

POTATOEUROPE^{DLG}

GERMANY 2026

9 - 10
September
Rittergut Gestorf 1
Springe | Hanover

2026
Germany

Make your Business
GR  **W**

The international meeting place
for the potato industry

potatoeurope.de/en

Marketing & Communication: Services
Technical Programme: Participation options

New trade fair
parallel to PotatoEurope

 **SUGAR BEET**
EXPO^{DLG}

Make your Business
GR  **W**

The new international
industry platform for
sugar beet cultivation

sugarbeet-expo.de/en

MADE BY



If you want to stand out from the exhibition crowd and are looking for additional opportunities to connect with visitors, then we have just the thing for you:

Whether you want a logo image or an advertising banner, the PotatoEurope and SugarBeet Expo communication package offers you a wide range of options! We guarantee a straightforward process: simply provide us with print-ready data and we will take care of the rest!

You can also find all offers in the **Exhibitor Service Portal**.
All prices are subject to statutory VAT.

**Please note: All services in this catalogue are available on a limited amount.
Book now if you are interested in one or more services.**

■ Marketing & Communication: Services

- ▶ [Lead Tracking | Scan2Lead](#)
- ▶ [Visitor advertising | Voucher](#)
- ▶ [Free advertising material](#)
- ▶ [Trade fair homepage \(exhibitor database\)](#)
- ▶ [Social media – Facebook, Instagram](#)
- ▶ [Crossmedia](#)

■ Venue advertising

■ Technical Programme & Events

- ▶ [DLG Expert Stages | Become a speaker](#)
- ▶ [DLG Pop-up Talks | Become a speaker](#)

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Marketing & Communication: Services

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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.

Info & booking:

Binding booking in the [Exhibitor Service Portal](#)
contact@scan2lead.com | +49 89 444433 111



What data do you obtain when scanning a visitor badge?

Included in the BASIC media package

Visitor profile data:

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

Visitor structure data:

- Activity area
- Focal interest(s)

Lead tracking | Scan2Lead

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

- **Six weeks before the event:**
The SMART licence will be sent to all exhibitors by email.
- **Up to eight weeks after the event:**
The recorded contacts are available for download by the exhibitor.

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

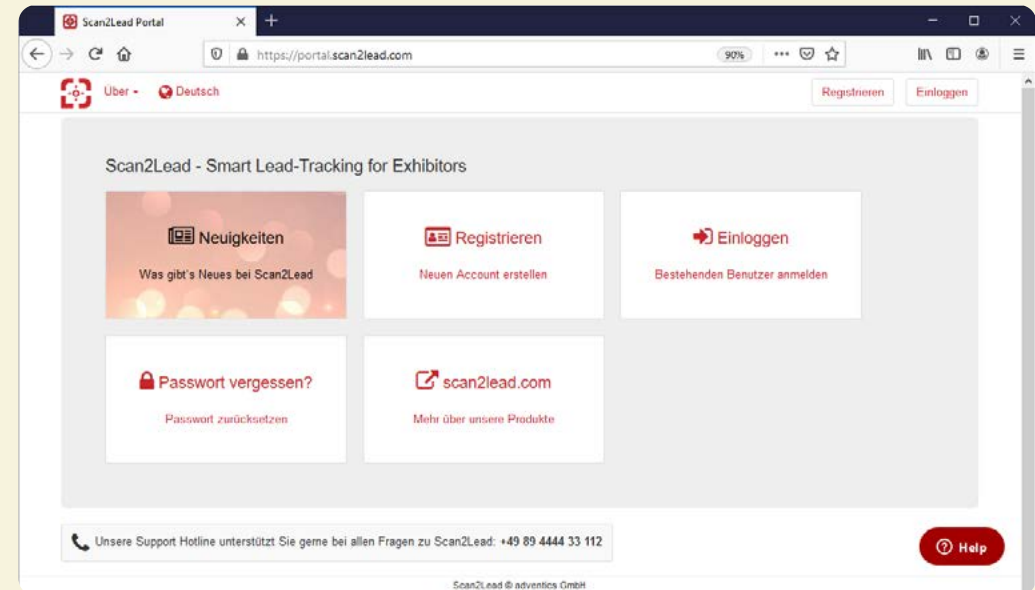
- Data use: on registration, visitors are exhaustively informed about our data protection notices. The data is only forwarded on voluntary use of the service by having one's own badge or mobile ticket scanned. Having them scanned is regarded as consent in this case.

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 PotatoEurope | SugarBeet Expo.
 - ✗ 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 tutorial](#)

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



Visitor advertising | Voucher

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 PotatoEurope | SugarBeet Expo 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 update

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

Here's how it works:



Prices:

- **e-Voucher: The first 10 e-vouchers you redeem are free of charge!**
- From 10 redeemed vouchers (whether e-vouchers or paper vouchers) → €10 (plus VAT)

Info & booking:

Download in 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 emails
- Banners for your online advertising
- Design templates for social media



Info & Download:

Raffaella Saviori | +49 69 24788-274 | r.saviori@dlg.org

Download from the homepage www.potatoeurope.de/en/exhibit/logos-and-banners

Download from the homepage www.sugarbeet-expo.de/en/exhibit/logos-and-banners

Social media – Facebook, Instagram

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Take advantage of PotatoEurope's social media channels and reach to inform visitors about your trade fair appearance.

 **12.600**
Facebook followers

 **3.900**
Instagram followers

 **3.000**
LinkedIn followers

*This information refers to PotatoEurope.

Our offer:

A story slide (max. 8 slides) on PotatoEurope's Instagram and Facebook accounts. 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 contribution. Video up to 30 seconds
- If desired, a link to the website etc. can be provided
- If desired: link to Instagram account
- Limitation: 3 exhibitors

Price: €440 (plus VAT)

Bookable until 14 August 2026

Note: Pure product advertising is not permitted. There must be a connection to the PotatoEurope | SugarBeet Expo (example: “You can find us at PotatoEurope at stand XY/We can tell you everything you need to know about 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](#)
b.biedka@dlg.org | +49 69 24788-921

For 19,000 specialists in the official accompanying booklet and trade journals

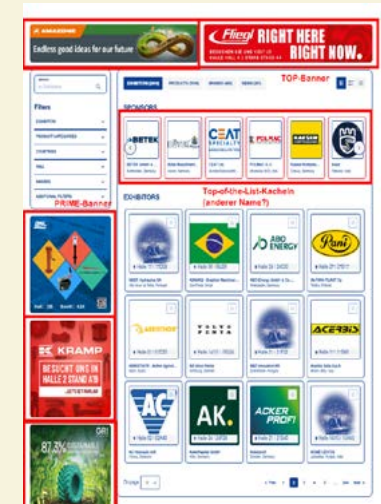
Kartoffelbau Zuckerrübe

Package	Services	Price (excluding VAT)
Gold package	<ul style="list-style-type: none"> 1 page advertisement 1 page PR (2 photos + 3,000 characters) QR code + TOP banner 	€5,200.-
Silver package	<ul style="list-style-type: none"> Half-page advertisement ½ page PR (1 photo + 1,500 characters) QR code + PRIME banner 	€3,500.-
Bronze package	<ul style="list-style-type: none"> ¼ page advertisement ¼ page PR (1 photo + 800 characters) QR code + top-of-the-list tile 	€2,650.-
Logo + QR code	<ul style="list-style-type: none"> Logo + QR code on an exhibitor page in the magazine 	€355.-

Info & booking:
b.biedka@dlg.org | +49 69 24788-921 | anzeigen-afm@dlg.org



Advertisement + PR + QR code



Online advertisement in the exhibitor directory

or



Logo + QR code on the exhibitor page in the magazine



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Venue advertising

**Booking
deadline
30 June
2026**

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Venue advertising

Car park signs

Your logo will be visible to visitors as soon as they arrive, displayed on approximately 60 car park signs.

2 Exhibitors can advertise on the sign with their logo and stand number.

Price: €3,300 (plus VAT)



Signpost

Guaranteed high visitor traffic! This is ensured by approximately three signposts distributed throughout the grounds, displaying your logo and stand number.

2 Exhibitors can advertise with their logo and stand number on all four sides.

Price: €2,200 (plus VAT)



**Booking
deadline
30 June
2026**

Info & booking: We would be pleased to advise you individually: b.biedka@dlg.org | +49 69 24788-921

Venue advertising

Large-scale advertising

A large advertising banner will immediately attract visitors' attention. Your advertising message will be visible from afar. There are various locations available for this purpose:



Banner package:

- 3 banners at 3 locations: marquee, catering area and Expert Stage
- Dimensions: Width 3.50 m x Height 1.76 m
- Limitation: 4 exhibitors

Price: €3,300 (plus VAT)

Tarpaulin on Mannesmann grid :

- 2 banners
- Limit: 4 exhibitors
- Location: in the machine demonstration area (sowing, planting, plant protection)

Price: €2,200 (plus VAT)

Advertising film on the outdoor screen + social media story

Present your image clip exclusively 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
- Limitation: 4 exhibitors

If you book this package, you will also receive a social media story on the event's social media channels (Facebook, Instagram, LinkedIn).

Price: €2,750 (plus VAT)



Info & booking: We would be pleased to advise you individually: b.biedka@dlg.org | +49 69 24788-921

**Booking
deadline
30 June
2026**

POTATO EUROPE ^{DLG}
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Technical programme & events

**Application
deadline:
20 June
2026**

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DLG Expert Stages | Become a speaker

Expert Stage: the specialist stages for innovations, inspiration and solutions

Participation option	Duration	Details	Price
Single slot E.g.: Expert presentation or similar formats	25 min. presentation (including Q&A)	<ul style="list-style-type: none">Your presentation will be published in the DLG technical programme on the website and in the trade fair app.Preliminary reporting on the trade fair's technical programme via DLG channels.	€500 (plus VAT)
Double slot E.g.: Expert lecture or panel discussion	50 min. presentation (including Q&A)	<ul style="list-style-type: none">We offer you a professional stage, including technical support and assistance.A recording of the lecture must be commissioned independently by an external service provider.	€1,000 (plus VAT)



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

Info & booking:

Bruno Görlach | b.goerlach@dlg.org
Binding booking in [Exhibitor Service Portal](#)

Application
deadline:
20 June
2026