directory and digital services for a successful participation in the trade fair. Please also note our additional services bookable for even more visibility, reach and contact data collection. You can also book these additional services in the Exhibitor Service Portal.

Exhibitor Directory (EuroTier / EnergyDecentral / Inhouse Farming homepages and mobile app)

Company name, stand number and position, postal address, homepage, email address, phone number	✓
Company logo	✓
Buttons / links to the own social media channels	✓
Links to other web sites	20
Document uploads (pictures, pdf files, videos – max. volume 150 MB each)	50
Product keywords of the trade fair nomenclature (additional packages can be booked in the Exhibitor Service Portal)	15
Company's contact persons	5
Header with keyvisual	✓
Product descriptions (incl. product name, descriptive text English / German, max. 4,000 characters each language, pictures, pdf files, videos)	5
Brand entries (incl. brand name, descriptive text English / German, max. 4,000 characters each language, pictures, pdf files, videos)	5
Press releases / news	5

Digital services for onsite trade fair use

DLG QR-codes	
<ul style="list-style-type: none">• Unlimited number• Visitors scan the QR codes you have created in the portal to save your product descriptions, exhibitor information and marketing content directly for themselves	✓
Visitor lead tracking	
<ul style="list-style-type: none">• Licence for convenient scanning of visitor badges at the exhibition stand• Real-time contact data capture• Creating notes, attaching document• Download and save data for evaluation and follow-up	1

ADDITIONAL FEATURES FOR THE BASIC MEDIA PACKAGE | COMPANY PROFILE)

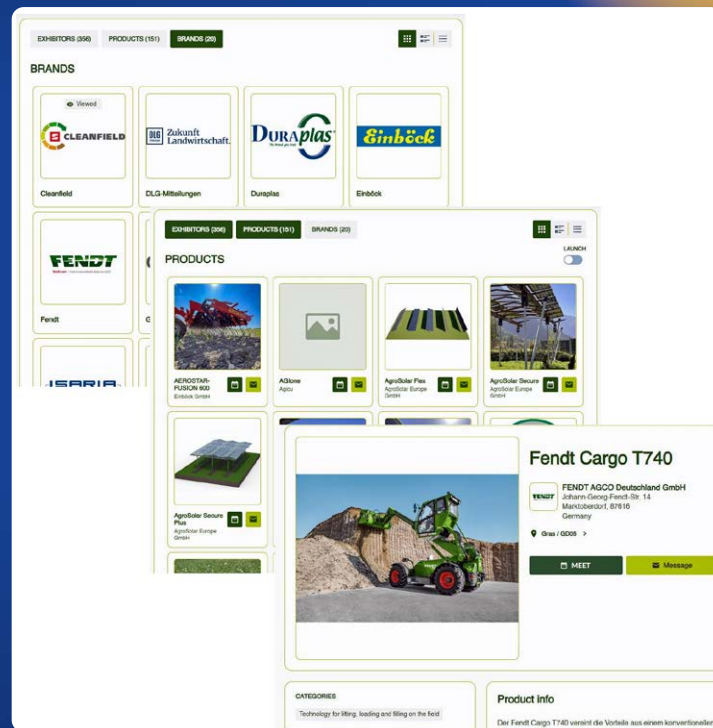


The BASIC media package is already included in your trade fair participation and offers extensive features. You can also book add-ons if you need the

Type	Note	Price
Additional Keyword Package (incl. 5 keywords each)	15 keywords are included in the BASIC package. If you need more, you can book additional keywords as packages of 5 each.	€ 290
Additional Product	5 product descriptions are included in the BASIC package. You can book additional ones.	€ 150
Additional Brand	5 brand names are included in the BASIC package. You can book additional ones.	€ 150
Pop-up Window	Opens when the company profile is called up – to display important information.	€ 390

INFO & BOOKING

Binding booking in the [Exhibitor Service Portal](#)
 Harms Mentzel and Holger Wolff | media@dlg.org | +49 69 24788-452



LEAD TRACKING | SCAN2LEAD



RECORD YOUR CONTACTS QUICKLY, EASILY AND DIGITALLY

Leave the times behind when you had to manually collect business cards and contact sheets after the trade fair with a lot of effort. With Scan2Lead, you can easily receive all visitor information digitally and in real time for further processing and integration into your company's own systems. Increase the success and efficiency of your trade fair participation, make it measurable and inspire your customers with customised and timely follow-up campaigns.

YOUR BENEFITS:

- Data protection-compliant collection of your visitor data
- All your scanned visitors' data is immediately available to you, digitally in the Scan2Lead portal.
- Use the individually customisable questionnaire to optimise your sales processes and prepare your trade fair participation in the best possible way.
- During and after the trade fair, you can use the detailed dashboards to evaluate your trade fair success.
- Transfer of data to your CRM system via free Excel export or setup of an interface (CRM/API) for a fee.

FOR ALL EXHIBITORS included in the media package

- A Scan2Lead SMART full licence for mobile devices (iOS/Android) including Scan2Lead Portal, where you can view and process all scanned visitor data. This will be sent to you by e-mail at the beginning of October.

HOW IT WORKS

- You can order additional licences and other Scan2Lead products in the Exhibitor Service Portal.
- In the Scan2Lead portal, you can create an individual questionnaire and manage licences and hardware.
- The preordered hardware can be collected from the Service Point at the IC.
- During and after the trade fair, you can view all scan activities in the portal and export visitor data directly.

INFO & BOOKING

Binding booking in the [Exhibitor Service Portal](#)
contact@scan2lead.com; +49 89 444433 111

PORTAL

- All recorded leads at a glance
- Analyses, statistics and graphical representations at a mouse click
- Set up individual lead sheets and predefine areas of interest
- Export of all recorded contacts
- Possibility of direct integration into your own CRM system

3 VARIANTS – SMART, COLLECT, STATION - WHICH CAN BE COMBINED WITH EACH OTHER

SMART



- Live data of all scanned visitors
- Add notes (via keyboard or voice recognition)
- Customisable questionnaire
- Rental iPads (for a fee) are available if you don't want to use your own smartphone
- Scan possible in offline mode. Data is then synchronised as soon as you are back in online mode

from € 149 plus VAT

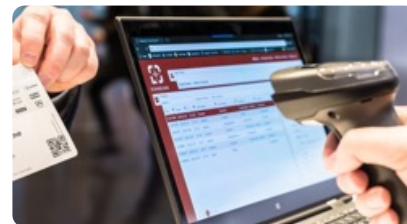
COLLECT



- No internet connection or own hardware required
- Ideal when many visitors need to be scanned quickly
- Very simple operation (at the touch of a button)
- Battery lasts throughout the event
- Manual upload of leads to the PORTAL via existing USB cable

from € 299 plus VAT

STATION



- A scanner gun that is compatible with any notebook thanks to its USB connection
- Add information and areas of interest at a mouse click
- Ideal for recording at the entrance to your presentation area or at a central information stand
- A loan notebook can be ordered on request (for a fee)
- Internet connection required

from € 299 plus VAT



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Innovation Awards Registration

incl.



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INNOVATION AWARDS REGISTRATION



The exhibitors at EuroTier 2024 will demonstrate in a variety of ways the new, innovative approaches and strategies that can be used to improve the efficiency, sustainability and ethical standards of animal husbandry. Show what innovations and concepts your company has to offer.

Apply now via the exhibitor service portal!

Innovation Award in Gold und Silber

The most important innovation award of the animal farming sector!



Animal Welfare Award

For even more animal welfare



DLG-Agrifuture Concept Winner

Concepts and visions for the future



The awards are focussed on:

- Importance to practical use
- Improvement of animal welfare and animal health
- Advantages for operations and work management
- Improvement of the environmental and energy situation
- Effects on workload reduction and work safety

The awards are focussed on:

- Overcoming future challenges in animal production
- Originality of the technical solution approaches
- Contribution to more efficient use of resources

MORE INFORMATION:

www.eurotier.com/en/awards

NOTE: Start of registration: After stand confirmations have been sent out (mid May)
Registration deadline: 31 July 2024



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Advertising opportunities

incl.



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FREE ADVERTISING MATERIALS



Use our free advertising materials for your corporate and product communication in print, digital and on social media. Invite customers, partners and guests and generate maximum attention!

On our website www.eurotier.com you will find logos, banners and GIFs in many different formats.



INFO & DOWNLOAD

Free download at www.eurotier.com/en/exhibit/logo-downloads
Cathleen Menzel | c.menzel@dlg.org

LANYARDS FOR NAME BADGES AT EUROTIER



All visitors to EuroTier/EnergyDecentral will receive a personalized trade fair badge upon entering the exhibition grounds. To attach the badges, lanyards will be distributed free of charge at the entrances and worn visibly by trade visitors during their stay at the fair.

Present your company or your brand on the lanyards. They become one of the first points of contact and receive maximum attention.

OFFER EuroTier:

Price: € 7,000 plus VAT

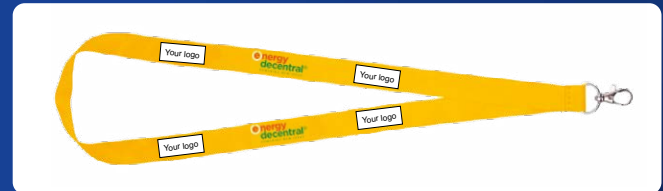
- Logo placement on lanyards
- High visibility: maximum of 4 sponsors per lanyard
- Logo placement exclusively for EuroTier exhibitors



OFFER EnergyDecentral:

Price: € 1,500 plus VAT

- Logo placement on lanyards
- High visibility: maximum of 4 sponsors per lanyard
- Logo placement exclusively for EnergyDecentral exhibitors



INFO & BOOKING

Binding booking in the [Exhibitor Service Portal](#) until **25. May 2024**
Formats: Logo as vector file (.eps, .pdf, .ai, fonts converted to paths)
EuroTier Team | eurotier@dlg.org or Cathleen Menzel | c.menzel@dlg.org

ONLY BOOKABLE UNTIL THE END OF MAY!

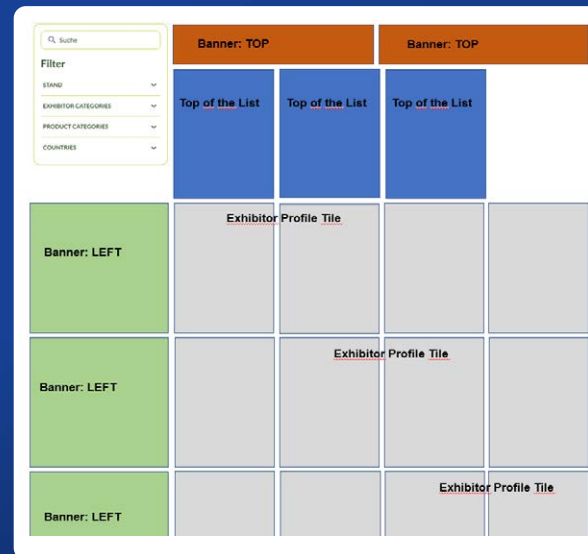
In the months until and during the exhibition, www.eurotier.com is the most important media in the branch. Your informative and attractive company profile benefits from the many visitors with the help of linked banner advertising. The banners will promote your company on the exhibition web site for 6 months: for a visit of your stand at the exhibition and for a visit of your website.

- Running time: from Sep. on, at any time - 6 months (or start by arrangement)
- Visits: at least of 4.0 m. ad impressions
- Data file type: png
- Linking: with the own company profile or a website

Ad format	Page	Position	Number of Slots	Price
Banner	Exhibitors	TOP	4	€ 2,490
Banner	Calendar / Sessions	TOP	4	€ 1,490
Banner	Visitors Profile	TOP	4	€ 490
Banner	Floorplan	TOP	1	€ 2,490
Banner	News	TOP	2	€ 1,990
Banner	Speakers	TOP	2	€ 490
Banner	Exhibitors	LEFT	6	€ 1,490
Tile	Exhibitors	Top of the List (Fair homepage + Fair app)	4	€ 1,490

INFO & BOOKING

Binding booking in the [Exhibitor Service Portal](#)
Harms Mentzel | media@dlg.org | +49 69 24788-452



Position exhibitor page

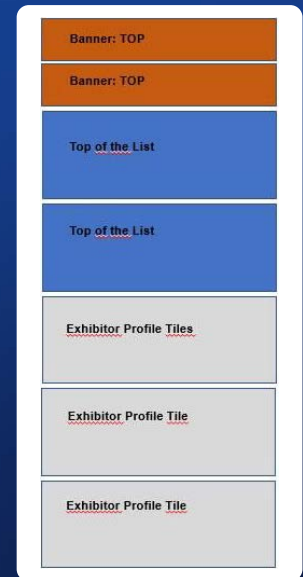
The free fair app is used intensively for quick orientation and for communication & networking on the fair grounds. It's available for Android smartphones and iPhones.

- Start: from Sep. / Oct. 2024
- Downloads: min. 60,000 – multiple use
- Data file type: png
- Linking: with the own company profile or a website

Ad format	Page	Position	Number of Slots	Price
Banner	Start Page		1	€ 2,490
Banner	Exhibitors	TOP	4	€ 1,990
Banner	Products, Calendar, Speakers, Visitor Profiles	TOP	4	€ 1,990
Banner	Content		1 per topic	€ 990
Tile	Exhibitors	Top of the List (Fair homepage + Fair app)	4	€ 1,490

INFO & BOOKING

Binding booking in the [Exhibitor Service Portal](#)
Harms Mentzel | media@dlg.org | +49 69 24788-452



Position exhibitor page

SOCIAL MEDIA



Use the reach of the EuroTier account on Instagram and Facebook and inform visitors exclusively about your trade fair appearance here.

OFFER:

- 1 story on the EuroTier Instagram and Facebook account.
You may advertise your trade fair presence and the associated new products that you are presenting at the trade fair.
- Format: portrait format or portrait format: aspect ratio 9:16, 1080 x 1920 px.
- Video or image contribution. Video up to 30 seconds.
- If desired, a link to the website etc. can be included.

Price: € 899.00 plus VAT

Note: Pure product advertising is not permitted.



INFO & BOOKING

Binding booking in the [Exhibitor Service Portal](#) until 30 September
Theresa Günther | t.guenther@dlg.org

Place your advertising and advertorials in the high-coverage newsletter formats of EuroTier, EnergyDecentral and DLG.

OFFER:

Newsletter	Coverage	Frequency	Price
DLG Membership International Newsletter	18,000	weekly	€ 648.- €/newsletter
DLG Newsletter Livestock farming (EuroTier)	61,000	12 x per year	€ 2,010.- €/newsletter
DLG Newsletter Energy (EnergyDecentral)	44,000	8 x per year	€ 1,320.- €/newsletter
DLG Newsletter Crop production (AGRITECHNICA)	146,000	12 x per year	€ 3,550.- €/newsletter
Newsletter agrarticker (agricultural ticker)	5,500	5 x per week	€ 2,290.-/month
DLG Newsletter EuroTier 2024 "Daily"	61,000	4 x per week	€ 2,010.-/newsletter

- Image-text advertisement: Headline max. 60 characters; teaser text max. 330 characters incl. spaces, specification of link Image width 260 px (height up to 200 px)
- Video link: Start screen + headline 50 characters + text 400 characters (incl. spaces) + specification of link

Note: The stated ranges may change slightly over the course of the year.
The stated price remains fixed even if the range is increased.

INFO & BOOKING

Binding booking in the [Exhibitor Service Portal](#)
Kai-Uwe Busch | DLG-Verlag | k.busch@dlg.org



Junge DLG

Innovationen in den Niederlanden

Die Thiesdorfer Hochschulgruppe „Junge DLG“ verbrachte drei Tage in den Niederlanden. Werkbesichtigungen bei Ilay oder Emblickie in die Produktion von Insektenproteinen begeisterten die Teilnehmenden.

[» weiterlesen](#)

Anzeige



Qualität gut verpackt - Dünger in Big Bags

Big Bags schützen Dünger vor Feuchtigkeit, Schwaden und Verlusten entlang der Lieferkette und auf dem Feld. Lagern auf engstem Raum ermöglicht flexiblere Düngerauswahl. Hochwertiger Dünger stets griffbereit - dann, wenn Sie ihn brauchen.

[» mehr erfahren](#)



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incl.



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PRESS BOX + PRE-PRESS CONFERENCE



Provide information about your innovations and products directly at the meeting point for international agricultural journalists. Book a press box in the EuroTier/EnergyDecentral press center in Hanover and present your trade fair appearance at the pre-press conference.

PRESS BOX

- Press box for displaying information in the press center
- Any medium is possible: paper, CD, DVD, USB

Price per press box: € 89,- plus VAT



INFORMATION EXCHANGE FOR THE EUROTIER PRE-PRESS CONFERENCE

on September 24 and 25, 2024 in Offenbach

- Meet around 50 editors of the most important trade journals from all over Europe in a "speed dating format" to present your trade fair presence and your new innovations.
- Exclusive: only 50 companies (25 companies per day)
- Your own table for face-to-face communication with the editors
- Catering on the day of the event
- Joint networking evening with exhibitors and editors on September 24

Price: € 898,- plus VAT



INFO & BOOKING

Binding booking in the [Exhibitor Service Portal](#) possible at any time
Katica Dankic | k.dankic@dlg.org

TRADE PRESS STAND – OFFER FOR PUBLISHING HOUSES



EuroTier / EnergyDecentral will be offering publishing houses from the fields of animal husbandry / decentralised energy management and inhouse farming as well as the supply industry the opportunity to present specialist publications at a central trade press stand at the fair.

OFFER

- Trade press stand – participation for exhibitors: EUR 339 per publication
- Trade press stand – participation for non-exhibitors: EUR 965 per publication

INFO & BOOKING

Binding booking in the [Exhibitor Service Portal](#) by 31 October 2024
Samira Fries | s.fries@dtg.org

More visibility as a publisher at the trade fair? Then become a media partner!

As a media partner, generate even more traffic before, during and after the trade fair thanks to exclusive visibility.

Further information is available here:

www.eurotier.com/en/press/media-cooperation





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PARTICIPATION IN TECHNICAL PROGRAMME



Present yourself as an expert on the DLG stages. By participating in the technical programme you'll generate maximum attention!

TALK ON A DLG EXPERT STAGE

- Duration: 20 min
- Date publication in the DLG Technical Programme (website, trade fair app)
- Use of a DLG stage incl. technology
- Support by DLG's personnel
- Calendar function
- Contents, dates and allocation according to individual agreement with DLG

Price: € 769,- plus VAT

There is a wide range of Expert Stages to suit the subject areas at EuroTier / EnergyDecentral. After consultation with you, the DLG will allocate your slot according to the program.



INFO & BOOKING

Binding booking in the [Exhibitor Service Portal](#)

- EuroTier: Sven Häuser | s.haeuser@dlg.org
- EnergyDecentral: Marcus Vagt | m.vagt@dlg.org

BARN ROBOT EVENT



The Barn Robot Event at EuroTier 2024 is dedicated to the topic of automatic feed pushing in cattle barns. Live demonstrations during the trade fair will showcase feed pusher robots in practical use on a prepared area.

YOUR ADVANTAGES:

EuroTier exhibitors have the following advantages by participating in the Barn Robot Event:

- Product placement outside the main stand
- Two moderated live demonstrations (German and English) per day at fixed times on all days of the fair
- Products are also in motion outside the demonstrations during the entire trade fair period
- Maximum attention through separate promotion of the event before, during and after the trade fair
- Optional: booking an extra stand directly at the Barn Robot Event. Even better visibility of your company plus direct contact with potential customers.

Prerequisites:

- Exhibitor at EuroTier 2024

Price: € 6,200.00 € plus VAT



Vorläufige Darstellung

INFO & BOOKING

Booking possible via the [Exhibitor service portal](#)

Marieke Wijn | DLG Service GmbH | Phone +49 69 24788-374 | Fax +49 24788-8374 | M.Wijn@dlg.org

DLG SPOTLIGHT POULTRY: AI IN POULTRY FARMING



The presentation areas in the poultry spotlight are geared to the space requirements for simple visual displays, ranging from an information stele to product presentations with a meeting area.

OFFERS:

■ Product presentation “small” (4 m²):

- Included:**
- Info column (WxH: 1.0x2.5 m) printed on both sides, free design based on the basic layout
- Info:**
- Optionally bookable: e.g. power connection, display
 - No further exhibition elements planned

Price: € 600.00/m² plus VAT

■ Product presentation “medium” (5 to 8 m²)

- Included:**
- Information column (WxH: 1.0x2.5 m) printed on both sides, free design based on the basic layout
 - Free space for product presentation* (depending on m²)
 - Power connection 230 V, single-phase, up to 3.0 kW
- Info:**
- Optional extras: monitor, furniture

Price: € 550.00/m² plus VAT

■ Product presentation “large” (9 to 12 m²)

- Included:**
- Information column (WxH: 1.0x2.5 m) printed on both sides, free design based on the basic layout
 - Open space for product presentation* (depending on m²)
 - Power connection 230 V, single-phase, up to 3.0 kW
- Info:**
- Optional extras: monitor, furniture, etc.

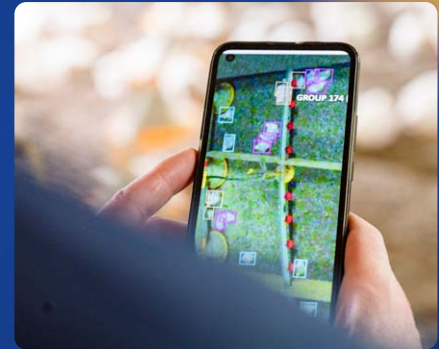
Price: € 500.00/m² plus VAT

The individually required technical equipment for the presentation areas, such as monitors, furniture, lighting and other connections, can be booked via the stand construction.

INFO & BOOKING

Binding booking in the [Exhibitor Service Portal](#)
Susanne Gäckler | s.gaeckler@dlg.org

*When selecting the area, the walking routes of visitors around the presentations must be taken into account.



DLG SPOTLIGHT: PIG FARMING WITHOUT TAIL DOCKING



The DLG spotlight „pig farming without tail docking“ presents solutions from the industry as well as best-practice examples from pig farms and research institutes. Take the opportunity and be part of this special area with your solutions for pig farming without tail docking. Present your proven and innovative concepts from breeding to slaughtering.

OFFERS:

■ Product presentation “small” (4 m²):

- Included:** - Info column (WxH: 1.0x2.5 m) printed on both sides, free design based on the basic layout
- Info:** - Optionally bookable: e.g. power connection, display
- No further exhibition elements planned

Price: € 600.00/m² plus VAT

■ Product presentation “medium” (5 to 8 m²)

- Included:** - Information column (WxH: 1.0x2.5 m) printed on both sides, free design based on the basic layout
- Free space for product presentation* (depending on m²)
- Power connection 230 V, single-phase, up to 3.0 kW
- Info:** - Optional extras: monitor, furniture

Price: € 550.00/m² plus VAT

■ Product presentation “large” (9 to 12 m²)

- Included:** - Information column (WxH: 1.0x2.5 m) printed on both sides, free design based on the basic layout
- Open space for product presentation* (depending on m²)
- Power connection 230 V, single-phase, up to 3.0 kW
- Info:** - Optional extras: monitor, furniture, etc.

Price: € 500.00/m² plus VAT

In addition, strategies and approaches from industry and practice will be presented live on the neighboring Expert Stage pig. Short presentations, interviews, videos and virtual farm visits guarantee a wide range of varied formats (slots can be booked separately).

INFO & BOOKING

Binding booking in the [Exhibitor Service Portal](#)
Sven Häuser | s.haeuser@dlg.org

*When selecting the area, the walking routes of visitors around the presentations must be taken into account.



SPOTLIGHT: SOLAR TRANSITION



BECOME A SPECIALIST ADVISOR FOR THE SOLAR OFFENSIVE!

- Consultation table half day morning or afternoon
- 3 x 20 min. slot specialist program forum
- 1 x participation in a panel discussion (including film recording and uploading to the EnergyDecentral media library)
- Company logo on the advertising space (advice area)
- Application on the website of Spotlight Solar Transition

Price: € 5,900.- (EnergyDecentral exhibitor)

BECOME THE MAIN SPONSOR OF THE SPOTLIGHT SOLAR TRANSITION!

- Advertising space approx. 3 x 3.5 m including production
- 3 x 20 min. slot specialist program forum
- Participation in both panel discussions (including film recording and uploading to the EnergyDecentral media library)
- Display of flyers and brochures
- Application via EnergyDecentral Marketing (website, social media)

Price: € 25,000.-

BECOME A SPONSOR OF THE SOLAR TRANSITION SPOTLIGHT!

- Advertising space approx. 1 x 3.5 m including production
- 2 x 20 min. slot specialist program forum
- Application via EnergyDecentral marketing (website, social media)

Price: € 6,500.-

INFO & BOOKING

Bettina Maye | Head of Media Sales | Tel. +49 711 63672-836 | mayer@photovoltaik.eu
Marcus Vagt | Head of Department | Tel. +49 69 24788-955 | energy@dlg.org



SPOTLIGHT: TOPTIERTREFF – SPONSORING



Top genetics from the various cattle breeds will once again be presented to trade visitors on the stage of the TopTierTreff at EuroTier 2024, who will be able to follow the information on offer in over 300 seats. Sheep, goat and horse breeds will also be on show at the TopTierTreff. The animals will be filmed and the details will also be shown on a 3 m x 23 m panoramic screen. The left and right sections of this video wall offer space for your logo, which will be visible to the audience for almost the entire duration of the presentation. Your advertising video can be played at the beginning of the presentation blocks and during the breaks.

SPONSORING PACKAGES:

1. Logo large in the right and left canvas area

- Presence of your logo on the right and left side of the panoramic screen
- Size 3 m x 0.83 m (width x height)
- 25 tickets for business partners
- Mention as a sponsor in social media posts on the topic of TopTierTreff
- Placement of your logo on the TopTierTreff website

Price: € 7,500 each plus VAT

2. Logo small in the right and left canvas area

- Presence of your logo on the right and left side of the panoramic screen
- Size 1.48 m x 0.95 m (width x height)
- 15 tickets for business partners
- Placement of your logo on the TopTierTreff website

Price: € 5,500 each plus VAT

3. Video recording at least 4 times a day

- Presentation of your video spot (max. 30 sec.) at least 4 times a day
- Format: 16:9 Resolution: Full-HD or Format: 23:3 Resolution: 4 K

Price: € 4,000 each plus VAT



INFO & BOOKING

Binding booking in the
[Exhibitor Service Portal](#)

Nicola Bock | N.Bock@DLG.org

CANVAS DESIGN:

Package 1				Package 1
Package 1		TopTierTreff 2024		Package 1
Pack- age 2	Pack- age 2			Pack- age 2

JUNGE DLG – SPONSORING



GUIDED INNOVATION TOURS OF THE YOUNG DLG ON YOUNG FARMERS DAY

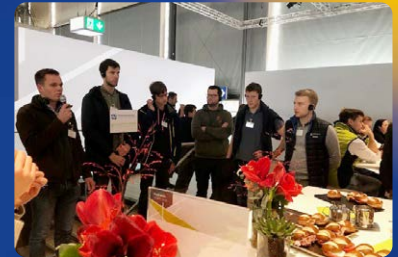
Exclusivity: We offer your company the opportunity to support the Guided Innovation Tours as an exclusive partner company (Thursday, 14.11.2024 from 13.00 to 15.00).

- Naming as **official partner** of the tour
- Mention in the title: "Guided Innovations-Tours powered by **company name**".
- Final tour stop at your stand: you can present your innovations and hand out giveaways
- 3 free places to take part in the tour
- 20-minute presentation slot on the topic of "Personalities in the agricultural sector" in the Campus & Career program (dates to be arranged)

Your investment:

- At the end of the tour, you provide the participants with a drink and optionally a small snack free of charge at your stand.

Price: € 2,500.00 plus VAT



SPONSORSHIP OF A YOUNG DLG TALK (optionally with co-moderation or speaker of the panel discussion)

- Digital integration of your company logo for the Young DLG Talk
- Setting up a company roll-up on the stage during the talk (duration approx. 45 min.)
- Mention of your company as a supporter of the event in the communication and during the Young DLG Talk
- Optional: Your company representative as co-moderator or speaker of the panel discussion

Price: € 500.00 (plus VAT)



INFO & BOOKING

Binding booking in the [Exhibitor Service Portal](#)
Christina Vogel | c.vogel@dlg.org

AGRIFOOD START-UPS – SPONSORING



OFFERS:

■ Thematic Panel Discussions

- Daily, thematically clustered
- Sponsor branding on stage
- Included in the EuroTier technical program

Price Sponsorship:
€ 2,500.00 plus VAT

■ Start-up pitch session

- Daily, thematically clustered
- Snacks provided
- Sponsor introduction speech
- Sponsor branding on stage
- Included in the EuroTier technical program

Price Sponsorship package/day:
€ 2,500.00 plus VAT

■ Networking Event

- Speaking opportunity
- Invite your community as well as the start-ups participating at EuroTier
- Stage provided from 16:00-20:00 hrs
- Sponsor branding on stage during the event
- Drinks and Snacks included (Max 100 pax)
- Including marketing through the EuroTier channels

Price Sponsorship package/event:
€ 25,500.00 plus VAT



INFO & BOOKING

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Kai-Uwe Busch | DLG-Verlag | k.busch@dlg.org

agrifood
start-ups

SPONSOR AN OPEN INNOVATION CHALLENGE

DLG.Prototype.Club is a one of a kind start up and software developer rapid prototyping competition in the ag machinery and ag tech industry.

This open innovation platform enables you to get more out of your presence at EuroTier/EnergyDecentral/ Inhouse Farming Feed & Food Show by unlocking new potential recruits for your human resources department, new products for your innovation and R&D department as well providing a gold mine of content to your marketing team. Most importantly by participating in the DLG.Prototype.Club you can bring your big ideas to market faster and in a more cost efficient manner.

HOW DOES IT WORK

- Exhibitors define a challenge
- DLG.Prototype.Club selects teams of software developers, engineers and start ups to solve these challenges
- The teams enter a prototyping phase two weeks before EuroTier
- The teams present their fully functional prototypes together with a business plan to the Challenge partner LIVE during EuroTier
- The complete process from challenge announcement to the announcement of the winner of the challenge is accompanied by a high profile media campaign



INFO & BOOKING

The price of the sponsorship is subject to the type of challenge.
Please contact us for an offer & a free consultation on challenge design.
Christopher Armstrong | c.armstrong@dlg.org | +49 69 24788 455

YOUR EXHIBIT AS AN EYE-CATCHER AT EUROTIER



Present your exhibits at selected locations in the outdoor area at EuroTier. 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.

Areas of different sizes are available in **three attractive price categories**.

Experience at past trade fairs has shown that these positions offer the best photo opportunities and are therefore used particularly frequently by photographers and journalists, but also by visitors, of course.



INFO & BOOKING

We will be delighted to inform and advise you individually about your preferred areas and to prepare a customised offer for you.
Pascal Mette | Tel. +49 69 24788-201 | p.mette@dlg.org

YOUR EXHIBIT AS AN EYE-CATCHER AT EUROTIER

Categories:

- = Gold
- = Silver
- = Bronze



BENEFITS

- Directly on main aisles
- Visitor attraction
- Increased duration of stay
- Exclusivity
- Clear lines of sight

No.	Category	Maximum size	Price
CC.1	Silver	7 m x 5 m 35 m ²	€ 7,499.00
CC.2	Silver	7 m x 5 m 35 m ²	€ 7,499.00
CC.3	Silver	7 m x 5 m 35 m ²	€ 7,499.00
CC.4	Silver	8 m x 8 m 64 m ²	€ 7,499.00
8.1	Silver	8 m x 5 m 40 m ²	€ 7,499.00
8.2	Silver	8 m x 5 m 40 m ²	€ 7,499.00
8.3	Silver	8 m x 5 m 40 m ²	€ 7,499.00
11.1	Bronze	7 m x 7 m 49 m ²	€ 5,999.00
11.2	Bronze	7 m x 7 m 49 m ²	€ 5,999.00
11.3	Silver	7 m x 6 m 42 m ²	€ 7,499.00
12.1	Bronze	8 m x 5 m 40 m ²	€ 5,999.00
12.2	Bronze	8 m x 5 m 40 m ²	€ 5,999.00
12.3	Bronze	8 m x 5 m 40 m ²	€ 5,999.00
12.4	Silver	8 m x 7 m 56 m ²	€ 7,499.00
13.1	Gold	8 m x 4 m 32 m ²	€ 8,999.00
13.2	Gold	8 m x 4 m 32 m ²	€ 8,999.00
13.3	Gold	8 m x 4 m 32 m ²	€ 8,999.00
15.1	Silver	7 m x 7 m 49 m ²	€ 7,499.00
15.2	Silver	7 m x 7 m 49 m ²	€ 7,499.00
17.1	Gold	6 m x 6 m 36 m ²	€ 8,999.00
18.1	Silver	8 m x 8 m 64 m ²	€ 7,499.00
20.1	Gold	8 m x 4 m 32 m ²	€ 8,999.00
20.2	Silver	7 m x 7 m 49 m ²	€ 7,499.00
20.3	Silver	7 m x 7 m 49 m ²	€ 7,499.00
20.4	Silver	7 m x 6 m 42 m ²	€ 7,499.00
20.5	Bronze	6 m x 6 m 36 m ²	€ 5,999.00
25.1	Gold	6 m x 6 m 36 m ²	€ 8,999.00
25.2	Gold	6 m x 6 m 36 m ²	€ 8,999.00
26.1	Bronze	8 m x 6 m 48 m ²	€ 5,999.00
26.2	Silver	9 m x 7 m 63 m ²	€ 7,499.00
26.3	Silver	9 m x 7 m 63 m ²	€ 7,499.00
27.1	Gold	6 m x 4 m 24 m ²	€ 8,999.00
27.2	Gold	6 m x 4 m 24 m ²	€ 8,999.00
P32.1	Silver	8 m x 8 m 64 m ²	€ 7,499.00
P32.2	Silver	8 m x 8 m 64 m ²	€ 7,499.00
P35.1	Bronze	7 m x 7 m 49 m ²	€ 5,999.00



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First in animal farming.

Events & Event Sponsoring

incl.



MADE BY



CELEBRATE PURPOSE: SPONSORING



Passion for Profession! How can we feed the world and protect the environment and climate at the same time? For this we need people with passion and pioneers with vision. "Celebrate Purpose" shows the diversity of people who think differently and break new ground. **We cordially invite the visionary minds of tomorrow who want to make a contribution to shaping our future and feeding the world in a sustainable way and who want to exchange ideas about the many possibilities.**

THE EVENT

**Wed, Nov 13, 2024
from 5 p.m. on the
DLG Stand (Hall 13)**

- Official welcome (Freya von Czetztritz)
- Greeting Sponsor I
- Greeting Sponsor II
- Women in Ag Award Ceremony
- Gin o'clock & Networking

Companies can participate as sponsors:

PLATINUM

Max. 2 Platinum Partners

- Greeting and short presentation of the company and/or topic before the Women in Ag Award ceremony
- Logo on website
- Logo on official event media
- Banner*
- Large logo on event logo wall
- Display of information material
- Large logo on presentation slides for the award ceremony

Price: € 5,999 plus VAT

GOLD

Max. 2 Gold Partners

- Logo on website
- Logo on official event media
- Banner*
- Small logo on event logo wall
- Display of information material
- Small logo on presentation slides for the award ceremony

Price: € 2,999 plus VAT



INFO & BOOKING

Binding booking in the [Exhibitor Service Portal](#)
Insa Wildraut | i.wildraut@dlg.org

*Banner on womeninagmag.com 1670*210px image or GIF, max. 3MB, with link to website or social media, placed in the middle of an article in the online magazine