



# DLG Feldtage<sup>®</sup>

Meet the crop professionals

16 – 18 June 2020

Gut Brockhof, Erwitte/Lippstadt  
North Rhine-Westphalia, Germany

[www.dlg-feldtage.de](http://www.dlg-feldtage.de) | [facebook.com/dlgfeldtage](https://facebook.com/dlgfeldtage)



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Ministerium für Umwelt, Landwirtschaft,  
Natur- und Verbraucherschutz  
des Landes Nordrhein-Westfalen



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# MEETING PLACE FOR CROP PRODUCTION IN 2020

The experts will meet once again after 20 years in North Rhine-Westphalia - this time at the Brockhof Estate in Erwitte near Lippstadt in the midst of many large farming regions. Three days on which the entire range of modern crop production will be exhibited under practice-oriented, hands-on conditions. Over 22,000 crop production professionals, including many from neighbouring countries, are expected to attend. Help us shape this highlight for the successful future of crop production!

## Guiding Theme

### YOUR LOCATION. YOUR CROP PRODUCTION.

The technology, farm inputs and location must fit together to successfully structure crop production. The guiding theme of the DLG-Feldtage offers you as an exhibitor the opportunity to present your possible solutions for individual cultivation conditions while taking the soil, climate and structures into account. Show farmers as decision-makers which solution or strategy exactly matches their location and crop production!

# GOOD REASONS FOR YOUR PARTICIPATION

## MEET CUSTOMERS PERSONALLY

Meet your customers, potential new customers, suppliers and all partners from the area around North Rhine-Westphalia. Experience shows that two-thirds of the visitors come from a 300 km radius.

## SHOW MARKET PRESENCE

Supply and demand meet in a unique atmosphere on an area of approximately 45 hectares. It's an outstanding chance to position yourself and analyse the market.

## PRESENT INNOVATIONS

Use the opportunity to present your innovations to an interested professional audience. Show your practice-oriented answers to important crop production questions.

## BENEFIT FROM MEDIA RESPONSE

A must-attend event for all important media representatives. Guaranteed strong PR with comprehensive reporting before, during and after the DLG-Feldtage via all channels including the social networks. Approximately 200 registered press representatives were there in 2018.

## HELP SHAPE THE FUTURE

Representatives from politics and associations as well as other persons of public interest meet here. Industrial players discuss future questions, provide impulses and draft proposals for solutions.





# REVIEW 2018

## VISITORS



2018 (Saxony-Anhalt): **20.026**

**86%** are decision-makers or are involved in purchasing and procurement decisions

**64%** had specific investment intentions

**82%** evaluated the 2018 DLG-Feldtage as good to very good

## EXHIBITORS



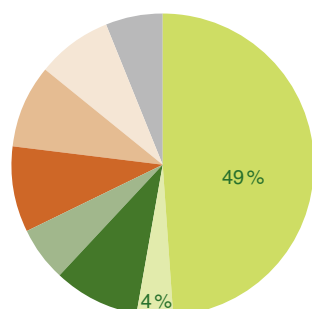
2018 (Saxony-Anhalt): **410**

**96%** were satisfied with the professional qualifications of the visitors

**93%** were satisfied overall with the 2018 DLG-Feldtage

**82%** intend to participate again in 2020 at the Brockhof Estate

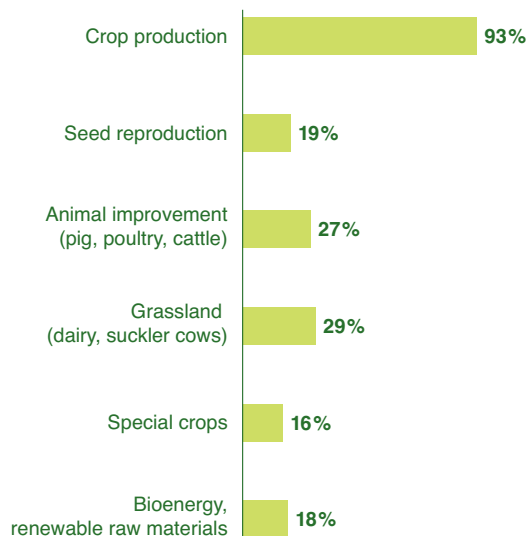
## VISITORS BY ECONOMIC SECTOR



- Conventionally managed farm/agricultural enterprise (49%)
- Organically managed farm/agricultural enterprise (4%)
- Trade in agricultural machinery and equipment/agricultural supplies trader (9%)
- Contractor/machinery ring (6%)
- Seed, plant protection/fertilizer industry/other industry (9%)
- Universities/vocational training (9%)
- Association/organisation/advisory service/public authority (8%)
- Other (6%)

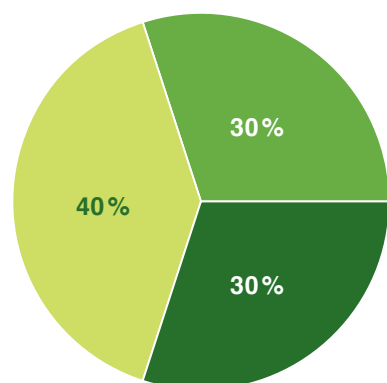
Breakdown of the 53% agricultural enterprises

## VISITORS BY BRANCHES OF BUSINESS



Multiple answers possible

## GERMANY'S CROP PRODUCTION PROFESSIONALS WERE THERE!



**In 2018 the visitors represented over 6 million hectares of German farm area!**

- < 100 ha Farmland (30%)
- 101–500 ha Farmland (40%)
- > 500 ha Farmland (30%)

# EXHIBITION SECTORS



## TRIAL FIELD

Present your varieties, farm inputs and services in a practice-oriented field test! At least 35 % of the stand space is with trial plots, while the remaining space is freely definable, e.g. with a tent, on grass or as activity areas.

**NEW:** Block sizes of 400 m<sup>2</sup> (20 x 20 m).



## OUTDOOR AREA

You can position your products and a tent on the stand surfaces on grass.

Minimum stand size: 12 m<sup>2</sup>.



## TENT HALL

Basic conditions comparable to those of a trade fair hall await you.

Recommended for prebuilt stands.

Minimum stand size: 9 m<sup>2</sup>.



## MACHINE DEMONSTRATIONS

Reserved for manufacturers of agricultural technology. Give a live demonstration of your machines in practice for selected applications. The invitation to tender and registration will take place separately in autumn 2019.

# EXHIBITION PROFILE

- Plant breeding
- Crop nutrition
- Plant protection
- Crop production
- Agriculture and environment
- Management and consultancy
- Electronics and mechanics
- Machinery and equipment
- Forums
- DLG Specials

# DLG SPECIALS IN 2020

As an exhibitor you are cordially invited to participate in the DLG Specials!

All Specials will be supplemented with a DLG technical programme (including forums, guided tours and discussions) and will be accompanied by the media and advertised by the DLG.

## DLG SPECIAL ORGANIC FARMING

Here you have the choice of either a stand area in the trial field\* or of a stand stand on grass. And you can also book slots for the machine demonstrations and presentation time in the trade forum for organic farming.

\* Preceding crops of the trial field: Clover-grass (2-year), cultivated according to the organic farming guidelines.

## DLG SPECIAL LIQUID MANURE AND FERMENTATION RESIDUES

The Special for need-oriented, efficient, environmentally friendly organic fertilisation. Offer your ideas, systems, services and products for the efficient use of manure and fermentation residues on a special stage.

## DLG SPECIAL LEGUME FAMILY

This plant family has the potential for crop rotation and supports soil fertility for resource-saving crop production. The Special serves as a contact point for practitioners, consultants and decision-makers to obtain information on cultivation, management and utilisation of grain legumes.



# EXHIBITION VENUE

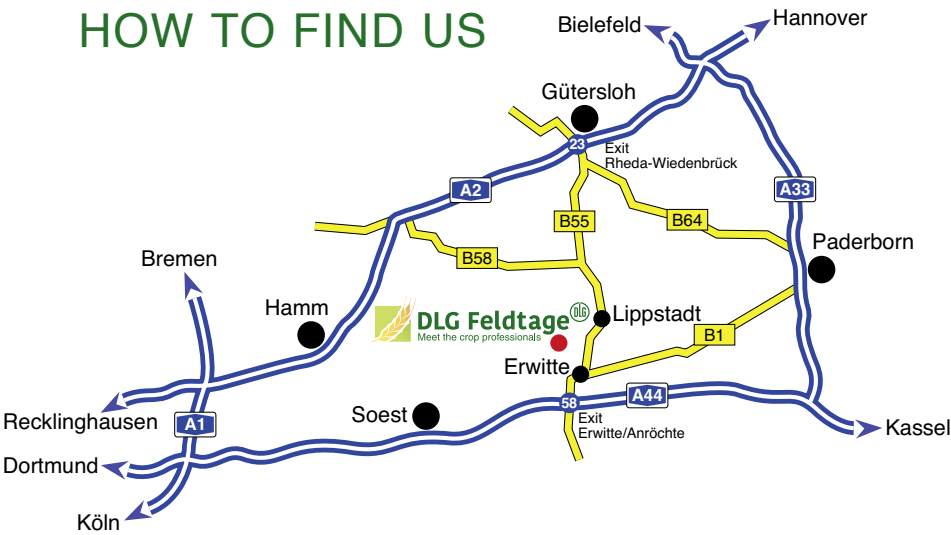


Gut Brockhof  
Brockhof 1  
59597 Erwitte  
Germany

# BRIEF PROFILE

Arable farming on approx. 270 hectares,  
broiler fattening and biogas.

# HOW TO FIND US



# 2020 PRICES

Booking fee	€ 370
Co-exhibitor fee	€ 295
Listing	€ 200
<b>Trial field</b>	
per 400 m <sup>2</sup> block	€ 2.830
<b>Outdoor area</b>	
stand on grass (m <sup>2</sup> )	€ 87
<b>Tent hall</b>	
Row stand (m <sup>2</sup> )	€ 120
Corner stand (m <sup>2</sup> )	€ 134
Head stand (m <sup>2</sup> )	€ 139
Peninsula stand (m <sup>2</sup> )	€ 143
<b>Machine demonstrations</b>	
per machine/tractor	€ 1.950
per field sprayer	€ 2.570
<b>Communication areas</b>	
small (25 m <sup>2</sup> )	€ 2.175
medium (50 m <sup>2</sup> )	€ 4.350
large (100 m <sup>2</sup> )	€ 8.700
special (200 m <sup>2</sup> ) (obligatory for trailers)	€ 13.050





# EXHIBITOR SERVICE PORTAL

- Registration and all orders for services
- Orders for visitor advertising materials
  - Free of charge: Posters, postcards and flyers with technical programme
  - For a fee: Admission ticket vouchers
- Orders for communication packages for your advertising on site

## DOWNLOADS

- Post Show Report 2018
- Logo and banner
- Postcard and flyer with technical programme

## CURRENT DATES AT

[www.dlg-feldtage.de/en/for-exhibitors/dates/](http://www.dlg-feldtage.de/en/for-exhibitors/dates/)

## IMPORTANT DEADLINES

**5 July 2019**

Closing date for booking trial fields

**8 August 2019**

Submission of trial plots  
and start of field work

**1 October 2019**

Starting date for machine demonstration bookings

**29 November 2019**

Closing date for booking outdoor space,  
tent hall space and machine demonstrations



## YOUR CONTACT PERSONS

Our exhibition team is there for you with advice and support from registration to stand dismantling.

### EXHIBITOR SUPPORT, STAND HIRING

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