



# Agritechnica 2019 USA Pavilion

Agritechnica is the **world's largest trade show for agricultural machinery** and services held every two years. The 2017 show had more than 2,800 exhibitors from 52 countries and 458,000 visitors including 110,000 from outside Germany, representing 130 different countries.

## Full Booth Exhibit in the USA Pavilion

**Cost: 12 m<sup>2</sup> US\$8160 plus \$870 Agritechnica Media & Registration fee,** Additional space *may be available* at a rate of US\$680 per square meter on a first come first serve basis.

- Access to USA Pavilion amenities such as private meeting space, internet access, exhibitor lounge and prominent USA signage.
- Lounge area has refreshments and light lunch for exhibitors.
- Exhibitor listing in the Agritechnica exhibitor guide (online and hard copy distributed at the show).
- Fully fitted exhibit stand and ability to customize with booth builder.
- A full page, color promotion in the USA Pavilion Catalog distributed at the show.
- Listing in a pre-show outreach campaign to prospective partners throughout the world.
- Pre-show market research and support.
- USA Pavilion networking reception.
- Support at the show from the U.S. Commercial Service staff.
- Invoicing in U.S. dollars that covers all the basics of your participation.

## Mini Booth Exhibit in the USA Pavilion

**Cost: US\$4950 plus \$870 Agritechnica Media & Registration fee**

If you don't need a full booth, you can still exhibit at a mini booth in the USA Pavilion. A mini booth presence gets you the same services and amenities as a full booth in a smaller footprint (about 6 m<sup>2</sup>). The mini booth allows space for a one meter wide company banner and product literature display.

## USA Pavilion Catalog

**Cost: US\$599**

Even if you are exhibiting in a hall other than the USA Pavilion, you can advertise your company and products to potential partners across Europe and in neighboring markets. Advertisers will receive:

- A full page, color promotion in the USA Pavilion Catalog distributed at the show.
- If you have a booth outside the USA Pavilion at the show, U.S. Commercial Service staff will direct on-floor inquiries to your booth and you will be invited to the USA Pavilion networking reception.

**Venue:** Hannover, Germany

**Show Dates:** November 10-16, 2019

**Booth Registration Deadline:**  
March 1, 2019

### Feedback from Exhibitors

"We were able to sign a new contract and meet many existing and prospective customers. Significant contributions from the U.S. Commercial Service pre-show research helped us develop a plan for how to spend our limited time and who to contact. The USA Pavilion was a perfect setup and a great investment value for us."  
Thomas Shorma  
President and CEO  
WCCO Belting

"Having everything set up and ready to go took the weight off our shoulders and helped us focus on networking. We wouldn't have been able to make these contacts without the CS's awesome services at the USA Pavilion."  
Bryan Garberg  
Sales Manager  
Grouser Products Inc.



### Questions? Please contact us:

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