DLG Feldtage®

CROP PRODUCTION OUT OF THE BOX

MARKETING & COMMUNICATION: SERVICES

TECHNICAL PROGRAMME & EVENTS: PARTICIPATION AND SPONSORSHIP OPTIONS

16 – 18 JUNE 2026

INTERNATIONAL DLG CROP PRODUCTION CENTER SAXONY-ANHALT / GERMANY

DLG-FELDTAGE.DE/EN

MADE BY DLG

Content

DLG Feldtage®

We offer DLG Feldtage 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**
  - Visitor advertising | Vouchers
  - Free advertising material
  - Social Media – Facebook, Instagram
- **Venue advertising**
  - Eye-Catcher | Product presentation
- **Technical Programme & Events**
  - DLG CropNight I Sponsoring
  - DLG-Expert Stages I Become a speaker
  - DLG Pop-up Talks I Become a speaker

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MARKETING & COMMUNICATION: SERVICES

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Visitor advertising | Vouchers

DLG Feldtage®

Increase your trade fair success with customer invitations!

Use our invitation management to retain customers, win new ones and increase your sales.
Three good reasons to invite your customers to DLG Feldtage at a special price.

1. Customer loyalty

Strengthen relationships through personal invitations. Show appreciation and increase trust in your brand.

2. Direct contact

Use the trade fair for personal interactions. Meet customers, understand their needs, and answer questions directly.

3. Data updates

Receive up-to-date customer data through personal registration. Track visitor activities in real time.

How it works:

Invite your guests conveniently via the Ticket Service Center (TSC): Exhibitor Service Portal
➔ Service orders
➔ Invite visitors

→ You can see live which vouchers have been registered by whom and redeemed at the trade fair

→ You are provided with the visitors' registration data and can download them directly

→ The following are invoiced only the vouchers actually redeemed vouchers

Prices:

- **E-vouchers: The first 50 e-vouchers you redeem are free!**
  Up to 100: € 12
  100 and more: € 11
  500 and more: € 10

- **Paper vouchers:**
  Up to 100: € 14
  100 and more: € 13
  500 and more: € 12

All prices incl. VAT

Info & booking:
Download at the Exhibitor Service Portal
➔ Service orders ➔ Invite visitors

Free advertising material

We offer various 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

Info & Download:

Download at the website www.dlg-feldtage.de/de/ausstellen/ausstellerservice/download-kommunikationsmaterialien
DLG-Feldtage-Team: feldtage@dlg.org

Social Media – Facebook, Instagram

DLG Feldtage

Make use of DLG Feldtage's social media channels and range and inform visitors about your trade fair appearance.

12,000
Facebook-Follower

7,000
Instagram-Follower

Our offer:

A story slide on the DLG Feldtage 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.

- Format: portrait format, aspect ratio 9:16, 1080 x 1920 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
- Limitation: 4 exhibitors

Price: € 790 plus VAT

Bookable until May 15, 2026.

Note: Pure product advertising is not permitted. There must be a connection to the DLG Feldtage. (Example: „You can find us at the DLG Feldtage at booth XY/Come and find out everything you need to know about topic XY"). The stories will be posted in the run-up to the trade fair, not during it.

Info & booking:
Binding booking in the Exhibitor Service Portal
Kai-Uwe Busch | DLG-Verlag | k.busch@dlg.org

Lead Tracking | Scan2Lead

DLG Feldtage®

Record your contacts quickly, easily and in digital form

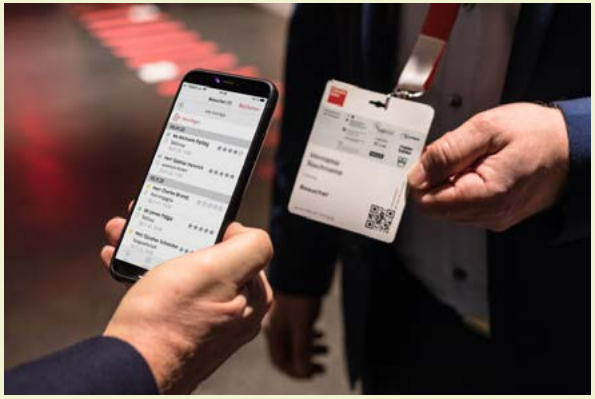
Consign to the past those times when you had to laboriously record business cards and contact forms manually following a trade fair. Scan2Lead simply provides you with all visitor information in digital form and in real time for further processing and integration into your company's internal systems. 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

- Data protection-compliant, effective and intuitive collection of your visitor data.
- All data relating to your scanned visitors is immediately available to you in digital form in the Scan2Lead portal.
- Use the customisable questionnaire to optimise your sales processes and prepare for 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 data to your CRM system via free Excel export or set up an interface (CRM/API) subject to a fee.

How it works

- You can order additional licences in the Exhibitor Service Portal.
- In the Scan2Lead portal, you can create a customised questionnaire and manage licences and hardware.
- During and after the trade fair, you can view all scanning activities in the portal and directly export the visitor data.



What data do you obtain when scanning a visitor badge?

Visitor profile data:

- Form of address
- Name
- Job title
- Company (including address)
- E-mail

Visitor structure data:

- Activity area
- Focal interest(s)

Info & booking:

Binding booking in the Exhibitor Service Portal
contact@scan2lead.com | +49 89 444433 111

Lead Tracking | Scan2Lead

DLG Feldtage®

SMART licence – features

- You can use your own smartphones.
- Download the app for scanning barcodes or business cards
- Live data of all scanned visitors
- Adding notes, photos, etc. (keyboard or voice recognition)
- Customisable questionnaire
- Forwarding of data possible
- No internet connection required. Data is synchronised as soon as you are back in online mode.
- Automatic backup of all recorded data (online)
- Particularly suitable for stand personnel with intensive customer contact

Price: from € 149 (plus VAT)

Discounts

- From 5 licenses of the same type we offer a discount of 10%
- From 10 licenses of the same type we offer a discount of 20%
- From 50 licenses of the same type we offer a discount of 25%

Timeline

Up to eight weeks after the event:
The recorded contacts are available for download by the exhibitor.

Partner:

Scan2Lead
Capture Every Opportunity

Lead Tracking | Scan2Lead

DLG Feldtage

Scan2Lead portal (included)

Your Scan2Lead portal is your information hub for all your trade fair contacts and lead management. Here, all collected leads are available to you digitally 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 DLG-Feldtage.

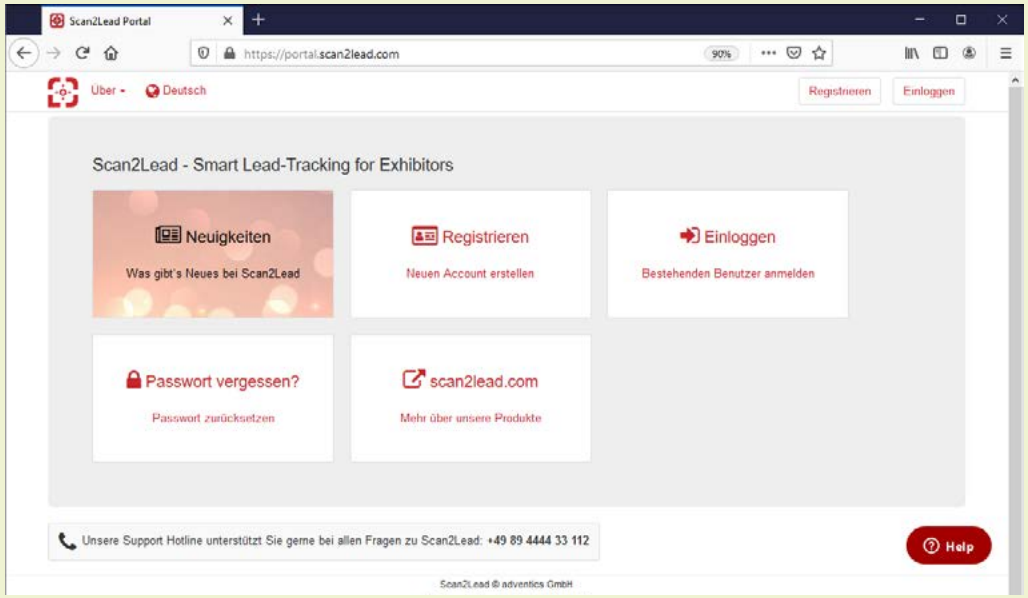
  ✖ Separate and explicit consent for regular contact is required to send visitors a newsletter.

▶ Frequently asked questions (FAQs) – you can find the answers here Scan2Lead Help Centre

▶ To the product video

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



DLG Feldtage®

VENUE ADVERTISING

Booking deadline 31 March 2026

MADE BY

DLG-FELDTAGE.DE/EN

Venue advertising

DLG Feldtage®

Car park signs

Customers will see your logo on the 100 or so car park signs on their approach.

Limitation: 2 exhibitors from different product groups with logo and booth number

Price: € 5,600 plus VAT

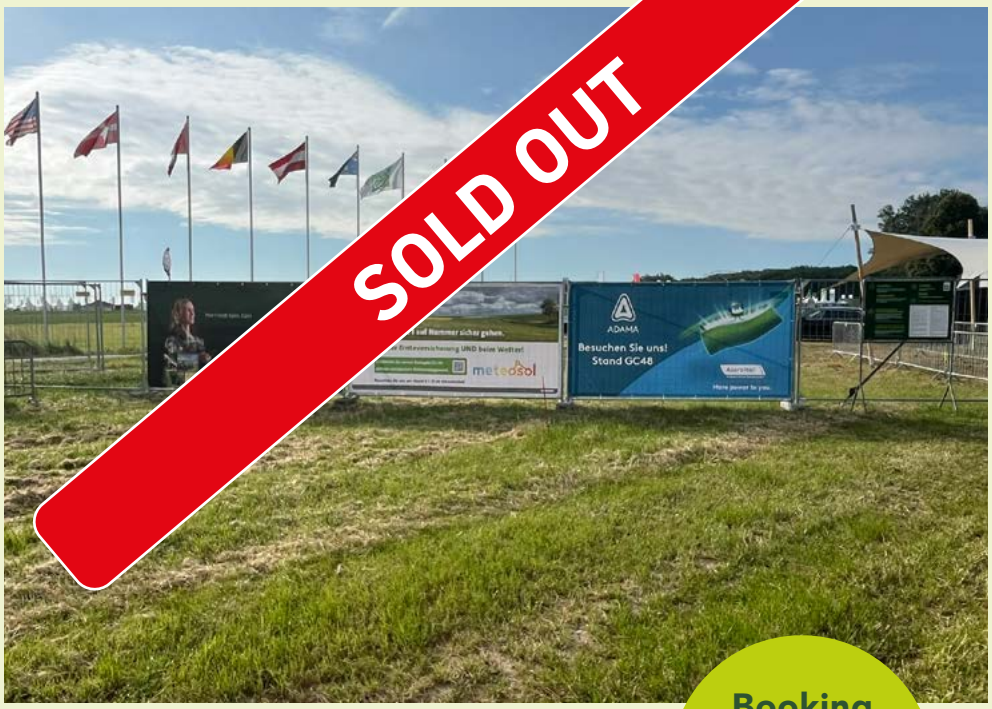
Entrance banners

Two advertising banners, one at each entrance, offer an ideal opportunity for you to welcome visitors.

Dimensions: approx. 3.50 m wide x 1.76 m high

Limitation: 6 exhibitors

Price: € 2,800 plus VAT



Booking deadline 31 March 2026

Info & booking: We would be pleased to advise you individually: Kai-Uwe Busch | DLG-Verlag | k.busch@dlg.org

Venue advertising

DLG Feldtage®

Visitor tram

The tram follows a defined circuit over the grounds and your advertising message is always along on board!

Limitation: 1 exhibitor exclusively on one tram (advertising signs on the roof, display of flyers, etc.), max. of two trams

Price: € 8,900 plus VAT

Guideposts

The distributed signposts with your logo throughout the entire venue will ensure guaranteed visibility to a large number of visitors.

Limitation: 2 exhibitors from different product groups

Price: € 4,430 plus VAT

Info & booking: We would be pleased to advise you individually: Kai-Uwe Busch | DLG-Verlag | k.busch@dlg.org

Booking deadline 31 March 2026

Venue advertising

DLG Feldtage®

Screen Live Arena

Your image clip will be presented on the live arena's projection screen before and after the machine demonstrations.

LED screen format: 16:9

Limitation: 2 exhibitors, clip max. 90 seconds

Price: € 1,500 plus VAT

Banner Live Arena

Two banners with your advertising message will be prominently placed at the stands of the Live Arena.

Dimensions: approx. 2.50 m wide x 1.2 m high, printed on both sides

Limitation: 4 exhibitors

Price: € 3,900 plus VAT

Booking deadline 31 March 2026

Info & booking: We would be pleased to advise you individually: Kai-Uwe Busch | DLG-Verlag | k.busch@dlg.org

Venue advertising

DLG Feldtage®

Banner tent hall

Draw attention to yourself already on the outside of the Tent Hall – your customers will then find you at once! Exclusively for exhibitors inside the Tent Hall.

Dimensions: approx. 3.50 m wide x 1.76 m high

Limitation: 3 tent hall exhibitors, 2 banners each

Price: € 2,800 plus VAT

Info & booking: We would be pleased to advise you individually: Kai-Uwe Busch | DLG-Verlag | k.busch@dlg.org

Booking deadline 31 March 2026

Eye-Catcher | Product presentation

DLG Feldtage®

Your first impression counts!

Welcome visitors to the DLG Feldtage right at the entrance: secure maximum attention with a prominent eye-catching area. You will receive a 4 x 4 meter area right at the entrance – ideal for eye-catching presentations that arouse curiosity and motivate visitors to visit your booth.

Your advantage:

- Premium position at the entrances
- Area: 4 x 4 meters
- We will prepare a sign for you that points to your main stand

Note: The presentation on the eye-catcher area is subject to the same guidelines as your exhibition stand.

Exception: No machines may be presented on the eye-catcher areas.

Secure this eye-catching position and make the best first impression!

Limitation: 4 exhibitors (2 per entrance)

Price: € 4,000 plus VAT

Booking deadline 31 March 2026

Info & booking:

We would be pleased to advise you individually:
Kai-Uwe Busch | DLG-Verlag | k.busch@dlg.org

DLG Feldtage®

TECHNICAL PROGRAMME & EVENTS

MADE BY

DLG

DLG-FELDTAGE.DE/EN

DLG CropNight I Sponsoring

DLG Feldtage®

"Celebrate crop production!" That is the motto of the DLG CropNight on June 17, 2026, which around 2,000 visitors will celebrate with live music. DLG CropNight is more than just an event – it is the emotional highlight of the DLG Feldtage. Take advantage of this opportunity to showcase your brand – on stage, on admission wristbands, tickets and in digital communications.

GOLD

- 50 event tickets for your customers and partners (value: €10 per ticket)
- Logo presence in the event area, on the website, tickets, admission wristbands and on stage
- Mention in social media activities and info mailings
- Distribution of 500 royalty-free promotional items (without tent/stand construction)
- Limitation: 2 exhibitors

Price: € 6,900 plus VAT

SILVER

- 25 event tickets for your customers and partners (value: €10 per ticket)
- Logo presence in the event area, on the website, on tickets and on stage
- Mention in social media activities and info mailings
- Limitation: 4 exhibitors

Price: € 4,900 plus VAT

CROP NIGHT

Info & booking:

Please contact us!

Maximilian Maus | DLG Markets | m.maus@dlg.org

DLG-Expert Stages I Become a speaker

DLG Feldtage®

The specialist stages for innovations, inspiration and solutions

- Expert Stage
- Plaza Stage

Participation option	Duration	Details	Price
Single Slot E.g.: Expert presentation or similar formats	25 min. presentation (including Q&A)	■ Your presentation will be published in the DLG technical program on the website and in the trade fair app. ■ Pre-event coverage of the trade fair's technical program via DLG channels. ■ We offer you a professional stage, including technical support and assistance. ■ A recording of the presentation must be commissioned independently by an external service provider.	€ 500 plus VAT
Double Slot E.g.: Expert lecture or panel discussion	50 min. presentation (including Q&A)		€ 1,000 plus VAT

Applications for the specialist stages can be submitted upon receipt of the stand confirmation.

Application deadline: February 27, 2026

Info & booking:
Binding booking in the Exhibitor Service Portal
Magdalena Höwer | m.hoewer@dlg.org

DLG Pop-up Talks I Become a speaker

DLG Feldtage®

- Pop-up talks are approximately 20-minute practical presentations that take place directly at the exhibitors' stands in the trial field or at DLG meeting points. These talks "pop up" at predetermined times throughout the entire grounds and offer visitors real added value.
- The focus is on technical information – not on promoting products or companies. The content can include, for example, guided tours of plots or trial variants and is supplemented by the opportunity for in-depth discussions at the stand.
- The pop-up talks are advertised in advance via the DLG channels (app, website, catalog, social media, etc.).
- In addition, specially made signs will draw attention to the pop-up talks taking place at the booth.

Application deadline: February 27, 2026

Price: € 300 plus VAT

Please note:
Pop-up talks are an exclusive offer for exhibitors in the trial field.

Info & booking:
Binding booking in the Exhibitor Service Portal
Magdalena Höwer | m.hoewer@dlg.org