



## **EuroTier 2026: New Event Format for Agricultural Machinery Dealers**

**Exclusive dealer event on 12 November in Hanover, Germany – Meeting place for dealers and their customers – DLG Trade & Innovation Tour offers insights into current innovations – Free participation – Registration until 31 October – [www.eurotier.com](http://www.eurotier.com)**

The DLG (German Agricultural Society) is launching an exclusive new event format for agricultural machinery dealers at EuroTier 2026. On Thursday, 12 November 2026, dealers will have the opportunity to meet selected customers at the world's leading trade fair for professional livestock farming and livestock management in Hanover, Germany. The event focuses on personal exchange, strengthening customer relationships and gaining exclusive insights into the latest industry innovations. The free offer is also aimed at agricultural machinery dealers who have had only limited exposure to farm equipment and in-house farming technologies.

With this new dealer event, DLG aims to support agricultural machinery dealers in strengthening existing customer relationships and exploring new business opportunities. The shared trade fair experience provides an opportunity to learn about current technological developments, gain fresh inspiration for business activities and deepen personal dialogue with key customers.

"A successful day at a trade fair is built on the right conversations, new inspiration and shared experiences," says Ralph Königs, Manager Business Segment Dealer at DLG. "With this offer, we want to give dealers the opportunity to create special moments for their customers at EuroTier."

### **Shared Trade Fair Experience with Exclusive Insights**

The dealer event begins on 12 November at 9:00 a.m. with a joint breakfast at the DLG stand in Hall 13, Stand E58. In a relaxed atmosphere, participants will have the opportunity to network and exchange views on current developments in the agricultural machinery trade.

From 10:00 a.m., participants can join the optional DLG Trade & Innovation Tour. This guided trade fair tour, lasting approximately two hours, takes visitors to selected EuroTier exhibitors who will provide exclusive insights into their latest technologies and innovations. Particular attention will be given to developments and solutions that offer new perspectives and business opportunities for agricultural machinery dealers.

### **Free Participation – Registration Until 31 October**

Participation in the dealer event is free of charge. Each registered dealer will receive up to four complimentary admission tickets for themselves and their customers. Registration is available online until 31 October 2026. After registration, dealers will receive the corresponding voucher codes by email.

**Meeting point:** DLG Stand, Hall 13, Stand E58, Hanover Exhibition Grounds

**Further information:**

[https://www.eurotier.com/en/programme/agricultural-machinery-trade 6](https://www.eurotier.com/en/programme/agricultural-machinery-trade-6)

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### **DLG. Progress and sustainability in the agriculture and food industry**

The DLG (German Agricultural Society), founded in 1885 by Max Eyth, stands for productivity and sustainability in innovation-driven improvements in agriculture and the food chain. The aim of the DLG is to promote progress through the transfer of knowledge - especially with regard to technology and quality control. Non-profit, politically independent and with an international network, the DLG has more than 30,000 members worldwide.

As one of the leading organizations in its sector, the DLG not only organizes trade fairs and events in the fields of agriculture and food technology but also tests food, agricultural technology and equipment. With its competence centers for agriculture and food, its demonstration farm where practical trials take place along with its numerous publications, the DLG continually promotes independent knowledge transfer. In addition, the DLG works on numerous national and international committees of experts to develop solutions for the challenges facing agriculture and the food industry.

[www.dlg.org](http://www.dlg.org)