POSITIONING

In future humans will use increased computing power, enhanced data analysis tools and artificial intelligence to make farming even more efficient and resource-saving. DLG will launch the 'Digital Farm Center presented by FarmRobotix' at AGRITECHNICA 2025. This will focus on innovative technologies from the digital farming sector, automation, robotics and artificial intelligence. Visitors will be able to experience product demonstrations, presentations and panel discussions in practical and interactive ways. Under AGRITECHNICA's guiding theme of 'Touch Smart Efficiency', the new platform will offer farmers, manufacturers, start-ups, scientists and investors opportunities to network and exchange knowledge.

DATE
9 to 15 November 2025

LOCATION
Hall 21, Hanover trade fair grounds

THEMES
Digitalisation, automation, AI and robotics

TARGET GROUPS
Agribusiness, agricultural machinery traders, professional farmers

EXHIBIT – LIVE DEMOS – TECHNICAL PROGRAMME
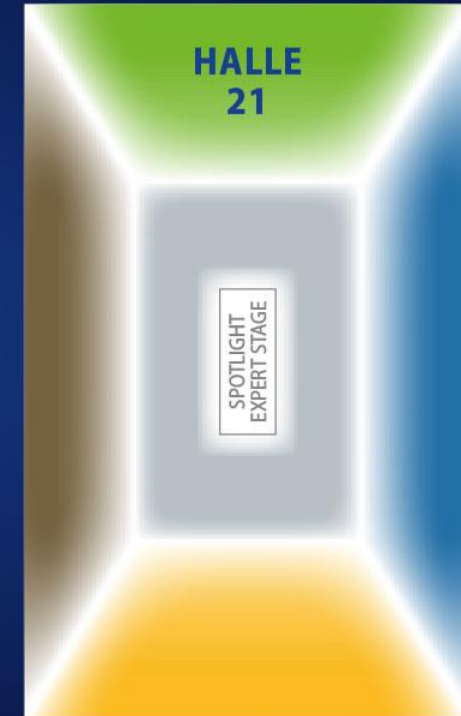
AGRI TECHNICA THE WORLD'S NO.

Exhibition area
Present your solutions from the areas of digitalisation, automation, AI, robotics and sensor technology for international crop production, etc.

Spotlight Digital Farming
Show live how intelligent technologies optimise production and mandatory documentation and maximise resource efficiency.

Expert Stage 'Digital Farming'
Discuss your innovations and visions for digital farming with an international expert audience.

HALLE 21

SPOTLIGHT EXPERT STAGE

- Plant protection: robotics, spot spraying, sensor technology, drones, satellite data
- Fertilisation: sensor technology, satellite data, drones
- Harvest: robotics
- Soil, sowing: sensor technology
- Management, Farmbusiness: Software

BECOME AN EXHIBITOR

This year, the guiding theme of AGRITECHNICA, the world's leading trade fair for agricultural machinery, will be 'Touch Smart Efficiency'.
The 'Digital Farm Center – presented by FarmRobotix' will be a theme hotspot at which the guiding theme can be experienced live and up close. Take part as an exhibitor.

From 18 November 2024, you can register your stand using the following link:

[AGRITECHNICA - THE WORLD'S NO. 1 (dlg.org)](dlg.org)

DLG SPOTLIGHT:
MEETING POINT FOR DIGITAL FARMING TECHNOLOGIES

AGRI TECHNICA®
THE WORLD'S NO.

Our service:

- **Location**: Hall 21
- **Company presence**: lockable counter with 32" screen
- **Presentation**:
  - 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'
  - Counter for live demos can be used interchangeably (themes to be coordinated with DLG)
  - Max. 4 demos per trade fair day
- **Technical equipment**: camera/media technology available for broadcasting impressions from the tractor cab
- **Stand design**: high-quality design with double floor, info counter and lounge incl. catering service
- **Advertising space**: company logo on partition wall and 30-second advertising video multiple times per day on the 5x3-metre video screen (16:9) outside of the live demos

Our offer:
- **Counter**: €5,000 (stand area, infrastructure, incl. technology)
- **Tractor*/implement**: for €5,000 each
- **Advertising video**: €500 per video clip (length max. 2 min.)***

DLG EXPERT STAGE: PLATFORM FOR DIGITAL FARMING EXPERTS

Present the latest trends and developments on the Expert Stage

Our service:

- Your contribution will be published in the DLG technical programme on the website and in the trade fair app.

- Professional stage including technical support.

Our offer:

20-minute presentation – **€700**

50-minute presentation – **€1,400**

20-minute demonstration of a digital solution – **€700**

**Do you have any questions about registration
or the participation options?**

Exhibitor Service

Pascal Mette
+49 69 24788-201 | p.mette@dlg.org

Technical programme

Georg Schuchmann
+49 69 24788-627 | g.schuchmann@dlg.org

AGRI
TECHNICA®
THE WORLD'S NO.