



**DIGITAL
FARM
CENTER**



Digital Farm Center – presented by FarmRobotix

Exhibiting – technical programme – sponsoring

POSITIONING

Artificial intelligence, extensive computing capacities and modern data analysis tools will make farming even more efficient and gentle on resources in the future. DLG will be showcasing the 'Digital Farm Center presented by FarmRobotix' for the first time at AGRITECHNICA 2025. It will be focusing on innovative technologies from the fields of artificial intelligence, automation, robotics and digital farming. Visitors will experience product demonstrations, presentations and panel discussions in practical, interactive and hands-on form. Under the trade fair's guiding theme of 'Touch Smart Efficiency', the 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**

CONCEPT

Exhibition area

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

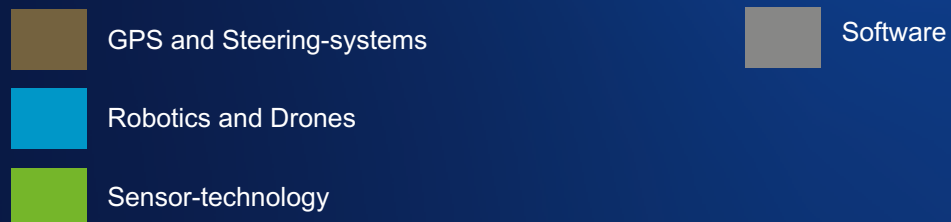
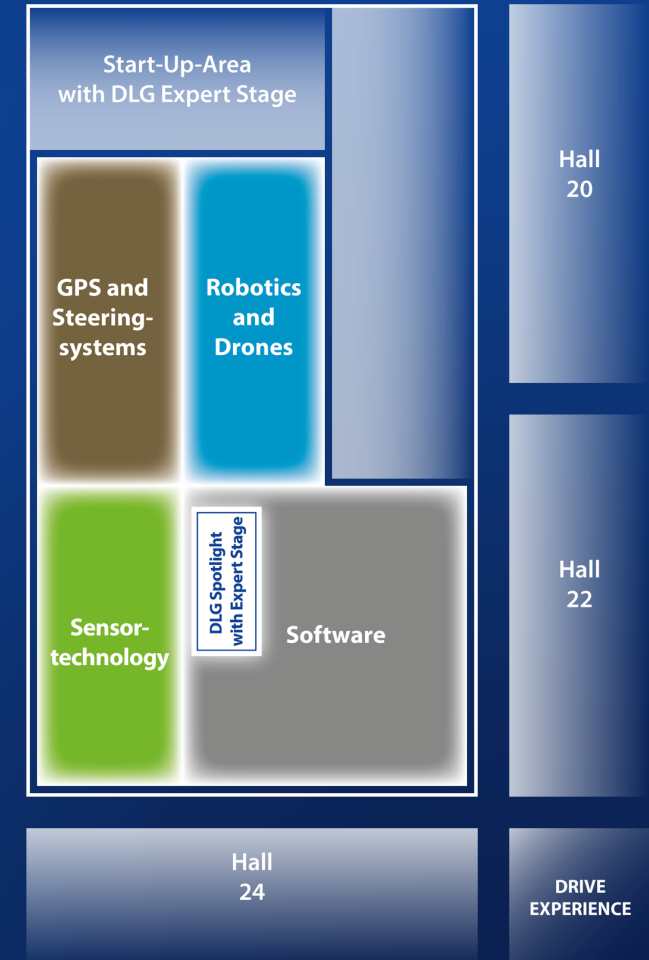
Spotlight Digital Farming

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.

**Hall
21**



BECOME AN EXHIBITOR

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

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 \(dlg.org\)](https://www.dlg.org)

DLG SPOTLIGHT: MEETING POINT FOR DIGITAL FARMING TECHNOLOGIES

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?**

Ausstellerservice

Pascal Mette

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

Fachprogramm

Georg Schuchmann

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