

Information for Exhibitors

AgrarWinterTage 2025

Issued 19.07.2024

Contents

| | |
|--|---|
| 1. How to get to the exhibition ground | 2 |
| 2. Assembling and dismantling..... | 2 |
| 3. Exhibition ground | 2 |
| 4. Surveillance | 3 |
| 5. Data protection | 3 |
| 6. Admission | 4 |
| 7. Fees..... | 4 |
| 8. Exhibition stand builders | 4 |
| 9. Exhibition terms and conditions..... | 4 |
| 10. Exhibition opening times | 4 |
| 11. Car park reservation | 5 |
| 12. Agenda of the AgrarWinterTage 2025..... | 5 |
| 13. Invoicing | 5 |
| 14. Dishwashing service | 5 |
| 15. Stacker truck service..... | 5 |
| 16. Cancellation policy | 6 |
| 17. Electrical connections | 6 |
| 18. Advertising opportunities..... | 6 |

Information for Exhibitors

AgrarWinterTage 2025

Issued 19.07.2024

1. How to get to the exhibition ground

The address of the venue is: 55129 Mainz, Genfer Allee 2

2. Assembling and dismantling

Assembling of exhibition:

Starting Friday, 24 January 2025, **with advance notice** for exhibition stand builders in halls

Monday, 27 January and Tuesday, 28 January 2025, between 8 am and 6 pm on both days

Please note that a deposit of € 50.00 applies for entries via gate 1 or gate 3 for assembling on Monday, 27 January 2025.

Dismantling of exhibition:

Friday, 31 January 2025, between 4 pm and 8 pm

Saturday, 1 February 2025, between 8 am and 4 pm

Entry to the exhibition ground for cars and lorries for dismantling on Friday via gate 3 will not be possible before 4.30 pm. Please forward this information both within your company and to your exhibition stand builders and shipping companies.

Leaving the exhibition ground after the end of the exhibition on Friday after 4 pm will be via gate 1 (one-way street).

Please adhere to the times stated.

3. Exhibition ground

Open-air exhibition ground

Minimum space per location is 25m². Water connections will not be available. As in previous years, you can get electricity (230 V/16 A) also on the open-air exhibition ground. **For a separate power supply we will charge you € 150.00 per connection (380 V/16 A) in a lump sum**; please state in your registration.

Power connection will be provided via distribution boxes. Distances to stands will not exceed 50 metres; exhibitors are responsible to lay the cables. Power connection is limited to **one connection per stand**.

The exhibition management shall not be held liable for interruptions or power fluctuations.

Information for Exhibitors

AgrarWinterTage 2025

Issued 19.07.2024

Community halls

There is also the possibility to exhibit in heated community halls with wooden floor.

Power connection (230 V and 2 KW active power) is limited to one per stand and is included in the basic fee. If you wish a **380 V/16 V-power supply**, we will charge you € 150.00 **separately**, to be paid together with space rental; please state in your registration.

Power connection will be provided via distribution boxes. Distances to stands will not exceed 50 metres; exhibitors are responsible to lay the cables. Power connection is limited to **one connection per stand**.

The exhibition management shall not be held liable for interruptions or power fluctuations.

Community halls **with wooden floor** (maximum capacity 275 kg/m²) offer a minimum space per stand of **10m²**.

Halls **without wooden floor** for heavy devices, offer a minimum area per stand of **15 m²**.

4. Surveillance

The grounds are under surveillance from Friday, 24 January to Saturday, 1 February 2025, between 6 pm and 8 am.

Please note that we will **not take out any insurance** (theft, liability). We would therefore recommend that exhibitors effect an insurance in their own interest and protect their stands and equipment against theft.

5. Data protection

It is important for the DLR Rheinhessen-Nahe-Hunsrück, the Verein Ehemaliger Rheinhessischer Fachschüler Oppenheim e.V. (Association of Former Students of the Rheinhessen Technical College in Oppenheim) and the Verein Kreuznacher Agrarabsolventen (Association of Agricultural Graduates Bad Kreuznach) as hosts of the AgrarWinterTage that you feel safe and well-informed how we handle your personal data according to the General Data Protection Regulation (GDPR) which became effective on 25 May 2018 in Germany and other EU and EEA countries.

We solely use your personal contact details and other data in order to provide you with relevant information.

We have updated our Privacy Statement in order to reveal how we handle your personal information. At the end of the online registration you **have to** accept the Privacy Statement.

If you don't want to receive any further information on the AgrarWinterTage in the future, please send an email to norbert.breier@dlr.rlp.de, giving the heading deregistration/data deletion and your address. We will then delete your personal information immediately.

Information for Exhibitors

AgrarWinterTage 2025

Issued 19.07.2024

For further information on our data protection policy, please send an email to datenschutz@dlr.rlp.de.

6. Admission

Admission to the Agricultural Machinery and Equipment Exhibition is free.

7. Fees

Costs for the reservation of stands are as follows:

Each exhibitor shall be charged a basic fee of € 650.00 (plus 19% VAT). This fee shall cover an area of 25m² on the open-air exhibition ground and 10m² in a hall. For any additional space required the fees are as follows (**per m²**):

- open-air exhibition ground € 15.00 + VAT per m²
- hall € 45.00 + VAT per m²

Please state the total area required (m²) in your registration.

Sub-exhibitors without own stand

Sub-exhibitors (co-exhibitors) must in any case be notified to and authorized by the management. They will then be included in the list of exhibitors for which a fee of € 90.00 shall apply.

8. Exhibition stand builders

Regarding stand construction, dividing walls, carpets and so forth, we would like to point out that we are not responsible for the organization thereof. You will find a list of exhibition stand builders offering the relevant equipment at:

<https://www.dlr.rlp.de/Agrartage/Aussteller/InformationenAT>

9. Exhibition terms and conditions

The exhibition terms and conditions are made available on our website (www.agrartage.de).

10. Exhibition opening times

Wednesday and Thursday, 29 and 30 January 2025, between 9 am and 5 pm

Friday, 31 January 2025, between 9 am and 4 pm

Information for Exhibitors

AgrarWinterTage 2025

Issued 19.07.2024

11. Car park reservation

For AgrarWinterTage 2025 exhibitors, there will be a separate car park close to the exhibition ground (3 places maximum). Access to the exhibition area will so be gained very easily and without pressure of time. For parking spaces a fee of **€ 70.00** plus 19% VAT (for all 3 days) applies. For logistic reasons, it is difficult to park directly in front of the halls. Distances to exhibition stands are short though. Sprinter vans however, as in previous years, will be treated differently and may be parked directly on the premises close the entrance of gate 1.

Sufficient parking space for visitors will be available in front of the exhibition ground.

12. Agenda of the AgrarWinterTage 2025

As many institutions and organizations are involved, the agenda of the AgrarWinterTage 2025 offers you a wide range of possibilities to expand your knowledge. Please find the detailed agenda at www.agrartage.de which will be available at the beginning of December.

13. Invoicing

Invoices for exhibition stands will be sent out in December. Please don't authorize payment before 1 January 2025.

14. Dishwashing service

A dishwashing service, which can be found at the stand of the Weinbaufachschule (technical college for viticulture and oenology) will also be available in 2025. Costs will be settled after the fair.

The following options are offered:

- | | |
|---|---------|
| a. rent for dishwasher baskets and glasses (25 glasses) for three days: | € 10,00 |
| b. washing per basket (25 glasses) | € 5,00 |
| c. fee per broken or missing glass | € 4,00 |

Please register at www.agrartage@dlr.rlp.de (phone ++49 671 820 3211) between the beginning of November and 15 January 2025 at the latest, providing company name, stand number, contact details and your order.

15. Stacker truck service

A stacker truck service will be available. Please call ++49 151 5580 0630 for assistance on the day of assembly.

Information for Exhibitors

AgrarWinterTage 2025

Issued 19.07.2024

16. Cancellation policy

The following terms and conditions shall apply, if the exhibition is not cancelled by the exhibition management: Should the exhibition ground be cancelled between the registration deadline (13 September) and 1 December, a cancellation charge of 50% of the costs incurred shall apply (planning costs of the exhibition management).

For subsequent cancellations after 2 December 2024 the cancellation charge is 100%.

The companies' planning costs and proper expenses shall not be borne by the exhibition management.

17. Electrical connections

Open-air exhibition ground:

As in previous years, you can get electricity (230 V/16 A) also on the open-air exhibition ground.

For a separate power supply we will charge you € 150.00 per connection (380 V/16 A) in a lump sum, to be paid together with space rental and stated on your registration.

Power connections will be provided via distribution boxes. Distances to stands will not exceed 50 metres; exhibitors are responsible to lay the cables. Power connection is limited to **one connection per stand**.

The exhibition management shall not be held liable for interruptions or power fluctuations.

Halls:

Power connection (230 V and 2 KW active power) is limited to one per stand and is included in the basic fee. If you wish a **380 V/16 V-power supply**, we will charge you € 150.00 **separately**, to be paid together with space rental and stated on your registration.

Power connection will be provided via distribution boxes. Distances to stands will not exceed 50 metres; exhibitors are responsible to lay the cables. Power connection is limited to **one connection per stand**.

The exhibition management shall not be held liable for interruptions or power fluctuations.

18. Advertising opportunities

18.1. Exhibition catalogue 2025

Please note that advertisements in the exhibition catalogue, if required, have to be submitted at the same time as your registration for exhibition space. The edition comprises 1,000 copies. The exhibition catalogue will contain all AgrarWinterTage exhibition talks as well as the addresses of all exhibitors. Should there be more than one exhibitor present at one stand, additional exhibitors can be listed as co-exhibitors (see item 7).

Information for Exhibitors

AgrarWinterTage 2025

Issued 19.07.2024

Please send your advertisement to Ms Ute Windisch by 30 November 2024. Registrations are binding. Please deliver formatted files only as PDF.

As needed, Ms Windisch will also incorporate amendments and corrections (extra charges apply).

Email: windisch.ute@t-online.de

Phone: ++49 6138 9495 279 for further questions (between 9 am and 1 pm)

For the catalogue, the following conditions shall apply:

Ad size full-page (print space): 17.2 cm x 25.2 cm

Ad size half-page (landscape format): 17.2 cm x 12.4 cm

Colours in CMYK mode: 300 dpi resolution, PDF/X-3/X-4 format

Rates: ½ page € 70.00

1/1 page € 140.00, plus 19% VAT each

18.2. Online list of exhibitors at www.agrartage.de

18.2.1. Extended entry in the digital list of exhibitors

All exhibitors have the opportunity to book an extended entry in the digital list of exhibitors to add relevant information for interested parties.

You have the possibility to add:

- a logo
- up to three photos
- a pdf

Furthermore you have the opportunity to add a link (for example to a subsite of a product, film or similar).

Your entry will also be marked as extended entry in the digital list of exhibitors so that users will know where to find additional information.

Costs: € 100.00 plus 19% VAT

Please contact: Nina Jans, Bestfall agency

Phone: ++49 171 305 1108 and via email: nina.jans@bestfall.de

18.3. Social Media

After having successfully extended our social media presence of the previous AgrarWinterTage, we plan to enhance it. Following last year's success, a limited number of exhibitors will also be offered a post on the AgrarWinterTage channels (Facebook and Instagram) in 2025. Bestfall agency will create a suitable post on social media so that you can reach a specific target group. That's an excellent opportunity to increase your company's social media engagement – before and/or during the exhibition.

Costs: The social media post is offered for € 80.00 plus 19% VAT (€ 40.00 advertising budget for the post are included). The pilot scheme is financially promoted by the exhibition management.

Information for Exhibitors

AgrarWinterTage 2025

Issued 19.07.2024

Please contact: Nina Jans, Bestfall agency

Phone: ++ 49 171 305 1108 and via email: nina.jans@bestfall.de

18.4. Logo partnership

Lectures of the AgrarWinterTage will take place as hybrid event between 27 January and 31 January 2025. Streaming is available via our website www.agrartage.de. We would be pleased to include you as digital advertising partner between lectures and on our website.

Please note the difference between:

a) advertisement in exhibition catalogue (see above, item 18.1)

b) logo partnership for lectures (18.4)

Both kinds of media will be sent to Ms Ute Windisch, so please state for which purpose it should be used.

Costs: € 80.00 plus 19% VAT

Registrations are binding.

If you wish to adopt your 2024 logo, please make a note on the relevant form.

Please deliver your files as pdf only by Friday, 10 January 2025 via email to:

windisch.ute@t-online.de (phone: ++49 6138 9495 279; mobile: ++49 176 2434 1086 for further questions, between 9 am and 1 pm)

18.5. Media partnership with the specialist journal “Das Deutsche Weinmagazin”

In the context of the issue with the title “AgrarWinterTage” of “Das Deutsche Weinmagazin”, its editorial staff, in co-operation with the Verein Ehemaliger Rheinhessischer Fachschüler Oppenheim e.V. (VEO) (Association of Former Students of the Rheinhessen Technical College in Oppenheim) and the Verein Kreuznacher Agrarabsolventen (VKA) (Association of Agricultural Graduates Bad Kreuznach) is compiling a very informative and handy AgrarWinterTage-Kompass (compass for the agricultural exhibition) for visitors. The issue will contain the following topics: preliminary reports, map of the exhibition ground, agenda, information on the sustainability award, information on parking, ads, and of course innovations to be expected. PR-texts and pictures to be published in the AgrarWinterTage-Kompass should not exceed 1,300 characters (including spaces) and they should also contain your stand number. Minimum photo size for print is 1 MB, with 300 dpi resolution at least 12.5 cm wide (landscape format).

Registrations shall be submitted at a later date, a separate announcement will follow.

PLEASE NOTE

Once again, we would like to point out that entries (subject to a fee) in the list of exhibitors of Expo-Guide or Mulpor Company S.R.L. from Costa Rica have in no way anything to do with us; we kindly ask you **not to respond** to any written information of this organisation.

Yours faithfully



Norbert Breier
(Managing Director VEO)