

agrifood start-ups – SHAPE THE FUTURE OF AGRICULTURE



Structure the future of agriculture together with strong partners. The agrifood start-up exhibition area offers you the professional stage to present your ideas to the international agricultural industry. Use the networks of EuroTier and inspire the professional visitors for tomorrow's agriculture. At the international DLG joint stand or in the adjacent common stand for German Start-ups supported by the BMWK – we offer you the space you need.

START-UPS BENEFIT FROM:

1. A full-service offer:

- Stand construction
- Furniture
- Lighting
- High Speed Internet
- and lots more so that you can focus only on having a successful trade fair

2. Two Season Exhibitor Tickets

3. Media Package:

- Included in the exhibitor list
- DLG QR-codes
- Visitor lead tracking

4. Start-up Pitch Sessions – free for all exhibiting start-ups

CONDITIONS OF PARTICIPTION

For national and international start-up, not older that 10 years, less that 50 employees, with not more than 10 million euros yearly revenue.

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#agrifoodstartups



OPTION 1

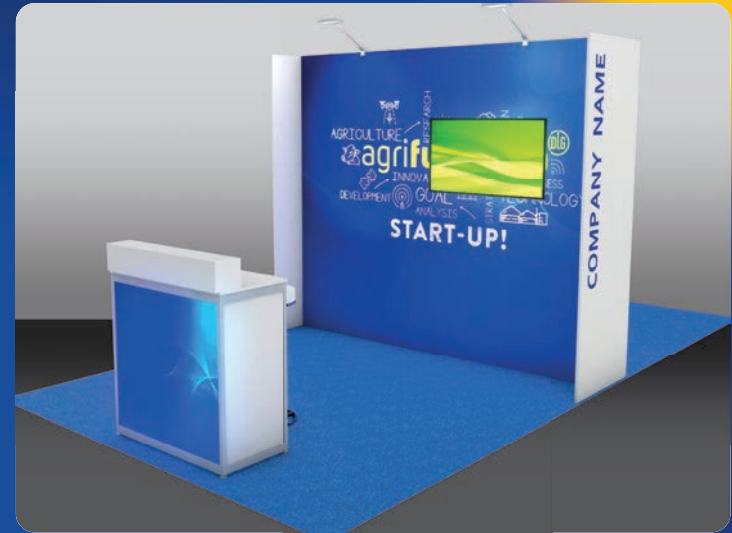


INTERNATIONAL START-UPS

- Attractive trade fair presence
- Supported by the DLG
- Full-Service offer

YOUR ADVANTAGES:

- Many international start-ups to grow your network
- You can choose your position based on availability
- As a major partner in the agricultural sector, the DLG supports your trade fair presence, position yourself perfectly alongside all the big players in the agricultural world
- Optimum visibility for visitors, thanks to open stand construction and illuminated branding spaces.



Stand Price

	regular price (Nov 2023 – 31 Jan 2024)	„Late Fee“ (from 1st Feb 2024)
6m ² Stand	1.999 €	1.999 €

Included in the price:	+ media package Basic	795 EUR
	+ registration fee	553 EUR
	+ basic fee full service stand	585 EUR

Included in the basic fee:

AUMA-fee 0,60€ /m², power connection 3kW, power consumption, daily cleaning, waste disposal (1 set of waste collection bags)

OPTION 2

Stand in BMWK Common Stand

- For young companies with their headquarters in Germany.
- Placement in the BMWK's joint stand "Innovation made in Germany".
- Funding by the Federal Ministry of Economics and Climate Protection (BMWK) of 60%; the company's own contribution is 40%.
- The first three participations in EuroTier will be funded with a maximum of 60% and a maximum funding amount of € 7,500 per participation*

YOUR ADVANTAGES:

- Seating area for networking, meetings, etc.
- Catering at the BMWK joint stand so that you can impress your guests with snacks, drinks and creative ideas
- Supervision of the lounge and the joint stand by a hostess
- Branding of the stand in your company design to maximize your presence at the fair to generate maximum exposure
- BMWK sponsorship: your trade fair appearance at a bargain price



Stand Price

	regular price (Nov 2023 – 31 Jan 2024)	„Late Fee“ (from 1st Feb 2024)
6m² Stand	6.270 €	6.270 €
*- up to 60% support		
> Special price	2.508 €	2.508 €

Included in the price:	+ media package Basic	795 EUR
	+ registration fee	553 EUR
	+ basic fee full service stand	585 EUR

Included in the basic fee:

AUMA-fee 0,60€ /m², power connection 3kW, power consumption, daily cleaning, waste disposal (1 set of waste collection bags)

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, telefax	✓
Company logo	✓
Buttons / links to the own social media channels	✓
Links to other web sites	20
Document uploads (pictures, pdf files, videos – max. volume 500 MB each)	50
Product keywords of the trade fair nomenclature (additional packages can be booked in the Exhibitor Service Portal)	15
Catchwords (= MetaTags, additional searchwords, synonyms)	100
Company's contact persons	5
Header with keyvisual	✓
Product profiles (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• Visitor scanning tool with trade fair app for products and services	✓
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