Exhibitor Information

Aim of the event:

At the Smart Farming Days, visitors will be shown real Smart Farming products around the agrirouter in the *Smart Farming Today* section. The *Smart Farming Tomorrow* section will focus on smart farming technologies of the future.

Visitors can find out about Smart Farming topics and their challenges in product-neutral expert forums (3 per day). In addition to the specialist forums, live demonstrations (3 per day) will take place on the 3 days of the event, during which the real data exchange between machines and/or various smart farming technologies (e.g. software and hardware products) can be experienced live. Rustic face-to-face networking evenings round off the event.

There will be 50 exhibitor stands for software and hardware partners as well as machinery manufacturers in the "**Smart Farming Today**" section (see site map PDF).

The agricultural machinery manufacturers of DKE-Data can display tractor-implement combinations, exhibits or self-propelled vehicles on the square in front of the machinery hall (see site map PDF) to present their use cases to visitors in the stand and/or during the live demos.

In addition to exhibiting agrirouter ready products, all exhibitors are also allowed to exhibit other smart farming products from their company.

Target group:

All those interested in Smart Farming:

- o   Farmers
- o   Contractors
- o   Agricultural technology / agricultural dealers
- o   University and education school trainers
- o   Representatives of research institutions
- o   Advisor
- o   Representatives of ministries
- o   Press
- o   Representatives of other interested companies
- o   Stakeholder
- o   ...

Specialist forums in the barn:

- The event website lists 3 specialist forums per event day, which will be moderated by Guido Höhner (Editor-in-Chief of TopAgrar). These will be recorded to use afterwards on Youtube and Spotify. The expert forums will be product-neutral. If you would like to contribute to the panel discussions, please contact Jens Möller (j.moeller@dke-data.com). The final topics of the expert forums will be announced on the event website shortly before the event.
- In the background of the panelists, the current **All for One for All** logo wall (4.5m wide / 2m high) will be placed on the stage in the seated barn.
- Media technology is available in the barn and on the live demo stage. This will be supported at the event by the company L&S.

- The expert forums will be simultaneously translated into English. Non-German speaking visitors can follow the simultaneous translation with headphones.

Live demos:

There will be 3 live demonstrations daily on and in front of a stage in combination with an LED wall. The live demos will be recorded with a mobile camera for use afterwards on YouTube. The final topics of the live demos will be announced on the event website shortly before the event.

Benches for visitors will be placed in front of the stage for the live demonstrations (in the right-hand corner of the machinery hall in case of bad weather). A camera is mounted in the cabins of the machines involved, the image of which is displayed on the LED screen (Picture in Picture) next to the content of the laptop of the agricultural software provider involved. Additional media material such as PowerPoint slides or short film sequences can be brought by the exhibitors for the live demonstrations. This material must be handed over to the colleagues from L&S at the stage technology in the morning of the day of the exercise (13.06.23).

The live demos will be simultaneously translated into English. Non-German speaking visitors can follow the simultaneous translation with headphones.

If you are interested in participating in live demos, please contact Christoph Apke: c.apke@dke-data.com.

"ready for agrirouter" logo wall on the barn:

A logo wall (6 m wide / 2.5 m high) with the logos of all participating companies with the agrirouter logo in the middle will be created (white logo on dark blue background) and attached to the barn from the outside with a view to the catering tent. On this logo wall all logos of the companies offering agrirouter ready products on the market are presented. The logo wall bears the title "agrirouter ready products". Primarily product logos are to be used for this purpose.

The white logos (agrirouter ready products) will then also continue to be used on this website.

Marketing / material and advertisement in advance:

Marketing material (event logos, key visuals, social media templates,...) for the company-specific promotion of Smart Farming Days 2023 can be downloaded here.

All exhibitors are encouraged in the run-up to the event to inform and invite their customers / key customers / dealers / colleagues, e.g. from other locations, to the Smart Farming Days 23 via their social media channels or other channels.

Technical and education institutions / research and teaching institutions:

In the run-up to the event, about 100 representatives of universities, research and teaching institutions as well as agricultural ministries from Germany and the Netherlands were invited and encouraged to plan an excursion or study trip to the Smart Farming Days with their colleagues or students. Institutions that you would like to bring to the attention of the event are welcome to let us know. We will then match the contacts with our lists.

Press releases:

After the event, DKE-Data will prepare a press release in DE, EN, FR and IT and send it to the press representatives.

Photos during the event:

A professional photographer will take photos all day during the event on the 1st day of the event, 14.06.23, which will be made available online to all exhibitors in raw format after the event.

Internet:

A local WLAN network with internet connection (via 2 StarLink receivers) will be available. Access data will be provided on the set-up day, 13.06.23.

Assembly/disassembly:

Set-up of the software and hardware as well as machine exhibitor stands can take place on 13.06.23 from 8 am - 7 pm. Each exhibitor can also test their technologies on this day. A test/trail of the live demos will take place in the afternoon of 13.06.23. Details on the day on site. A meal will be served for all exhibitors that evening.

Dismantling is possible on Friday, 16.06.23 from 6:30pm to 9pm or on Saturday, 17.06.23 from 8 am to 6 pm (see summary schedule below).

Furniture / Equipment Exhibitors Stands:

Each of the 50 software or hardware and machine manufacturer exhibitor stands are equipped with a counter with a table extension and 2 bar stools (see site map PDF).

Each counter contains a 27" monitor, aspect ratio 16:9, Ultra HD with HDMI cable, a USB mouse and a USB keyboard including USB hub.

A 220 V power supply is available at all exhibitor stands.

Logo placement on the counters:

All exhibitors must supply their logo in colour (company or product logo) for the counter panels (white background). The companies may determine themselves which logo (product or company) is to be displayed on the counter panels. Full-surface logos for the counter panels are not intended.

Please send your company and product logo in SVG or EPS format (white - transparent) and in colour (display on white background / counter panel) in advance to Felix Lammers (f.lammers@dke-data.com).

Catering:

Drinks can be purchased directly in front of the machine hall, left side. Food can also be purchased in the catering tent.

Coupons (price/piece: 1€)

Exhibitors can buy coupons (redeemable at the catering) with a value of 1€ to hand them out to their own employees, invited guests etc. The coupons can be ordered via the mail address event@my-

agrirouter.com or purchased on site. When ordering in advance, please provide the following information:

- Billing address,
- Shipping address,
- VAT ID,
- Customer reference, cost center, internal order number, etc. (optional),
- Number of coupons.

After receipt of your e-mail you will receive the corresponding invoice from our catering company Fangmann Event GmbH & Co. KG. Our catering company will send you the coupons after receipt of the invoice amount.

Coupons that have not been redeemed can only be returned and refunded on site. A refund after the event is not possible.

Current price list:

mornings:

- 1/2 sandwich   2,00 €
    - ham
    - salami
    - cheese
    - eggs + 1,00 €
    - salmon + 1,00 €

during the day / evening: hot meals:

- Day 1: Schnitzel in a roll with coleslaw and sauce   5,00 €
- Day 2: Baked ham with coleslaw and sauce in a roll   5,00 €
- Day 3: meatball roll   5,00 €
- Day 4: steak roll   6,00 €

all dishes can also be served as a plate dish for an extra charge of 3,00€.

- all days:
    - portion of various seasonal vegetables   4,00 €
    - portion of curry sausage   3,00 €
    - portion of chips   3,00 €

in the afternoon:

- cup of coffee / tea   2,00 €
- Piece of sheet cake *e.g.: Apple pie, chocolate cake, butter cake*   3,00 €

Drinks:

- water (0,2l)   2,00 €
- Soft drinks (Cola, Fanta, Sprite) (0,2l)   2,00 €
- juices (orange juice, apple juice) (0,2l)   2,00 €
- non-alcoholic beer / non-alcoholic Alster (0,33l)   3,00 €

Drinks from about 6 pm:

- beer / Alster (0,33l)   3,00 €
- glass of wine (white wine / red wine)   5,00 €

Come-Together evenings:

On 14.06.23 and 15.06.23 there will be a casual Come-Together evening in and in front of the catering tent. No Come-Together evening is planned for Friday, 16.06.23.

Costs:

Each exhibitor bears his own travel and transport costs for the machines, equipment and exhibits. DKE-Data as organiser does not charge any additional exhibitor fees to DKE-Data members (association members, business partners or shareholders). All non-DKE-Data members have to pay a fee for their participation as exhibitors. This fee can be obtained from Johannes Sonnen (j.sonnen@dke-data.com).

Delivery and collection of machines/equipment:

Machines and equipment can be **delivered in the** following time windows:

- Monday, 05.06.23 to Friday, 09.06.23 (each between 8 am - 6 pm)
- Monday, 12.06.23 (between 8 am - 6 pm)

ATTENTION: On 13.06.23 (internal plugfest) no machine delivery is possible.

The machines and equipment can be **collected again in the** following time windows:

- Friday, 16.06.23 between 6:30 pm and 9 pm
- Monday, 19.06.23 to Friday, 23.06.23 (each between 8 am - 6 pm)

A telescopic loader with pallet fork, a forklift and tractors are available on site to unload and reload machines and equipment.

On-site contact for machine delivery: Michael Bramsche +49 151/26436212

Address for delivery:

> Gut Arenshorst
>
> Arenshorster Kirchweg 2
>
> 49163 Bohmte / Germany

Registration / Login process:

All visitors to Smart Farming Days 23 (**guests, press, exhibitors, internal employes**) must register for the event online in advance via https://smartfarmingdays.com/.

Lanyards with name tags will be available at the entrance tent for all registered visitors and exhibitors on their first visit to the event.

Visitors who have not registered in advance of the event can register at the entrance tent on the days of the event. The name badge will then be printed out on site.

A maximum of 500 visitors can be received per event day.

Placement of exhibitors:

Approximately 2-3 weeks before the event, DKE-Data will invite all registered exhibitors to a team meeting to announce the placement of the exhibitors' stands and the positioning of the machines / machine combinations and equipment.

agrirouter demo accounts:

For the event, DKE-Data will set up one or two (for a better overview) agrirouter demo accounts to which the machines and software and hardware products are to be connected. The access data will be announced by Oliver Rahner (o.rahner@dke-data.com) in advance. He will also be the technical contact for the agrirouter application during set-up and during the event. The agrirouter accounts will be deleted after the event. Please disconnect your machines and software and hardware products from the two agrirouter demo accounts after the event.

Site plan:

A site map (see site map PDF) can be downloaded from the download section of the event website.

Summary schedule

05.06.23:	8am – 6pm	Possibility to deliver machines, equipment and exposes
06.06.23:	8am – 6pm	Possibility to deliver machines, equipment and exposes
07.06.23:	8am – 6pm	Possibility to deliver machines, equipment and exposes
08.06.23:	8am – 6pm	Possibility to deliver machines, equipment and exposes
		Erection of tents, set-up in the machine hall (counter) and in the barn (stage, lighting, media technology)
09.06.23:	8am – 6pm	Possibility to deliver machines, equipment and exposes
		Set-up in the machine hall (light), set-up WLAN incl. internet connection
12.06.23:	9am – 6pm	Set-up in the catering tent and LED wall outside, set-up sanitary facilities, set-up caterer,
13.06.23:	8am – 10pm	Exhibitor set-up (morning), Internal Plug-Fest (afternoon)
14.06.23:	9am – 10pm	1. event day
15.06.23:	9am – 10pm	2nd event day
16.06.23:	9am – 6pm	3rd event day
16.06.23:	6:30pm – 9pm	Dismantling WLAN incl. internet connection, possibility to pick up machines, equipment and exposes
17.06.23:	8am – 6pm	Dismantling in the machine hall and the LED wall outside, dismantling sanitary facilities, dismantling caterer
		Possibility to collect machines, equipment and exposes
19.06.23:	8am – 6pm	Possibility to collect machines, equipment and exposes
		Dismantling in the machine hall, dismantling L&S in the barn, in the catering tent and the stage outside
20.06.23:	8am – 6pm	Possibility to pick up machines, equipment and exposes
21.06.23:	8am – 6pm	Possibility to pick up machines, equipment and exposes
22.06.23:	8am – 6pm	Possibility to collect machines, equipment and exposes
23.06.23:	8am – 6pm	Possibility to pick up machines, equipment and exposes