



**BOOK  
A STAND**

# WELCOME TO AGROMEK 29 Nov. - 2 Dec. 2022

NORTHERN EUROPE'S LARGEST AGRICULTURAL EXPO

     
[agromek.com](http://agromek.com)



**agromek** 



”

At Agromek, we meet the most important people in our business in the Scandinavian and Baltic markets. Agromek is the most important agricultural expo in Denmark. We not only meet farmers at this expo - but also entrepreneurs, dealers and consultants.

Mikkel Gasbjerg,  
Sales Manager,  
Fliegl Agrartechnik GmbH

”

”

Agromek is the best way to meet potential customers and long-lasting suppliers in the biogas and farming industry. The exhibition allows us to meet directly with all our suppliers as well as potential and existing customers from the biogas industry. Pair this with the opportunity to meet on the same floor and you have a win-win solution.

Kevin Mischker,  
Marketing & Sales International Markets,  
NORTH-TEC Maschinenbau GmbH

”

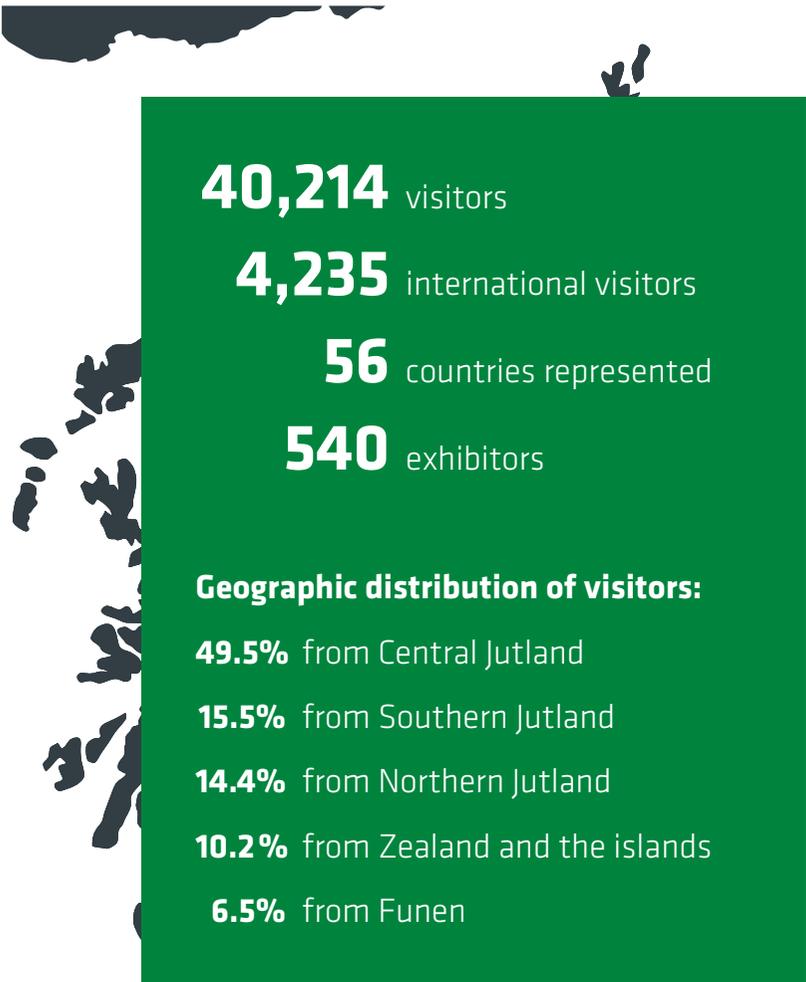


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# Facts





**40,214** visitors

**4,235** international visitors

**56** countries represented

**540** exhibitors

**Geographic distribution of visitors:**

**49.5%** from Central Jutland

**15.5%** from Southern Jutland

**14.4%** from Northern Jutland

**10.2%** from Zealand and the islands

**6.5%** from Funen

Source: Visitor registration from Agromek 2018



**Top 5 countries,  
excl. Denmark:**

1. Sweden
2. Germany
3. Norway
4. Poland
5. Netherlands

  
**Herning**

# Agromek – the best place to meet

For more than four decades, Agromek has brought the thriving Danish agricultural industry together, and over time, we have evolved into Northern Europe's leading agricultural expo.

The reason for our success is simple.

Danish farmers lead the way when it comes to cutting-edge business operations and innovation. As a farmer, you can only reach this position if you also have access to suppliers with the same high level of innovation.

Here at Agromek, we are proud of our progress. But we are also humble and ambitious for the future.

Agromek prioritises innovation above all else and sets the bar for becoming the agroindustry's definitive meeting place.

A meeting place that provides visitors with new knowledge and inspiration through award presentations, conferences, networking events, professional events and – most importantly – meeting you, the exhibitor.

I look forward to welcoming you to Agromek on 29 November - 2 December 2022.

Yours sincerely,



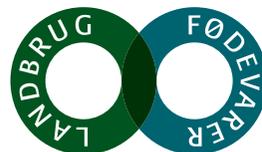
Sten Andersen  
Chairperson of Agromek

# Organisers

Agromek is organised by:

**Danish  
Agro Industry**

*Member of Danish Agriculture & Food Council*

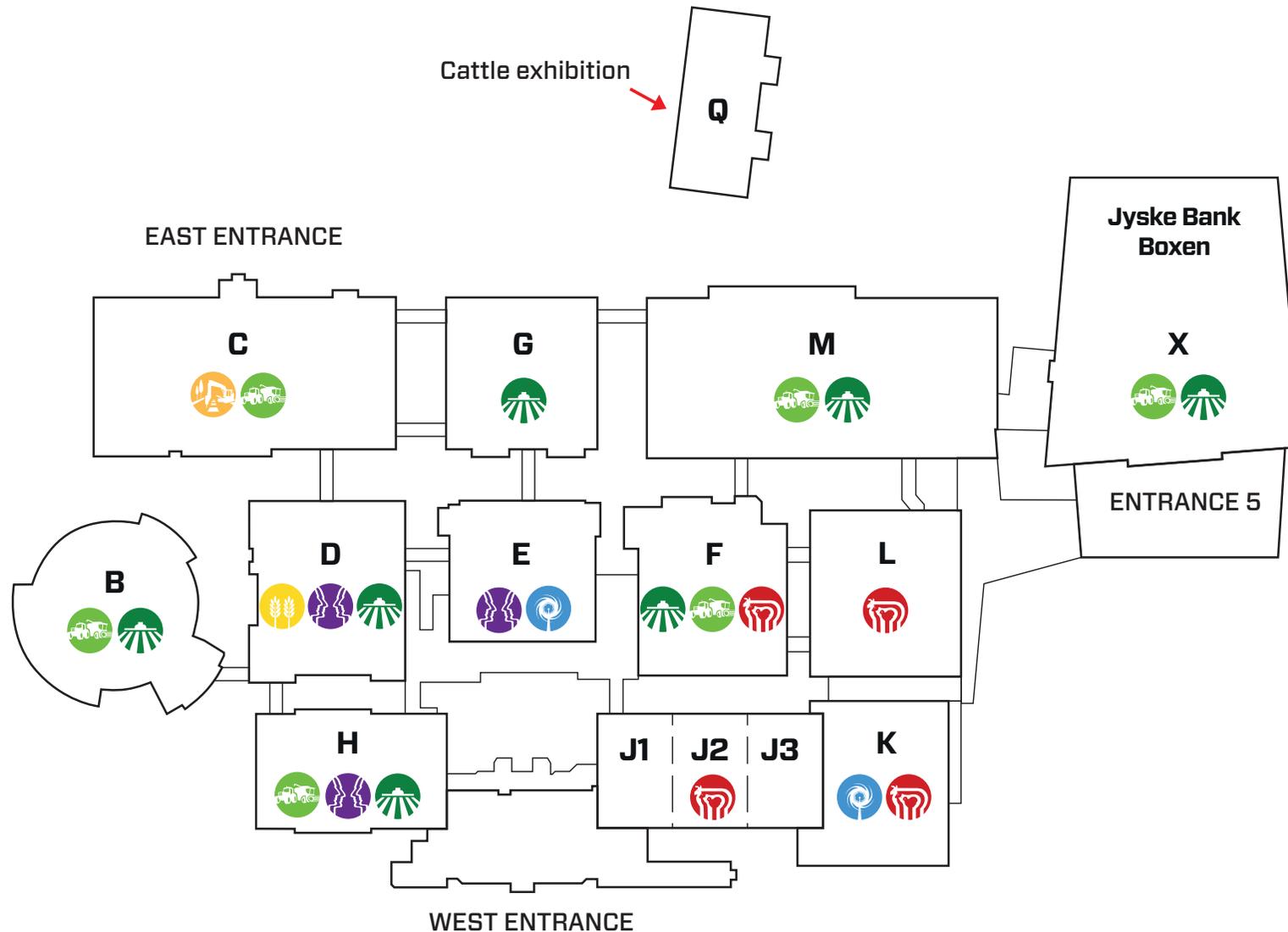


# Event partners

Agromek is organised in close collaboration with:



# Meeting place for the entire industry



NB: Hall layout from Agromek 2018 - subject to changes

## **Agricultural machinery**

- Harrows, ploughs and rollers
- Seeding machines
- Slurry spreader and manure
- Sprayers
- Watering
- Machines for potatoes and vegetables
- Loaders and wagons
- Rotary cultivators and cultivators
- Electronic and measuring equipment for farming
- Plant protection and weed control
- Seed grain, seed and plants
- Maintenance and small tool
- Parts and accessories

## **Knowledge and service**

- Development
- Research
- Drones
- Robots
- Establishment
- Financial
- IT
- Education
- Consulting
- Real estate
- Trade journals and media
- Associations / organisations
- Clothing / workwear
- Security equipment

## **Energy**

- Biogas
- Bio energy
- Furnaces
- Straw burning furnace
- Automatic stokers
- Solar and wind energy
- Energy optimisation

## **Tractors and combine harvesters**

- Tractors
- ATVs
- Compact tractor
- Combine harvesters
- Harvesting machinery
- Balers and equipment
- Parts & accessories

## **Crop management**

- Storage
- Transport
- Drying
- Heavy goods
- Crops and feed
- Mineral and vitamin supplements
- Pest control
- Weighing and measuring instruments/equipment

## **Livestock equipment**

- Inventory
- Milking equipment
- Feeding facilities
- Ventilation
- Dung clearance
- Slurry management
- Breeding animals and insemination
- Sewerage
- Water treatment
- Building
- Components, parts and accessories
- Cleaning and tools
- Pest control

## **Construction, road and park**

### **Construction machinery & equipment**

- Excavators
- Loaders
- Mini excavators and mini loaders
- Excavators
- Dumpers
- Dozers
- Compaction material
- Machinery for handling of material
- Equipment for construction machines
- Cranes and lifting gear
- Construction site equipment

### **Road - winter machinery**

- Salt spreaders
- Snow ploughs
- Road sweepers
- Salt mixer facilities
- Gritters
- GPS controlled salt spreading
- Weed control

### **Park machinery**

- Machines for parks and green areas
- Verge cutters and lawnmowers
- Rotary mowers
- Cylinder cutters
- Vertical cutters
- Flail mowers
- Sweeping/extraction machines
- Tool carriers
- Compact tractors and ATVs

# Analysis



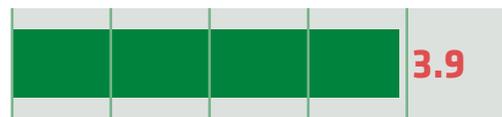
# What the exhibitors say

**68%** have generated new leads at Agromek

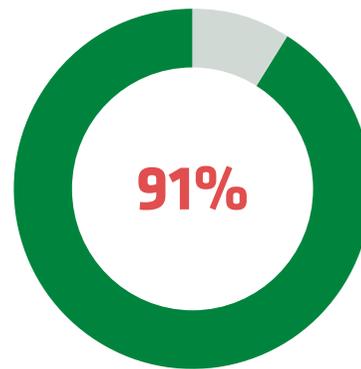
**76%** are satisfied with the quality of the visitors to their stand

**40%** have made sales during Agromek

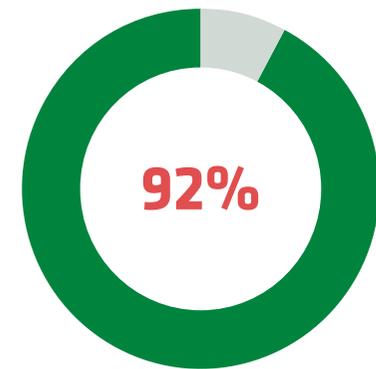
**87%** of exhibitors have welcomed international guests to their stand



On a scale of 1-5, exhibitors give Agromek an average overall score of 3.9.



91% of exhibitors would recommend Agromek to others.



92% of exhibitors expect to exhibit at Agromek again.

Source: Exhibitor analysis from Agromek 2018  
[Visit agromek.com for more facts and figures](http://www.agromek.com)

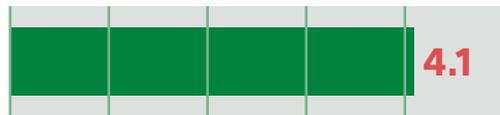
# What the visitors say

**78%** of visitors use Agromek to determine or guide their purchasing decisions

**63%** of visitors come to find out about the latest products

**77%** of visitors spend a whole day or more at Agromek

**38%** of visitors find new suppliers and/or business partners



On a scale of 1-5, visitors give Agromek an average overall score of 4.1



96% of visitors would recommend Agromek to others



97% of visitors expect to visit Agromek again

Source: Visitor analysis from Agromek 2018  
[Visit agromek.com](http://agromek.com) for more facts and figures

# Who visits Agromek?

## Most commonly occurring job titles among visitors – top 10

1. Farmer
2. In training/education
3. Director
4. Driver
5. Agricultural worker/helper
6. Fitter, mechanic, electrician
7. Herdsman
8. Consultant
9. Farmer – organic
10. Tractor driver

## Best represented industries among visitors – top 10

1. Agriculture - cattle full-time
2. Agriculture - arable farming and plant cultivation full-time
3. Agriculture - pig farmer full-time
4. Agriculture - arable farming and plant cultivation part-time
5. Contractor
6. Distributor/importer of farming machinery, tools and equipment
7. Consulting
8. Repairer, mechanic or fitter
9. Agriculture - cattle part-time
10. Construction business

Source: Visitor registration from Agromek 2018  
[Visit agromek.com](http://agromek.com) for more facts and figures

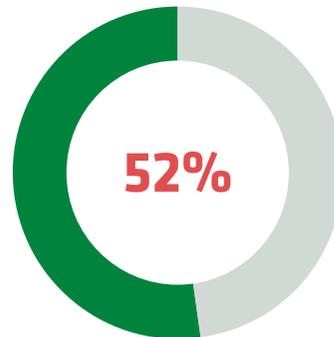
# International guests



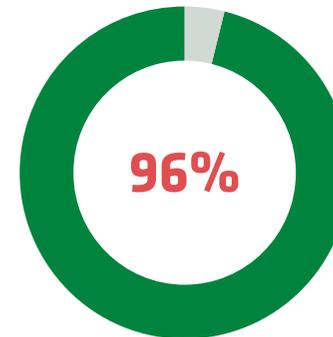
# What the international visitors say



On a scale of 1–5, international visitors give Agromek an average overall score of 4.1



52% of international visitors find new suppliers and/or business partners at Agromek



96% of international visitors expect to visit Agromek again

**87%**  
of exhibitors  
have been visited  
by international  
guests at their  
stand

## Where do the international visitors come from?

### Countries represented, excl. Denmark – top 10

- |                |                   |
|----------------|-------------------|
| 1. Sweden      | 6. Finland        |
| 2. Germany     | 7. Ukraine        |
| 3. Norway      | 8. United Kingdom |
| 4. Poland      | 9. Iceland        |
| 5. Netherlands | 10. Lithuania     |

In total, 56 countries were represented at Agromek 2018.

### Most commonly occurring job titles among international visitors – top 5

1. Farmer
2. In training/education
3. Director
4. Agricultural worker/helper
5. Driver

### Best represented industries among international visitors – top 5

1. Agriculture - arable farming and plant cultivation full-time
2. Agriculture - cattle full-time
3. Agriculture - pig farmer full-time
4. Construction business
5. Agriculture - arable farming and plant cultivation part-time

Source: Visitor registration and visitor and exhibitor analysis from Agromek 2018

Award presentations

TILLYKKE TIL ALLE VINDERNE AF  
AGROMEK AWARD 2018  
CONGRATULATIONS TO ALL THE WINNERS OF  
AGROMEK AWARD 2018



Networking events



## Themed areas and events



Innovation area



Opening party



Construction, roads and parks



Agromek Student Challenge

# Themed areas and events



Topical presentations



Activities on your stand

# International activities



# Activities for international guests

Agromek focuses extensively on attracting international visitors. That's why we are constantly developing new activities aimed at this group of guests.



## International visitors programme

As an exhibitor, you have the opportunity to invite your international customers and business partners to visit Agromek. We take care of the invitations and look forward to hosting your customers via our well prepared and customised programme.



## International opening event

Meet your international customers in person at Agromek's official opening event. In 2018, 1,180 revelling visitors and exhibitors gathered to enjoy delicious food, live music, entertainment and networking.



## Topical presentations

The conference stages at Agromek invite you to topical presentations that will update you and your guests on the latest topics. You can look forward to inspirational sessions, when leading industry professionals from home and abroad share the latest knowledge.



## Farm visits

A visit to Agromek is more than just a trip to an expo. We take your international guests on special farm visits and give them a consummate experience that they will never forget.



## Guided expo tours

We offer guided tours of the expo led by international guides who will show your international guests all the best aspects from the 13 expo halls.



## International lounge

International guests can visit our international lounge to enjoy a well-earned rest and network with their fellow visitors in pleasant surroundings.

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*We have had a brilliant experience in connection with booking international guests for Agromek. A lot of effort is put into offering a welcoming and helpful service to ensure that everything runs smoothly – without us or our international guests having to encounter any problems whatsoever. As regards to booking and relocating hotels, for example, guests were relocated to enable them to stay with other guests they wanted to be with, and everything else pertaining to their stay during Agromek was taken care of.*

Steen Alexandersen,  
Sales Manager, FASTERHOLT MASKINFABRIK

”

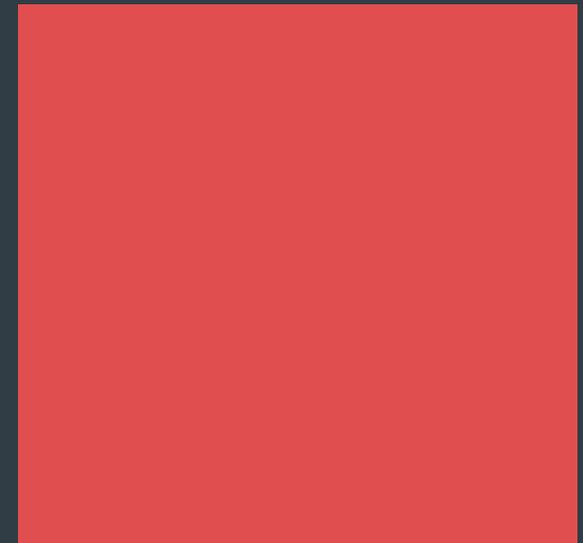
# Construction, roads and parks in Hall C



# An important meeting place for the construction, roads and parks industry

Are you in the construction, roads and parks industry? At Agromek, everyone in the industry gathers in Hall C for four intense days of exhibits, networking and activities. This industry has its own profile at Agromek, which we market specifically to your visitor target groups.

The construction, roads and parks section at Agromek is organised in collaboration with the Danish association for machinery contractors, Maskinleverandørerne.



# Marketing and PR



## Offline campaign

- Visitor brochure (DK, SE, DE and EN versions)
- Invitations
- Targeted invitations
- Direct mail
- Targeted campaign in trade journals
- Advertisements in daily newspapers
- Gimmicks



## Online campaign

- Newsletters to the expo's database
- Banner ad campaign on specialist websites
- Google AdWords campaign
- Google Display campaign
- Social media



## Networking activities

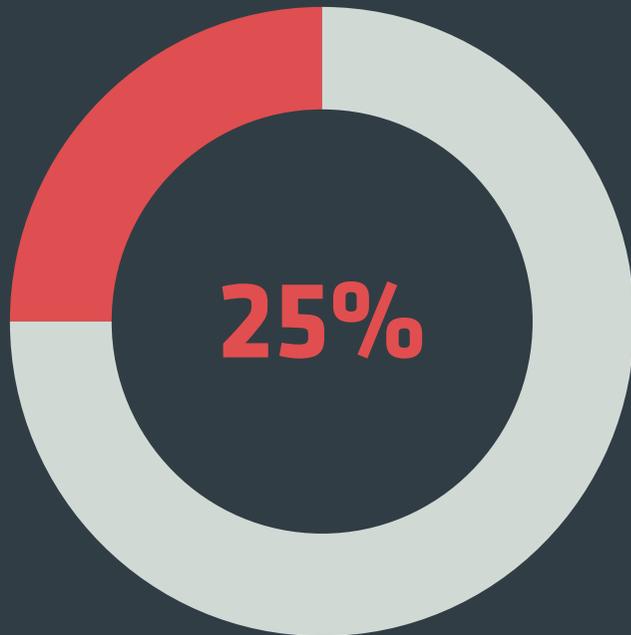
- Marketing via event partners
- Participation in external expos and other events



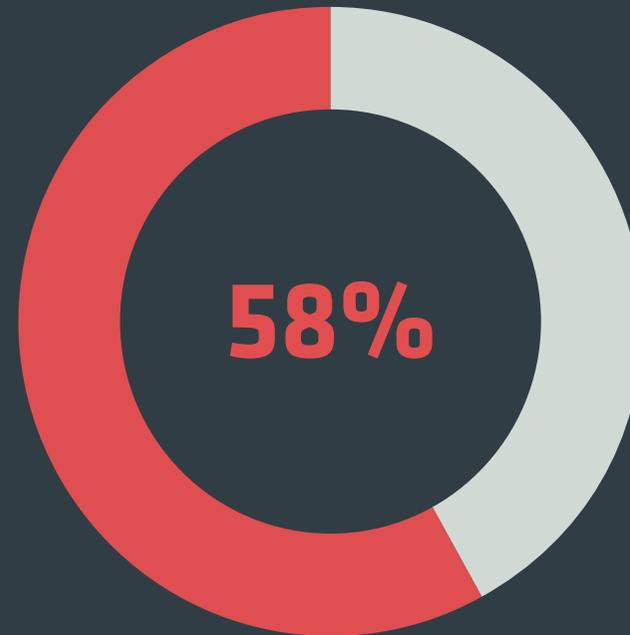
## PR activities

- Press releases
- Exhibitors' press releases, which can be downloaded by the trade media via [agromek.dk](http://agromek.dk)
- Trade journals' special editions and supplements about Agromek
- Agromek STARS – focus on exhibitors' new products, which attracts huge media attention

# Your efforts make a difference!



**25%** of visitors learned about Agromek through an invitation from an exhibitor



**58%** of visitors decide which exhibitors they want to visit before the expo opens

# We help with your marketing

We help you hone your marketing efforts to ensure the right visitors come to your stand. As part of your stand hire, we offer you and your company the following marketing tools and support.

## Online exhibitor catalogue

Present your company and its activities, offers and competitions in Agromek's online exhibitor catalogue. Visitors use our exhibitor catalogue to plan their visit to the expo.

## Social media

Tag Agromek in your social media posts about the expo and use our **#agromek** hashtag.

## Invitations

You can use Agromek's invitation codes to invite customers at a special rate. You can use our hardcopy or online invitations for this – it doesn't get much easier.

## Agromek Stars

Send us your news about your latest products and promote them and your company.

## Press releases

Upload your press releases to [agromek.dk/press](http://agromek.dk/press). Our online press office is popular with the media.

## Kick-off meeting

Attend Agromek's kick-off meeting for useful and practical information that will equip you for the expo.

## "Meet us at stand..." banners

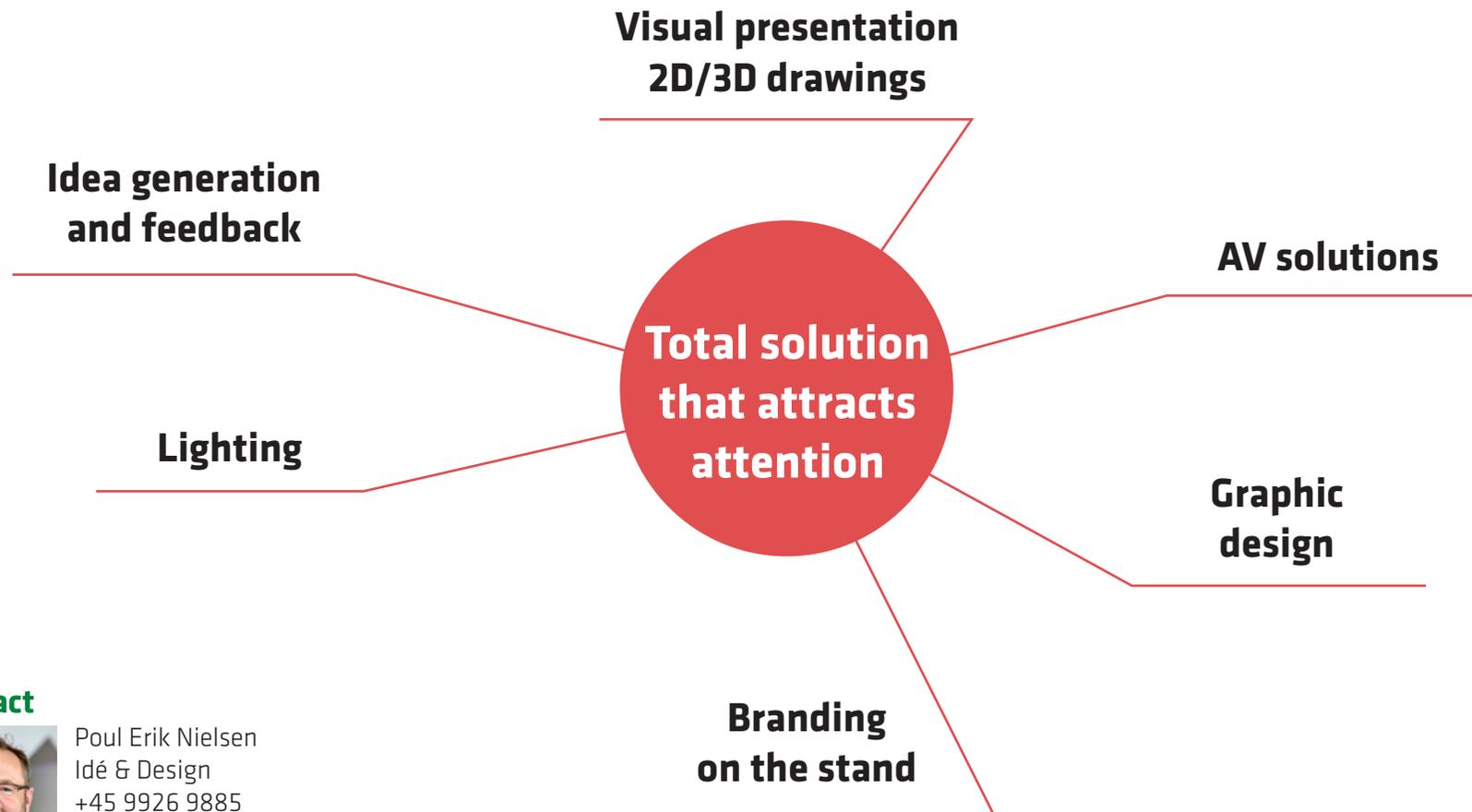
We will send you banners with your stand number for you to use in marketing your presence at the expo. Use them on your website and in e-mails, online ads, etc.





# Leave the construction of your stand to us

We have a professional team who will build a stand that meets your company's exact requirements. Whether you want a standard or bespoke solution – we will take care of every aspect for you.



## Contact



Poul Erik Nielsen  
Idé & Design  
+45 9926 9885  
pon@mch.dk

# Stands: Prices and booking

## Indoor stands

### Price per m<sup>2</sup>

0-500 m <sup>2</sup>	DKK 750,-
501- m <sup>2</sup>	DKK 637,-
1st floor	DKK 300,-

## Outdoor stands

0- m <sup>2</sup>	DKK 300,-
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**Registration fee** DKK 3.275,-

### Terms of payment

Cost of stand hire and registration fee will be invoiced by end ultimo June 2022

All prices exclude Danish VAT.

SEGES

SEGE

DLEP SUNMAX

DIGITALE KURSE

CEM

# Your Agromek team

We are ready to help with whatever you need

Contact your Agromek team if you have any questions or would like to know more about the opportunities available to you at the expo.

## Project



Nikolaj Jørgensen  
Project Manager  
nsj@mch.dk  
+45 9926 9932



Nicoline Olsen  
Project Coordinator  
nio@mch.dk  
+45 9926 9918



Søren Øster  
Kæmpegaard  
Project Coordinator  
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## Sales



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Kim Bie Schubert  
Key Account Manager  
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Lene Villadsen  
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Claus Hermansen  
Managing Director,  
DAI & Agromek  
clhe@if.dk  
+45 4042 5947

## Contact

Agromek  
+45 9926 9926

## Place

MCH Messecenter Herning  
Vardevej 1  
7400 Herning  
Denmark

”

*Agromek is an important expo for Väderstad. It is the biggest window of opportunity we have to promote our wide product range and new products. It enables us to connect with both old and new customers and gives us ample opportunities to talk about machines, concepts and cultivation methods with the many farmers who visit us.*

Dorthe Pilkær, Office and Marketing Manager, Väderstad

”

**BOOK A STAND  
AND READ MORE AT  
AGROMEK.COM**

## OPENING HOURS

Tuesday, 9:00 – 17:00

Wednesday, 9:00 – 20:00\*

Thursday, 9:00 – 17:00

Friday, 9:00 – 17:00

\*Free admission after 16:00

Organisers:

**Danish  
Agro Industry**

Member of Danish Agriculture & Food Council

