

AGRI
TECHNICA^{DLG}
THE WORLD'S NO. 1

9 – 15
NOVEMBER
HANOVER
GERMANY

20
25

Marketing &
Communication Services

Technical Programme & Events:
Participation and Sponsoring Options

#agritechnica



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Marketing & Communication Services

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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

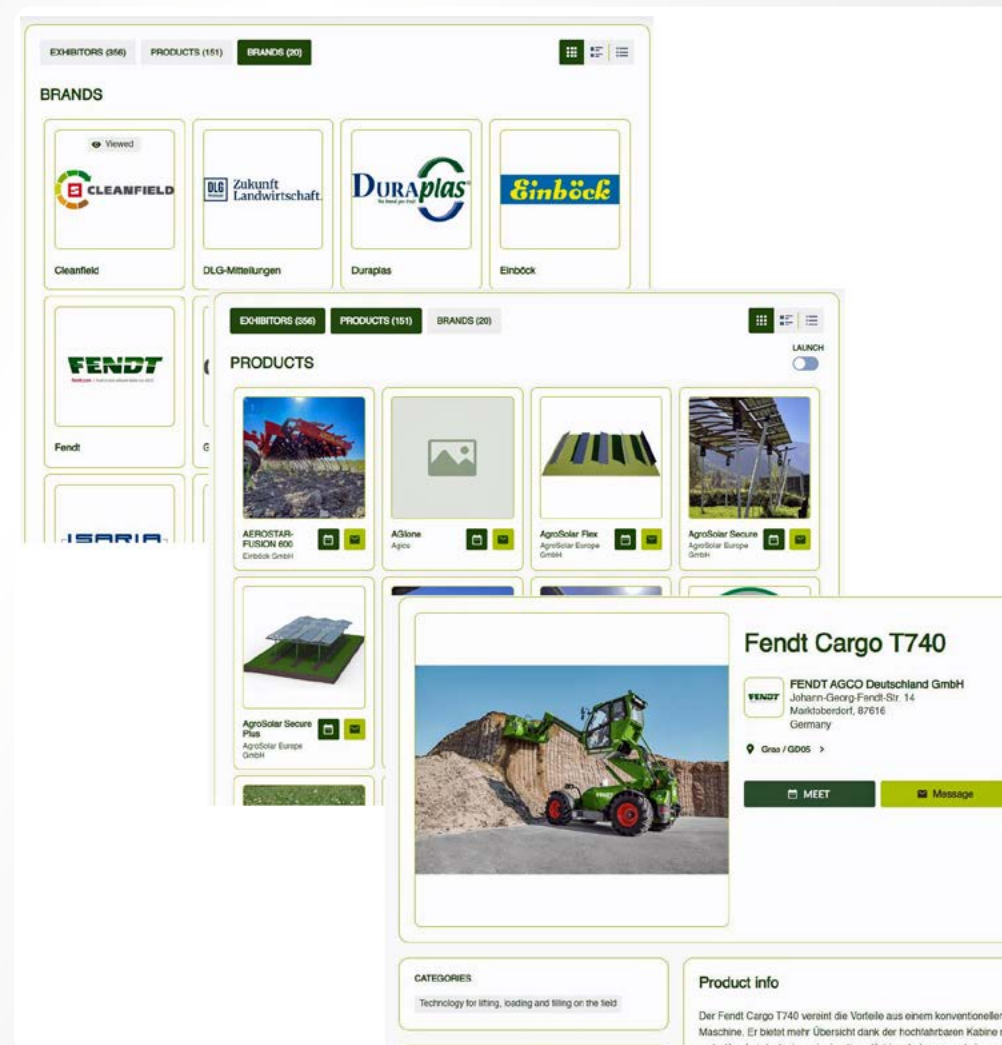
Info on data administration & correction:

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:

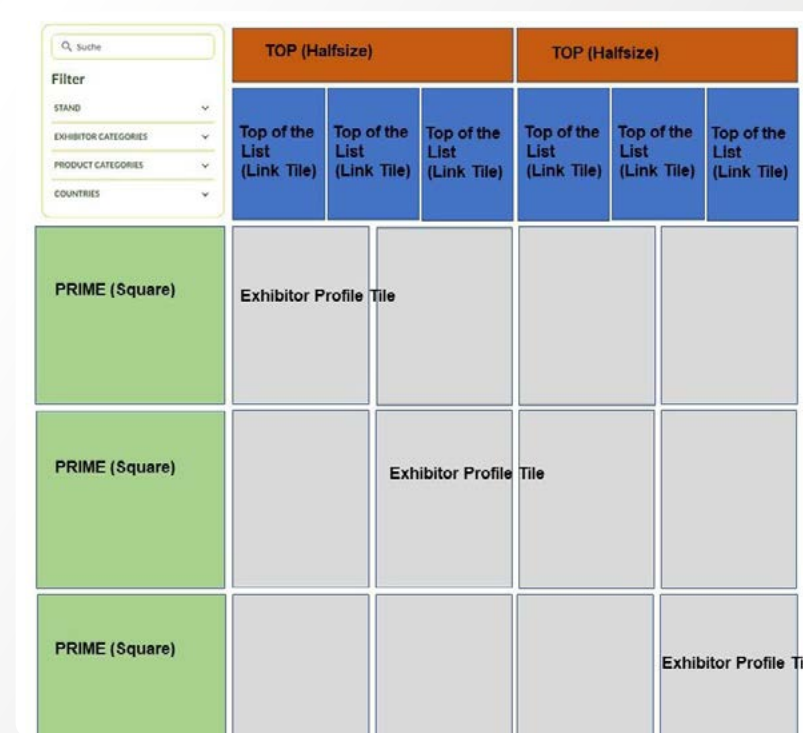
Binding booking in the exhibitor service portal
 Harms Mentzel and Holger Wolff | media@dlg.org | +49 69 24788-452

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: at least 4 million ad impressions per banner
- Linking: to your own company profile or a website
- 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 2024
- 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, visitor profile banner – TOP	Above the speaker 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



Positionierung Aussteller-Seite

Info & booking:

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

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.

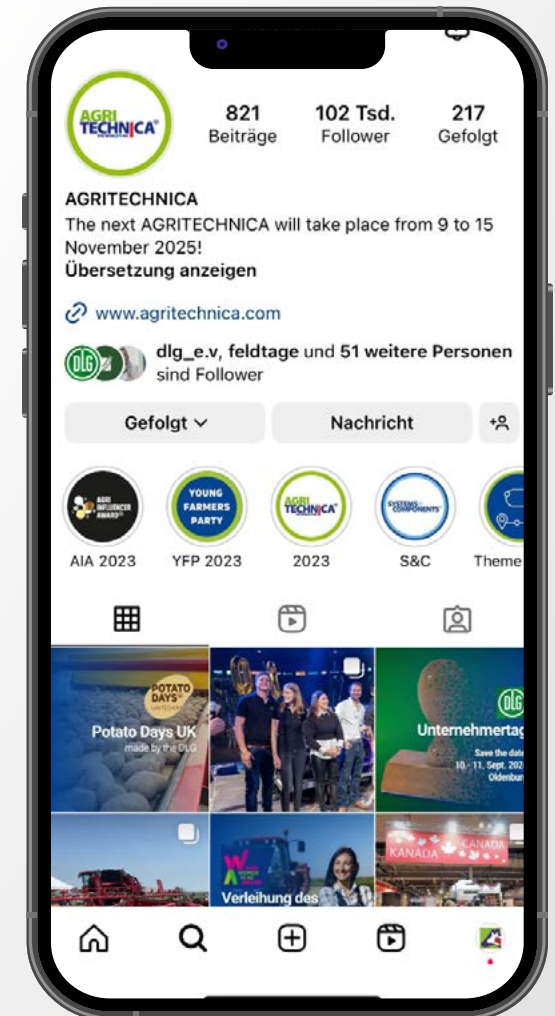
- 1-3 story slides possible
- Format: portrait format, aspect ratio 9:16, 1,080 x 1,920 px
- Video or image post. Video up to 30 seconds
- If desired, a link e.g. to the website can also be provided
- If desired: linking of the Instagram account

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



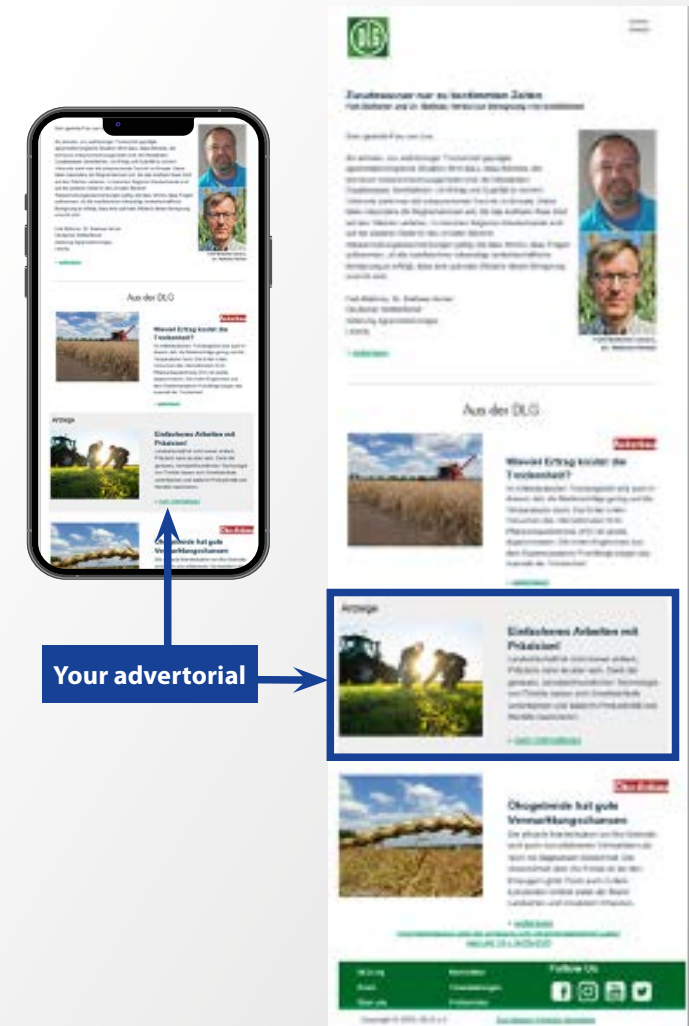
Newsletter advertorial

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



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

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

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		✓	

Timeline

- **1 October 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

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. ►



[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

Sponsoring of AGRITECHNICA lanyards for name badges

Lanyards will be distributed free of charge to all visitors at the entrances to the trade fair grounds. These personalised trade fair badges will be visibly worn while remaining at the trade fair grounds.

Present your company or your brand on the lanyards. This will make you one of the top contact points at the trade fair and provide you with maximum attention.



Our sponsoring offer (400,000 lanyards, produced in 2 runs):

- **1st run:**
200,000 lanyards with 4 sponsors
Price: €8,000 per sponsor (per company logo)



- **2nd run:**
200,000 lanyards with another 4 sponsors
Price: €8,000 per sponsor (per company logo)



Formats: logo as a vector file (.eps, .pdf, .ai, fonts converted into paths)

Do not hesitate to contact us for personalised sponsoring offers.

Info & booking:

Binding booking in the exhibitor service portal from **May 2025**.
Kai-Uwe Busch | DLG-Verlag | k.busch@dlg.org

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

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



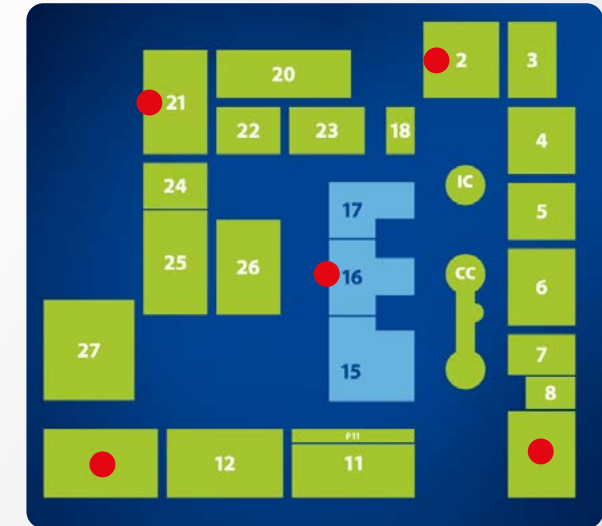
Info & booking:

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

Job Wall | Maximum visibility for your job adverts

Your job adverts are displayed not only via the high-range AGRITECHNICA website, but also on modern digital information columns positioned at highly-frequented points throughout the trade fair grounds (e.g. DLG stand, Werkstatt Live (Live Workshop), SYSTEMS & COMPONENTS) and at the entrance and in the hall with the highest visitor traffic. This offers you maximum visibility in the target groups that you want to reach.

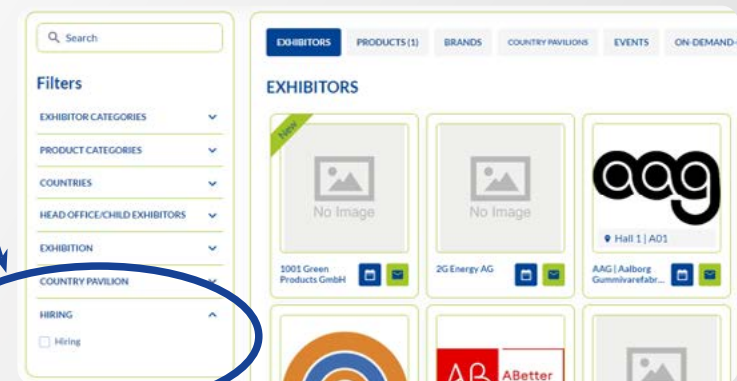
Offer	Description	Price
1 job advert (incl. hiring marking)*	<ul style="list-style-type: none"> • Placement on the online job wall on the website under Jobs & Careers. • Placement on special digital information columns (touch points) at the trade fair. Visitors can operate these like oversized smartphones and look at the job adverts that interest them. • A link to the online job wall is included in your company profile. • Your company profile appears under 'Hiring' in the exhibitor and product search on the website 	€249
Job advert package	Placement of 3 job adverts. Services as described above.	€500
Hiring marking (without job advert)	Ideal for employer branding. Suitable for you 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



● Digital job touch point locations

Info & booking:

Binding booking in the exhibitor service portal
 Deadline: 30 October 2025
 Daniela Schirach | d.schirach@dlg.org



Technical Programme & Events: Participation

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The Digital Farm Center bundles the information programme concerning the topics of digital farming, AI, robotics, drones and autonomy in one exhibition hall. 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 and 30-second advertising video multiple times a day

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

Expert Stages DLG | Become a speaker

The Expert Stages for innovations, inspirations and solutions

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

Participation option	Duration	Details	Price
Single slot expert presentation	20 min. presentation + optionally 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 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



Info & booking:

Binding booking in the exhibitor service portal
 Dr Bruno Görlach | Competence Center Agriculture | b.goerlach@dlg.org

For sponsoring options,
 see sponsoring catalogue

Expert Stage agrifood start-ups | Become a speaker

Technology deep dive / thematic panel discussions

- Attractive location at the heart of the agrifood start-up 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



Junge DLG | YoungFarmersConnect

YoungFarmersConnect: Career & Networking Event

powered by **JungeDLG**[®]

Meet potential new employees during the meet & greet at the exclusive Career & Networking Event on Young Professionals Day. The Young Professionals Day on 14 November (5 – 7 p.m.. Check-in at 4.45 p.m.) 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



**For sponsoring options,
see sponsoring catalogue**

Werkstatt Live (Live Workshop) | Focus on your products

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:

Cathleen Menzel | c.menzel@dlg.org

DLG Talk 'Forestry' | Become a speaker

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

The following forums are intended as DLG Talks 'Forestry':

- **12 November:**
Topic: future forest – innovations – digitalisation – forestry company 4.0
Target group: forest owners – R&D / providers of digital solutions – start-ups
- **13 November:**
Topic: future of forestry equipment – trends – news – visions
Target group: SYSTEMS & COMPONENTS exhibitors / visitors, manufacturers, developers
- **14 November:**
Topic: change forestry – new business areas
Target group: forest owners – consultants – suppliers and service providers

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

Technical Programme & Events: Sponsoring Options

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DLG Agri Influencer Award | 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 the award, DLG pays tribute to outstanding performances by influencers in the categories (national and international) of YouTube, Facebook / Instagram and TikTok. The winners will be presented with their awards at AGRITECHNICA 2025.



Sponsoring packages

Performance	Bronze	Silver	Gold
	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	2 VIP tickets + 5 tickets	3 VIP tickets + 5 tickets	5 tickets
1 cooperation post on Instagram as part of the AIA campaign	✓		
	€2,500	€4,500	€6,500

Info & booking:

Talk to us! We offer individual solutions.

Theresa Günther | Social Media Editor | t.guenther@dlg.org



Thematic panel discussions

Sponsorship: €2,500

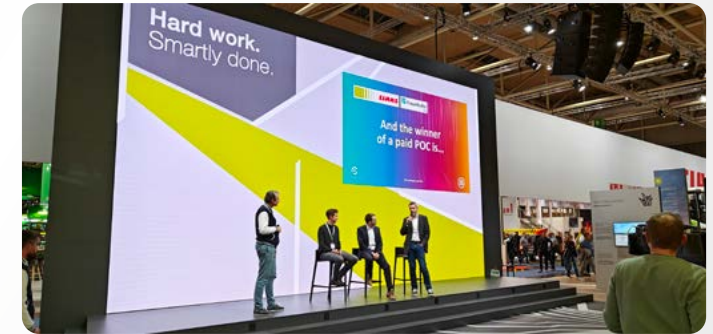
- Each day following the pitch session
- Clustered by themes
- Sponsor branding on the stage
- Mention in the AGRITECHNICA technical programme



Daily lunchtime start-up pitch session

Sponsorship package / day: €7,500

- Daily from 12 noon to 2 p.m.
- Clustered by themes
- Including snacks for participants
- Company presentation prior to the start-up pitch
- Sponsor branding on the stage
- Mention in the AGRITECHNICA technical programme



Networking event

Sponsorship package / event: €25,500

- Presentation opportunity
- Invite your community and the start-ups taking part in AGRITECHNICA
- The stage and lounge will be made available from 4 to 8 p.m.
- Sponsor branding on the stage during the event
- Beverages and snacks included (max. 100 persons)
- Marketing via the AGRITECHNICA channels is included

Info & booking:

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



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



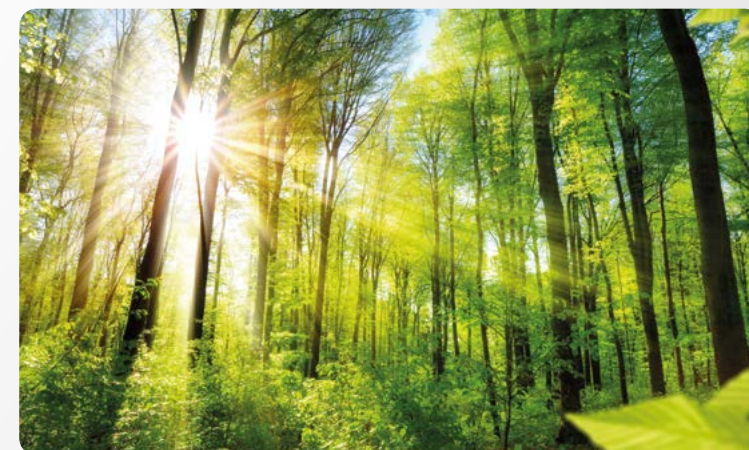
DLG Talk 'Forestry' | Sponsoring

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 DLG 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 DLG Talk ,Forestry' as a speaker is available in the ,Participation in the technical programme and events' catalogue