

SYSTEMS COMPONENTS

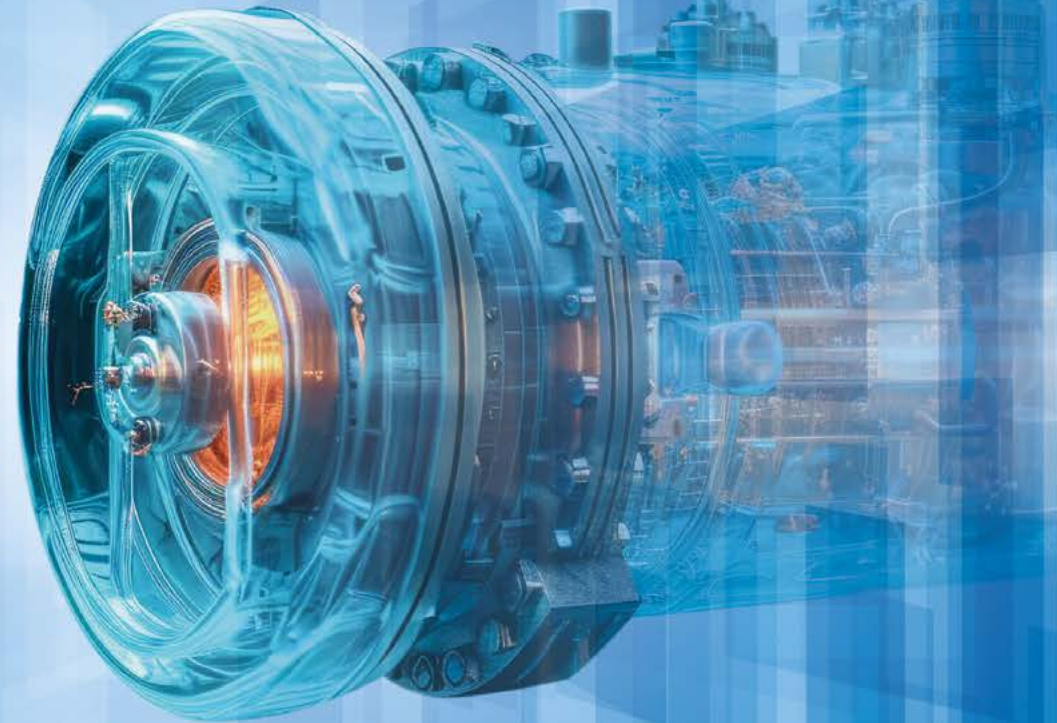
2025 9 - 15 NOVEMBER
HANOVER | GERMANY

SYSTEMS & COMPONENTS – A PART OF

**AGRI
TECHNICA** 
THE WORLD'S NO. 1

**MARKETING &
COMMUNICATION SERVICES**

**TECHNICAL PROGRAMME & EVENTS:
PARTICIPATION AND
SPONSORING OPTIONS**



#systemsandcomponents



systemsandcomponents.com

MADE BY



We offer AGRITECHNICA and SYSTEMS & COMPONENTS 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

- ▶ [BASIC media package](#)
- ▶ [BASIC media package extensions | Company profile](#)
- ▶ [Lead tracking | Scan2Lead](#)
- ▶ [Free advertising material SYSTEMS & COMPONENTS](#)
- ▶ [Trade fair homepage \(exhibitor database\)](#)
- ▶ [AGRITECHNICA trade fair app](#)
- ▶ [Social media – Facebook, Instagram](#)
- ▶ [Newsletter advertorial | SYSTEMS & COMPONENTS Insights](#)
- ▶ [Press boxes in the press centre & on the trade press stand](#)
- ▶ [Job Wall | Maximum visibility for your job adverts](#)

■ Technical Programme & Events: Participation

- ▶ [DLG-Expert Stage “SYSTEMS & COMPONENTS” | Become a speaker](#)
- ▶ [SYSTEMS & COMPONENTS | Tour stop during a guided tour](#)
- ▶ [Junge DLG | YoungFarmersConnect | Meet & Greet](#)
- ▶ [Young Professionals Day | Become a speaker](#)

■ Technical Programme & Events: Sponsoring Options

- ▶ [DLG-Expert Stage “SYSTEMS & COMPONENTS” | Sponsoring](#)
- ▶ [SYSTEMS & COMPONENTS | Networking event sponsoring](#)
- ▶ [Young Farmers Party | Sponsoring](#)
- ▶ [Junge DLG | Guided Innovation Tours | Sponsoring](#)

SYSTEMS COMPONENTS

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Marketing & Communication Services

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[systemsandcomponents.com](https://www.systemsandcomponents.com)

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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

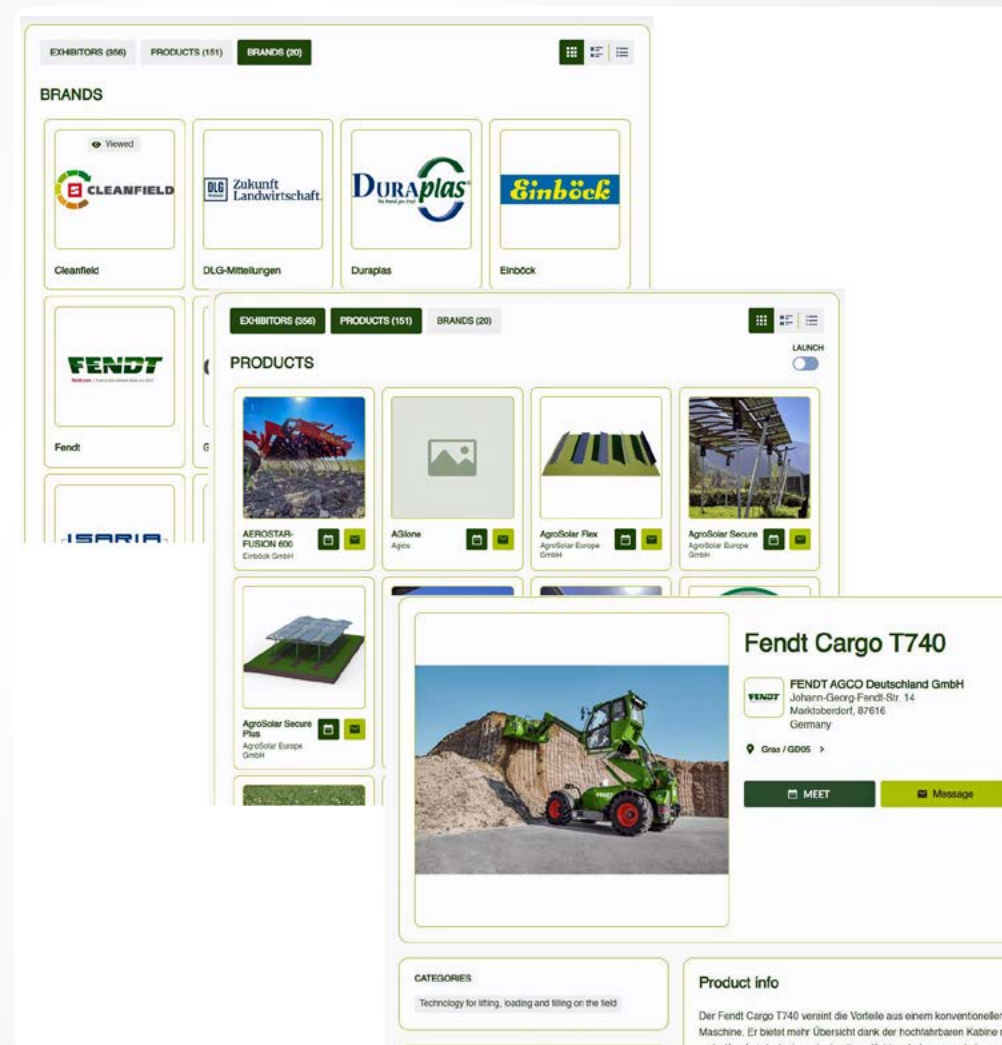
Info on data administration & correction:

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

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](#)

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.

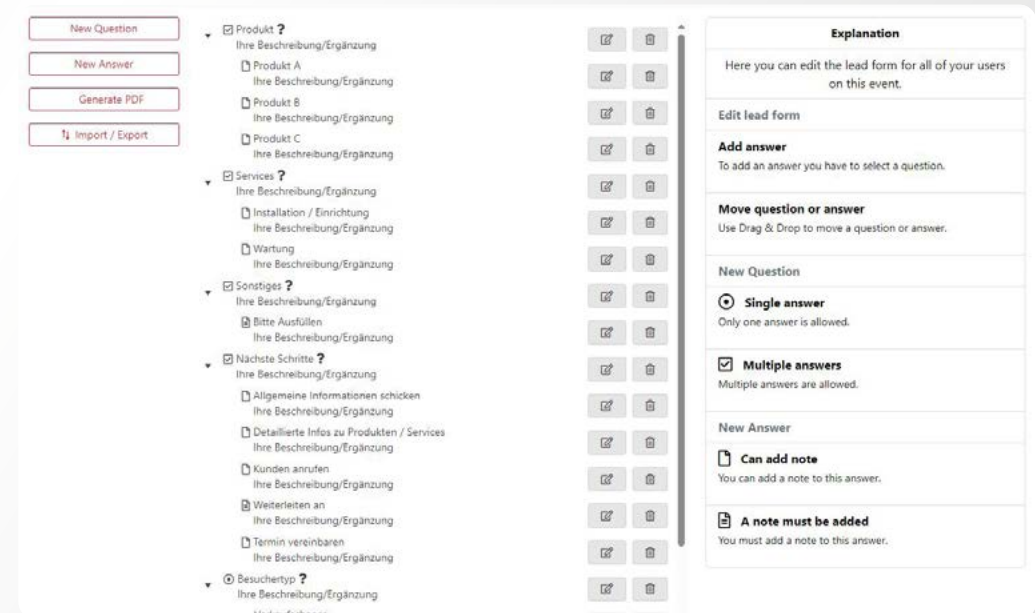
Dos and don'ts:

- ✓ 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



SYSTEMS & COMPONENTS | 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.systemsandcomponents.com/en/press/photos/logos-banners
SYSTEMS & COMPONENTS team: systemsandcomponents@dlg.org

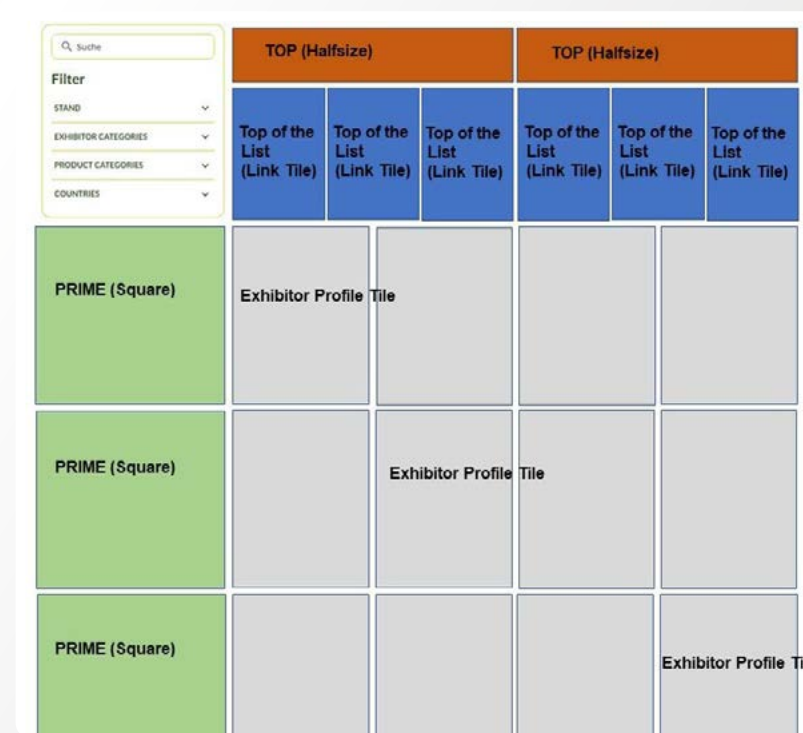


Trade fair homepage (exhibitor database)

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: 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:

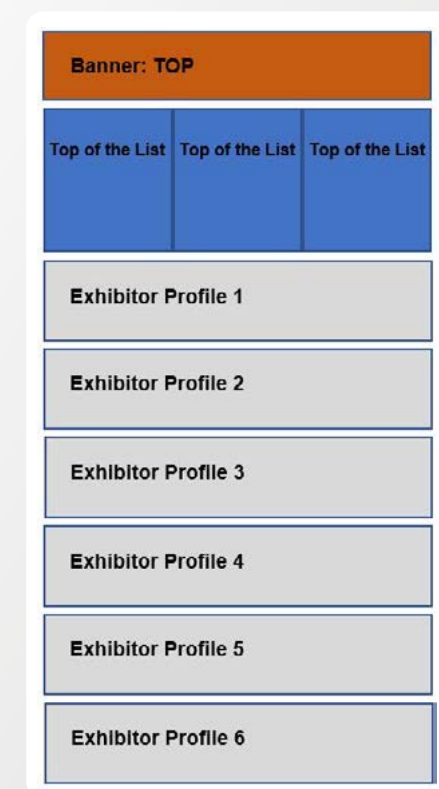
Binding booking in the exhibitor service portal
 Harms Mentzel and Holger Wolff | media@dlg.org | +49 69 24788-452

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.

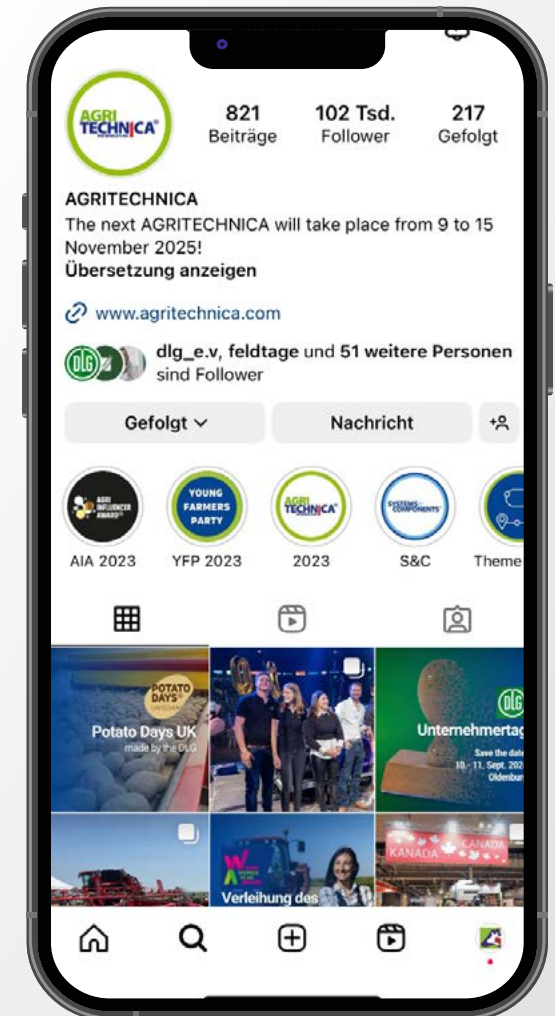
- 1-3 story slides possible
- Format: portrait format, aspect ratio 9:16, 1,080 x 1,920 px
- Video or image post. Video up to 30 seconds
- If desired, a link e.g. to the website can also be provided
- If desired: linking of the Instagram account

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 | SYSTEMS & COMPONENTS Insights

Advertise your products and your company

The 'SYSTEMS & COMPONENTS Insights' newsletter exclusively provides information about technical topics within the agricultural machinery supplier industry and the entire off-highway sector.

Newsletter target groups

- Development engineers of the companies exhibiting at AGRITECHNICA
- Buyers of systems and components
- Agricultural machinery and off-highway sector marketing managers

Range

- Over 4,000 top-level industry contacts (national and international)

The advertorial includes:

- **Headline:** max. 60 characters
- **Teaser text:** max. 330 characters incl. blanks
- **Link information**
- **Image width** 260 px (height 200 px)
- **Language:** German and English

Price: €890 / per issue
€2,100 / bundle of three issues

Info & booking:

Binding booking in the exhibitor service portal
SYSTEMS & COMPONENTS Team | SystemsAndComponents@dlg.org

Likely distribution dates 2025

- 06.02 | Save the date and outlook
- 22.05 | Guiding theme
- 25.09 | S&C Trophy nominees
- 09.10 | Highlights in the technical programme
- 23.10 | S&C Trophy winners
- 04.12 | Review

Your advertorial



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



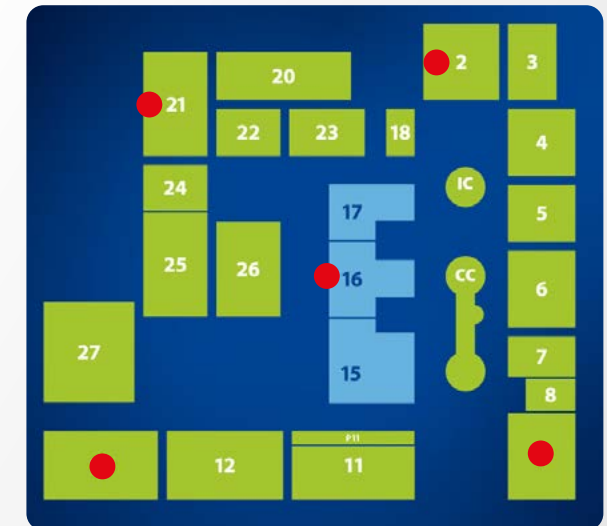
Info & booking:

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.

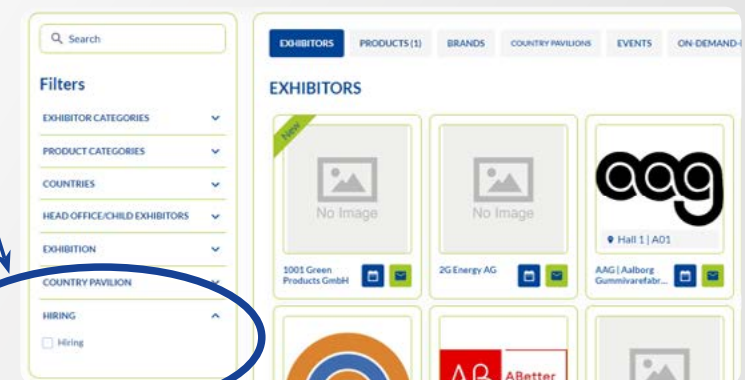
Offer	Description	Price
1 job advert (incl. hiring marking)*	<ul style="list-style-type: none"> • Placement on the online job wall on the website under Jobs & Careers. • Placement on special digital information columns (touch points) at the trade fair. Visitors can operate these like oversized smartphones 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



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Technical Programme & Events: Participation

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DLG-Expert Stage "SYSTEMS & COMPONENTS" | Become a speaker

The Expert Stage for developers, engineers, decision-makers and manufacturers of mobile machines

Main themes:

- Innovative drive technologies
- Networking and automation
- Digital services
- Environment and safety

Location: hall 17, annex – Space: up to 80 persons



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. 	€700
Double slot presentation or panel discussion	50 min. presentation + optionally 5 min. Q&A	<ul style="list-style-type: none"> ■ The presentation will be included in the reporting during the run-up to the trade fair, including social media. 	€1,400
Company or product presentation	20 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. 	€2,800

Timetable

- February 2025 | Start of registration
- Beginning of August 2025 programme committee meeting
- From mid-August 2025 feedback on participation slots

For sponsoring options, see sponsoring catalogue

Info & booking:
 Binding booking in the exhibitor service portal
 SYSTEMS & COMPONENTS team | SystemsAndComponents@dlg.org

Expert partners:



SYSTEMS & COMPONENTS | Tour stop during a guided tour

Draw attention to yourself and your theme

We will bring visitors directly to you at your trade fair stand during guided tours.

Key data of the guided tour:

- Max. 6 exhibitor stations per guided tour (1.5 h)
- The guided tour is exclusively for up to 25 visitors
- You have the opportunity to convey your message to visitors in a 10-min. time slot
- The participants are provided with an audio system so that they can all hear you well

Guided tour	Target group	Language	Day Time	Price
'Advanced and Innovative Products' Apply if you would like to present a particular product innovation or further development. Tour guide to be confirmed.	Developers, engineers, decision-makers and manufacturers in agricultural machinery, press – anyone is welcome	DE / ENG	T.b.a.	€450
'Eco-efficiency' Take part in the tour if you would like to present a product that fosters the efficient use of resources and / or reduces environmental impacts. Tour guide to be confirmed.	Developers, engineers, decision-makers and manufacturers in agricultural machinery, press – anyone is welcome	DE / ENG	T.b.a.	€450
'Career' Present your company as an attractive employer and provide information about exciting career opportunities. Conducted by agricultural engineering professor Till Meinel, Cologne University of Applied Sciences.	Students, trainees, graduates, young professionals – anyone is welcome	DE / ENG	Friday, 14.11.2025 Time t.b.a.	€450
'Women in Engineering' Present inspiring women from your company who, as role models, encourage young women to pursue a career in engineering and promote the next generation of talents. Conducted by the women's network FEMWORX.	Women in engineering and other technical professions as well as friends and supporters	DE / ENG	Friday, 14.11.2025 Time t.b.a.	€450



Timetable

- From May 2025 | Start of application
- September 2025 | Feedback on application

At least four tour stops are needed for a tour to come about.

Info & booking:

Binding booking in the exhibitor service portal
 SYSTEMS & COMPONENTS Team | SystemsAndComponents@dlg.org

Expert partners:



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 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



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:

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

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Technical Programme & Events: Sponsoring Options

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DLG-Expert Stage “SYSTEMS & COMPONENTS” | Sponsoring



Position yourself alongside experts and expert partners on the Expert Stage SYSTEMS & COMPONENTS

The SYSTEMS & COMPONENTS Expert Stage is the central meeting point for engineers, developers and manufacturers for professional dialogue. The foyer, the lounge and the balcony invite you to network. Besides the presentation of the renowned ‘SYSTEMS & COMPONENTS Trophy – Engineers Choice’ industry awards, a stage programme and numerous events as well as the Young Professional Day programme will be taking place there from Monday to Friday.

Range

Consistently during the trade fair and particularly:

- during the SYSTEMS & COMPONENTS Trophy presentation
- during networking events
- during the technical programme (Monday, 10.11. to Friday, 14.11.2025)
- during the Young Professional Day (Friday, 14.11.2025)



	Bronze €4,950	Silver €7,950	Gold €9,950
Naming of your company as an exclusive sponsor on the SYSTEMS & COMPONENTS website under 'Visit' and 'Programme'	✓	✓	✓
Logo presence on the logo wall, centrally on the SYSTEMS & COMPONENTS Expert Stage on the ground and first floors	✓	✓	✓
Presentation of your max. 3-minute company video on the Expert Stage prior to the first presentation of the day, during the lunch break and following the last presentation		✓	✓
Catering with colour-branded cold beverages			✓



Info & booking:

Binding booking in the exhibitor service portal
 SYSTEMS & COMPONENTS team | SystemsAndComponents@dlg.org

Expert partners:



Get to know new target groups

As a networking event sponsor, we offer you the opportunity to specifically position your brand before a relevant target group and to make valuable contacts.

Location: DLG stand, hall 17

Number: max. 2 sponsors per event

Event	Target group	Language	Sponsoring options	Price
'First-Timers Welcome' Over a small snack and a cool beverage, first-time visitors to SYSTEMS & COMPONENTS are invited to obtain a brief overview of SYSTEMS & COMPONENTS and its highlights and to network with likeminded people. → Sunday 09.11.2025 10 a.m. to 11 a.m.	First-time visitors to SYSTEMS & COMPONENTS	German English	<ul style="list-style-type: none"> ■ The event will be advertised with the name of your company ■ Possibility of placing your roll-up and further marketing material at the event subject to arrangement ■ Possibility of holding a keynote speech (10 min.) ■ Networking opportunities 	€700
Check-in Coffee for Women in Engineering On the agribusiness days, we offer visitors the opportunity to network over a cup of coffee. → Monday 10.11.2025 10 a.m. to 11 a.m. → Tuesday 11.11.2025 10 a.m. to 12 noon	Women in engineering and other technical professions	German English	<ul style="list-style-type: none"> ■ The event will be advertised with the name of your company ■ Possibility of placing your roll-up and further marketing material at the event subject to arrangement ■ Possibility of holding a keynote speech (10 min.) ■ Networking opportunities 	€700

Timetable

- From May 2025 | Start of application
- September 2025 | Feedback on application

Info & booking:
 Binding booking in the exhibitor service portal
 SYSTEMS & COMPONENTS team | SystemsAndComponents@dlg.org

Expert partners:



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

Junge DLG | Guided Innovation Tours | Sponsoring

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

JungeDLG[®]

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

