AGRI TECHNICA®
THE WORLD'S NO.

14 – 20 NOVEMBER HANOVER GERMANY 2027

CONNECTING AGRICULTURAL INTELLIGENCE



Digital exhibitor briefing #1

3 November 2026

MADE BY DLG

agritechnica.com

AGRITECHNICA 2027

CONNECTING AGRICULTURAL INTELLIGENCE





AGRITECHNICA is the world's leading trade fair for agricultural machinery and the key international meeting place for the future of agriculture. It brings together innovation, markets, knowledge and business on a platform that is unique worldwide.

14–20 November 2027 in Hanover

- **Experience innovation:** All leading companies, technologies and solutions – from machinery to digitisation and automation, right through to robotics, AI and connected systems
- **Market, knowledge & business:** Compare technologies, understand trends and markets, gain specialist knowledge, and make business contacts
- **Shape the future:** Solutions for greater productivity, efficiency, resource conservation and sustainable farming operations

CONNECTING AGRICULTURAL INTELLIGENCE

Connecting knowledge, technology, people and markets worldwide

FACTS & FIGURES

AGRITECHNICA has impressively confirmed its position as the world's leading agricultural machinery trade fair with its most recent event in 2025.

With 67 per cent of exhibitors coming from abroad and 33 per cent of trade visitors being international decision-makers.

2,819 exhibitors

477,054 trade visitors

378,750 m² of exhibition area

1,632 journalists

93 delegations

Visitors from **171** countries

300+ trade events

5 awards









VISITOR PROFILE & SATISFACTION

477,054 visitors from **171** countries
67 % national
33 % international

93 delegations
from **42** countries

95 % of visitors rate their visit positively

69 % are involved in purchasing decisions

TOP-10 visitor countries

Germany	319,746
The Netherlands	20,237
Austria	12,725
Denmark	11,417
Italy	9,100
Switzerland	8,658
France	8,040
UK	6,116
Poland	5,817
Czech Republic	5,363

Regional distribution of visitors



Figures: AGRITECHNICA 2025. Source: Visitor full registration. FKM-tested.

Post Show Report
AGRITECHNICA 2025

Guiding Theme of AGRITECHNICA 2027:



The future of agriculture will develop through smart connectivity. AGRITECHNICA 2027 showcases how people, machines, data and systems work together – for greater productivity, efficiency and sustainability.

- **Connecting technology:** Intelligently connecting machinery, sensor technology, robotics, AI and digital platforms.
- **Making data usable:** Bringing information together and translating it into clear decisions and practical applications.
- **Connecting people and knowledge:** Bringing together agriculture, industry, science and start-ups.
- **Advancing practice:** Developing tangible solutions for agricultural practice from innovations.
- **Thinking globally:** Networking international markets, opportunities and expertise on a single platform.

People | Knowledge **Machine | Data** **Innovation | Practice** **Agriculture | Future**

Visitor Concept

	Sonntag	Montag	Dienstag	Mittwoch	Donnerstag	Freitag	Samstag
	AgriBusiness Days					Young Professional Day	
Pricing Online Shop	89 €	129 €	35 €				
Early Bird Pricing	69 €	109 €					
DLG-Member	Free Entry		Free Enrty				
Children	Age <12 free		Age <12 free				

In addition, the voucher price for Sunday and Monday will be standardized: Sun & Mon: €63. Tue–Sat: €21.

Visitor Concept | Managing Visitor Demand

3 Ticketing principles

1. **Limited daily capacity**
   A maximum number of visitors per day protects the visitor experience and reduces peak loads. It also maximizes the value of each visitor for exhibitors.

2. **Mandatory day selection**
   Visitor day is set during ticket purchase, for better planning and earlier booking.

3. **Full transparency with the ticket traffic light**
   Availability is clearly displayed: available, limited or sold out.

Booking status for each trade fair day: “ticket traffic light”

Active Demand Management

1. **Early Bird Pricing AgriBusiness Days**
   Incentivize early bookings (1 May to 10 July 2027)

2. **Earlier Launch of the Ticketshop (1 May 2027)**
   Distribute demand earlier and more evenly.

3. **Targeted Communication Along the Visitor Journey**
   Actively use relevant touchpoints and communication channels.

4. **Real-Time Availability Indicators**
   Create a sense of urgency and guide booking decisions.

Target Outcome

Visitor
- Improved arrival and departure experience
- Reduced traffic congestion
- Positive trade fair experience
- Time savings

Exhibitor
- Optimized visitor flows
- More predictable visitor frequency
- Optimized stand planning
- More even distribution of visitors across the halls

AGRITECHNICA: Digital Farm Center

Central area for digital agriculture:
Smart farming, AI, robotics, drones, autonomous systems and start-ups

DIGITAL FARM CENTER

BY FARM ROBOTIX

- **Direct link to the guiding theme of AGRITECHNICA 2027:** Connecting Agricultural Intelligence
- **Experience interconnected technologies:** Solutions for automation and data management in interaction
- **Target groups:** Agribusiness, agricultural machinery trade, farmers
- **Platform for innovation & exchange:** Discover technologies, become familiar with applications, and engage in conversation with leading suppliers and experts

Exhibition – Live Demonstrations – Technical Programme







AGRITECHNICA: Global Farming Systems

Different conditions. Different solutions. One shared goal.

The DLG Spotlight highlights the wide variety of ways in which agriculture operates around the world – and which cultivation methods,
technologies and production strategies prove successful under the respective local conditions.

Understanding site conditions

Climate, soil, water availability, farm size, labour, infrastructure and market access shape production systems.

Considering technologies within the system

Irrigation, seed, crop protection, fertilisation, agricultural machinery, digitalisation and data management all work interactively.

Developing site-specific solutions

The focus is on productive, economically viable and resilient systems – adapted to the respective regional conditions.

Comparing production systems

International case studies illustrate different cultivation methods and approaches to tackling similar challenges.

Learning from other regions

How do farms cope with drought, short growing seasons, large areas, high costs or demanding soil conditions?

Spotlight: Global Farming Systems

From international attention to global relevance for AGRITECHNICA

International Visibility



Exclusive stage presence for your brand and your vision of the future of agriculture.

Content Contribution



Contribute your technologies and solutions to the global agricultural dialogue.

Networking & Market Access



Connect with practitioners, decision-makers and industry multipliers from international agricultural markets.

1

Productivity & Food Security

More output and resilience under increasingly scarce resources.

2

Climate Resilience & Water

Adapting to extreme weather, water availability and soil health.

3

Technology, AI & Autonomy

Digitalization, robotics, data and autonomous systems.

4

Sustainable Inputs & Circularity

Efficient cycles in the use of energy, fertilizers and crop protection.

5

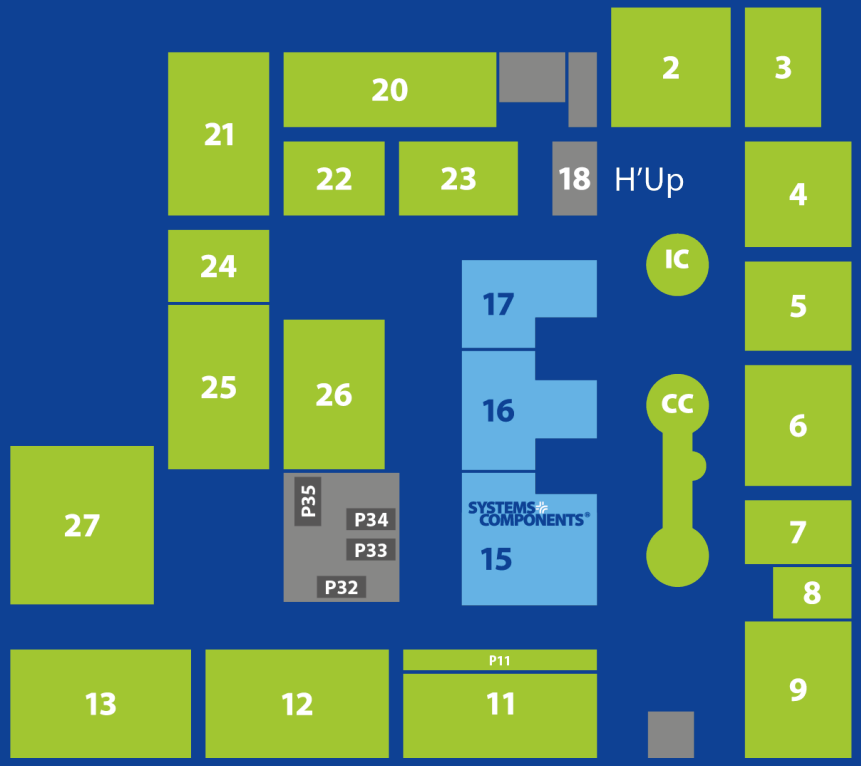
Farmers, Markets & Next Generation

Profitability, markets, financing and next generation.

VISITOR PROFILE

SYSTEMS & COMPONENTS is aimed at OEM developers and engineers, as well as purchasing and procurement decision-makers.

The focus is on technical exchange, gaining a comprehensive market overview, and supporting concrete investment and procurement decisions.



FACTS & FIGURES

SYSTEMS & COMPONENTS

896 Exhibitors

40 Countries

34 Events

1 Award

Exhibition areas



COUNTRIES IN FOCUS: BRAZIL & FRANCE

Focus on markets. Spotlight on partnerships.





With Brazil and France, AGRITECHNICA 2027 will be placing a specific focus on two major international agricultural markets throughout the entire duration of the exhibition.

COUNTRIES IN FOCUS: BRAZIL & FRANCE

Focus on markets. Spotlight on partnerships.

Tailor-made offers for visitors, exhibitors and multipliers

- **Understand markets**
  Insights into current developments, requirements and trends in agriculture and agricultural engineering.
- **Build targeted contacts**
  Delegations, networking and business formats bring relevant decision-makers and market players together.
- **Share knowledge & experience**
  Market-specific expert input and direct exchange with companies, associations and agricultural practice.
- **Enable business**
  Developing new business contacts, partnerships and concrete opportunities for market access.
- **Strengthen international visibility**
  Special presence and services for Brazil and France within the global AGRITECHNICA platform.
- **Invite Customers Free of Charge**
  Invite your customers from Brazil and France with complimentary day tickets.



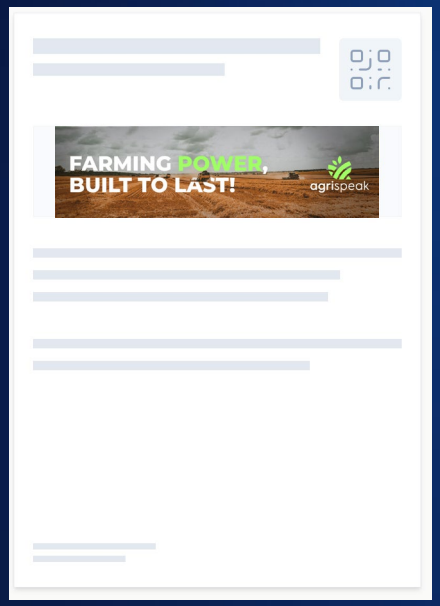


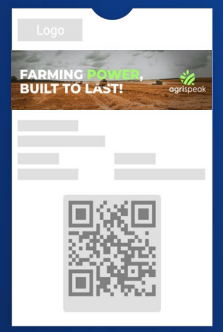
Ticketshop

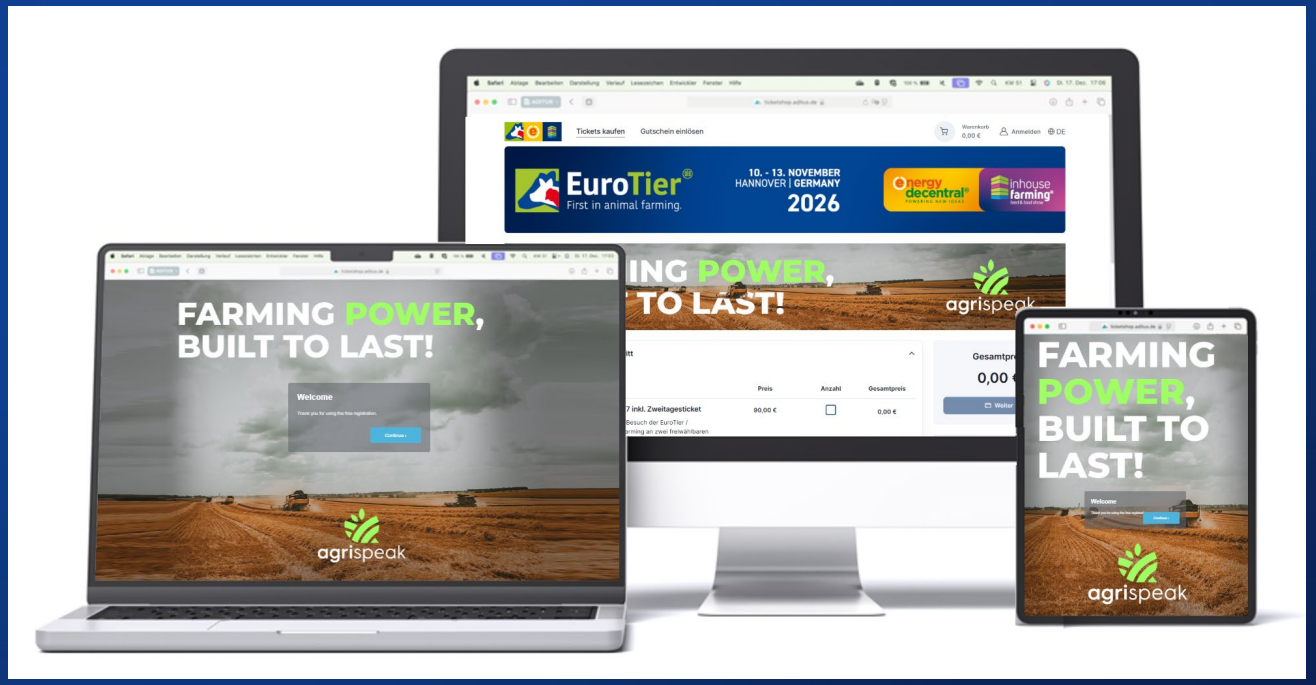
Opening on 1 May 2027

- **NEW!** Transform the ticket shop, tickets and admission displays into a digital showcase for your brand.

With the Branding packages, exhibitors create recurring brand touchpoints and increase customer loyalty, reach and brand awareness.







AT & S&C Timetable

From 16 November 2026

Registration opens via the Exhibitor Service Portal

31 January 2027

Exhibitor registration deadline and start of hall planning

From Feburary to early May 2027

Hall planing

Mai 2027

- Participation confirmation and hall plan available for download in the Exhibitor Service Portal
- Service orders can be booked online
- Registration opens for Awards
- 1 May: Opening of the Ticketshop for visitors

16 July 2027

Awards registration deadline

7 to 13 November 2027

Set-up

14 to 20 November 2027

AGRITECHNICA, Hannover Exhibition Centre

Opening hours
Visitors: 9:00 am–6:00 pm | Exhibitors: 7:00 am–8:00 pm

21 to 28 November 2027

Dismantling

AGRITECHNICA Webseite: Key information at a glance

AGRI TECHNICA THE WORLD'S NO.

Registration & prices

- Price calculator
- Prices
- Exhibition areas
- Contact us

Dates, Stand Construction, Services

- Dates & Deadlines
- Stand Construction & Technology
- On-site services
- Logistics & Access Regulations

Marketing, Awards, Visitor-Voucher

Starting Mai 2027

- Marketing-Services
- Awards
- Visitor-Voucher
- Participation in the technical programme

Scan here for more info:



STAND SPACE ONLY

Choose your stand size (m²)			20
Row Stand (1 side open)	188 € / m²	◉	3.760,00 €
Corner Stand (2 sides open)	226 € / m²	○	0,00 €
Peninsular Stand (3 sides open)	235 € / m²	○	0,00 €
Island Stand (4 sides open)	245 € / m²	○	0,00 €
Application Fee	601 € / exhibitor		601,00 €
AUMA Contribution	0.60 € / m²		12,00 €
Media package BASIC	835 € / exhibitor		835,00 €
Advance payment services	31 € / m²		620,00 €
Co-exhibitor Fee (0)	381 € / co-exhibitor		0,00 €
*Including Application fee + Media package BASIC + Co- exhibitor fee			
TOTAL (STAND SPACE ONLY)			5.828,00 €

Beacons: Understand visitor Flows, Optimise Trade Fair Planning

AGRITECHNICA THE WORLD'S NO.

Bluetooth enabled tracking of visitor movements and navigation via the AGRITECHNICA App

Basic Package

- Estimated number of visitors per stand
- Average dwell time
- Day-specific analyses
- Heatmap of visitor movements
- Data basis for future trade fair planning

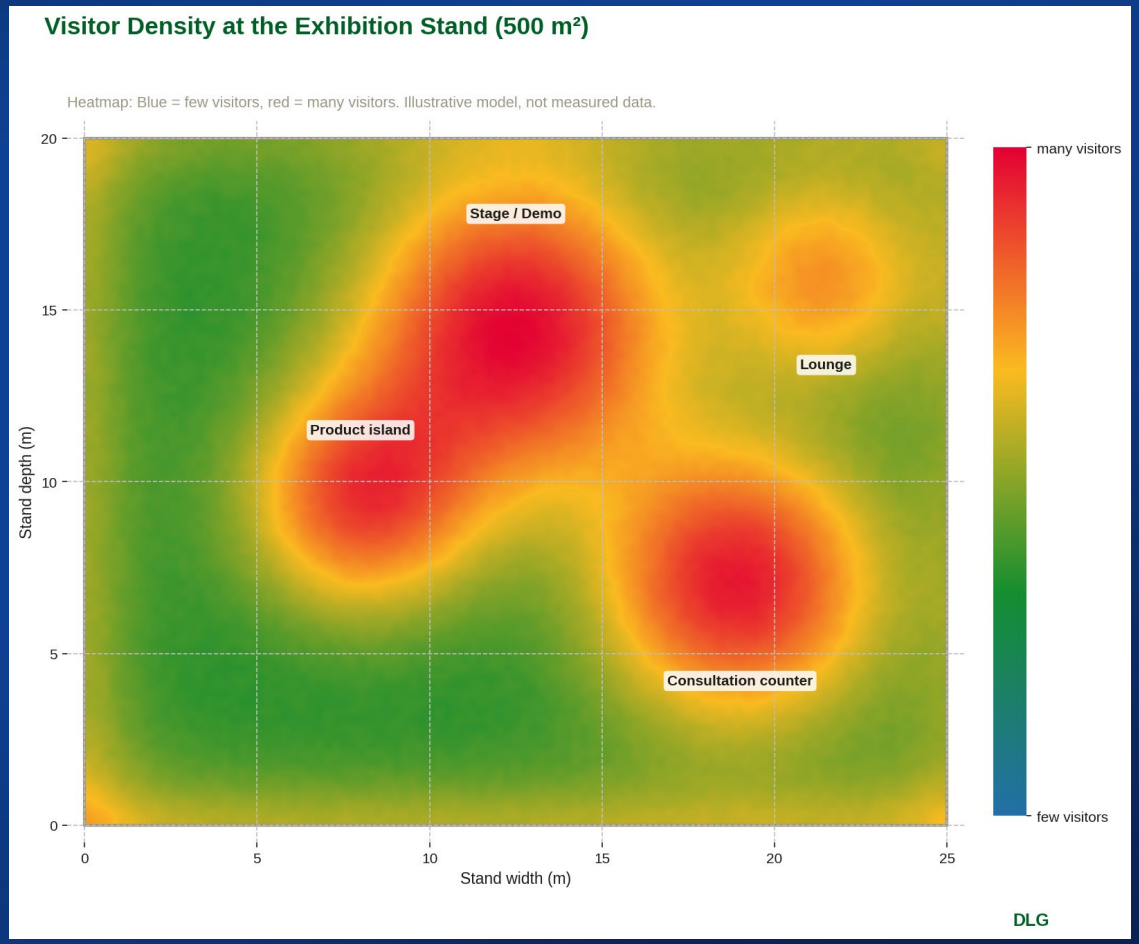
Basic Package
2.500€
For stands up to 500m².

For stands >500m², pricing is determined following a personal consultation.

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Bookable from Mai 2027.



Our Team

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14.–20. NOVEMBER HANNOVER GERMANY | 2027

CONNECTING AGRICULTURAL INTELLIGENCE



INCLUDING SYSTEMS COMPONENTS®

Next Exhibitor briefing:

30 March 2027

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