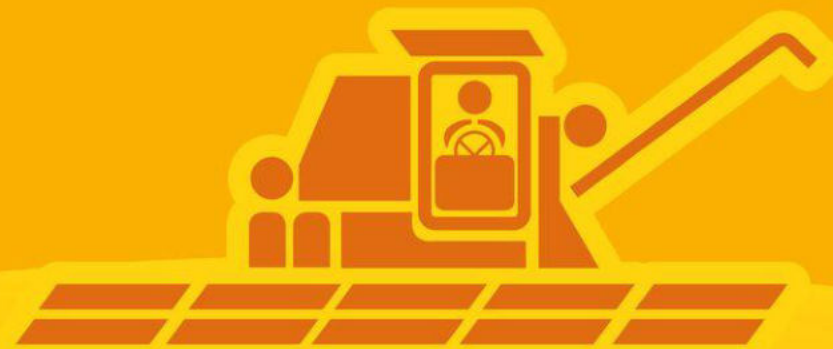




# AGRICULTURAL AND FORESTRY FAIRS

**7 to 11 April 2024**  
**BRNO EXHIBITION CENTRE**



**SILVA  
REGINA**

**BIO  
MASA**



**techagro.cz**

**B | R | N | O |**





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**TECHAGRO** – 16th International Fair of Agricultural Machinery

**SILVA REGINA** – 16th International Forestry and Hunting Fair

**BIOMASA** – 5th Fair of Renewable Energy Sources in Agriculture and Forestry

- The largest and most important trade show of its kind in Central and Eastern Europe,
- 3rd most reputable trade show in Europe
- A comprehensive showcase of new technologies, products and services for agriculture, forestry, hunting and renewable energy with a 30-year tradition
- 750 exhibitors from 37 countries in 13 halls and open areas covering 88,189 square meters
- 112,810 visitors from agricultural businesses, independent farmers, ranchers, forest owners, hunters and other trade visitors...
- **Final Report from the last edition (2018) of TA, SR and Biomasa**

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## PRESENTED SECTORS

- Tractors, transport and handling equipment
- Soil cultivation and tillage machinery
- Forage harvesting machines
- Machinery and equipment for grain harvesting, post-harvest treatment, preservation and storage
- Plant protection, seeding and fertilising machinery and equipment
- Machines and tools for logging, timber removal and concentration
- Equipment for hunting and outdoor activities
- Machinery and equipment for energy generation from agricultural and forestry waste



BVV

  
Veletřhy  
Brno





## HIGHLIGHTED TOPICS AND NEWS FOR THE 2024 EXPO

- Precision agriculture
- Trends in Agriculture 4.0
- Innovation, digitalisation and new technologies
- Sustainable farming and forestry management systems
- Efficient farming
- Live machine demonstrations
- Development of equipment and technology in forestry
- Renewable energy sources in forestry and agriculture

### NEW PROJECT AT TECHAGRO

### SMART FARM LIVE



#### DISPLAY OF NEW TECHNOLOGIES

Spatially interconnected exhibition consisting of company stands representing individual components of a smart farm.



#### SMART STAGE

A place where the latest technologies and trends are presented live. Featuring a hosted discussion..



#### EXPERIENCE SHARING

A platform for sharing experience leading to increased agricultural efficiency and competitiveness.

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## ADDITIONAL EXTRA PROGRAMME

- Online streaming of the Smart Stage programme
- GRAND PRIX exhibit competition
- Trophy exhibitions on the concourse of Hall Z
- Professional, educational and entertaining forestry and hunting programme on the big stage in Hall Z
- Show of farm animals
- Bekeeping exhibition





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## PRICES

Indoor area (KP):		By deadline	After deadline
		CZK/sqm	CZK /sqm
Stands :	Up to 50 sqm	2 250	2 500
	51 - 500 sqm	2 160	2 400
	501 - 1000 sqm	2 070	2 300
	1001 sqm +	1 890	2 100

Open area (VP):		By deadline	After deadline
		CZK/sqm	CZK /sqm
Stands:	Up to 50 sqm	1 440	1 600
	51 - 500 sqm	1 350	1 500
	501 sqm +	1 260	1 400

- Registration fee CZK 6,000.-
- Co-exhibitor CZK 4,000.-
- **Deadline for application at reduced price is 30 September 2023**





## **MARKETING CAMPAIGN** (January-April 2024)

- Agriculture 4.0 is one of the main topics of Techagro
- Smart Farm presentation at press conferences prior to the expo in Prague and Brno
- Cooperation with specialist media and daily press
- Outdoor and radio campaign aimed at the target group of the expo

### **ONLINE MARKETING**

- communication of exhibitors' news on the website of Techagro, Silva Regina and Biomasa
- sending out newsletters to the visitor and exhibitor database
- Extensive online PPC campaigns in the Czech Republic, Slovakia, Germany, Austria, Poland and Hungary

### **SOCIAL NETWORKS**

- communication on Facebook profile
- exhibitor news, industry topics
- organic reach and sponsored posts

**OVER 14 000 FANS ON THE FACEBOOK PAGE**

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## PARTNERS OF THE EXPO



MINISTERSTVO ZEMĚDĚLSTVÍ







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