



FRUIT LOGIS TICA

ONLINE

CONNECTING THE WORLD
OF FRESH PRODUCE!

**MEDIA
PACKAGES,
UPGRADES,
AND
PRINT**

Connecting the world of fresh produce!



Discover the new digital industry platform of **FRUIT LOGISTICA!**

Business, content and networking - your benefits at a glance!

For many years now, FRUIT LOGISTICA has been offering its exhibitors the opportunity to digitally extend their on-site trade fair participation beyond the duration of the exhibition with the Media Package.

This digital presence is now being strengthened with the new FRUIT LOGISTICA Online Platform with innovations in the areas of interactivity and networking.

The FRUIT LOGISTICA App

Brand new this year is the FRUIT LOGISTICA App! It is the smart companion for on-site visits.

Let's explore the options to underline your presentation on-site!



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Media Packages Basic Entry included within the stand Registration

99.00 €

Co-Exhibitor

FRUIT LOGISTICA ONLINE & App

- ✓ Basic company entry (company name, postal address, hall and stand number, telephone, fax, email, branch codes, entry in the product key numbers)

FRUIT LOGISTICA Online

- ✓ 1/16 tile for your company profile under “Exhibitors”
- ✓ Contact person with email and telephone
- ✓ Company profile (max. 5,000 characters)
- ✓ Company logo
- ✓ Link to social media profiles (Facebook, Twitter, You-Tube etc.)
- ✓ Link to homepage
- ✓ Presentation of 1 product with description (max. 5,000 characters.) and picture with link to the product on the exhibitor’s homepage. Please note: Only products and services in accordance with the product group index are admitted.
- ✓ Link to videos, PDFs and pictures to external website
- ✓ Business matching & calendar
- ✓ Video & audio calls

519.00 €

Main Exhibitor

FRUIT LOGISTICA ONLINE & App

- ✓ Basic company entry (company name, postal address, hall and stand number, telephone, fax, email, branch codes, entry in the product key numbers)

FRUIT LOGISTICA Online

- ✓ 1/4 tile for your company profile under “Exhibitors”
- ✓ Contact persons with email and telephone
- ✓ Company profile (max. 5,000 characters)
- ✓ Company logo
- ✓ Link to social media profiles (Facebook, Twitter, YouTube etc.)
- ✓ Link to homepage
- ✓ Presentation of up to 10 products with description (max. 5,000 characters per product) and picture with link to the products on the exhibitor’s homepage. Please note: Only products and services in accordance with the product group index are admitted.
- ✓ Link to videos, PDFs and pictures on the external website
- ✓ Business matching & calendar
- ✓ Video & audio calls



Upgrade from co-exhibitor entry to main exhibitor entry possible!

Exemplary Visualization

Upgrade for Main Exhibitor

250.00 €

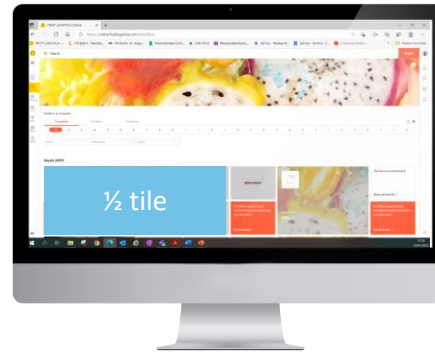
Special Upgrade

FRUIT LOGISTICA Online & App

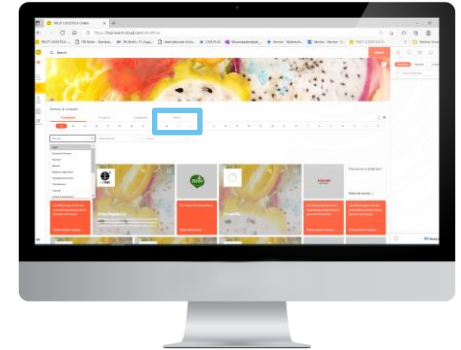
Your benefits:

- ✓ **Bigger tile:** 1/2 tile for your company profile under „Exhibitors“
- ✓ **More products:** up to 15 products with description (max. 5,000 characters per product) and picture with link to the products on the exhibitor's homepage. Please note: Only products and services in accordance with the product group index are admitted.
- ✓ **New :** 5 Exhibitor-News under the Navigation “Exhibitors”
- ✓ **New:** Video in the Header Banner of the company profile

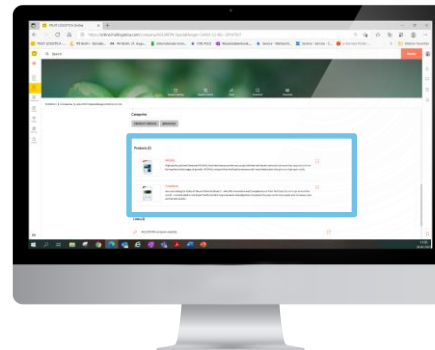
Bigger tile: 1/2 tile



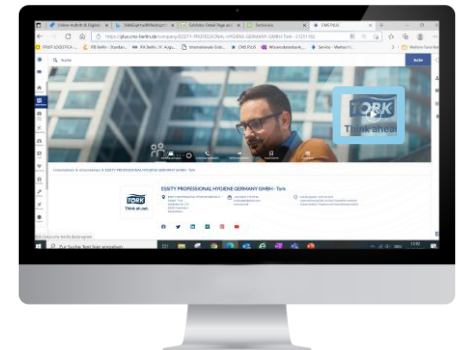
New: 5 Exhibitor-News



More products (up to 15) in your company profile



New: Video in the Header Banner



Upgrades for Co-Exhibitor

420.00 € Option 1: Main Exhibitor Basic Entry

FRUIT LOGISTICA Online & App

Your benefits:

- ✓ **Bigger tile:** 1/4 tile for your company profile under “Exhibitors”
- ✓ **More products:** up to 10 products with description (max. 5000 characters per product) and picture with link to the products on the exhibitor’s homepage. Please note: Only products in accordance with the product group index are admitted.

670.00 € Option 2: Special Upgrade

FRUIT LOGISTICA Online & App

Your benefits:

- ✓ **Bigger tile:** 1/2 tile for your company profile under „Exhibitors“
- ✓ **More products:** up to 15 products with description (max. 5,000 characters per product) and picture with link to the products on the exhibitor’s homepage. Please note: Only products and services in accordance with the product group index are admitted.
- ✓ **New :** 5 Exhibitor-News under the Navigation “Exhibitors”
- ✓ **New:** Video in the Header Banner of the company profile

Upgrade for Co-Exhibitor

250.00 €

Option 3: Co-Exhibitor Basic Entry + Exhibitor News

FRUIT LOGISTICA Online & App

Your benefits:

- ✓ **up to 5 Exhibitor-News** under the navigation “Exhibitors” additional to the co-exhibitor basic entry

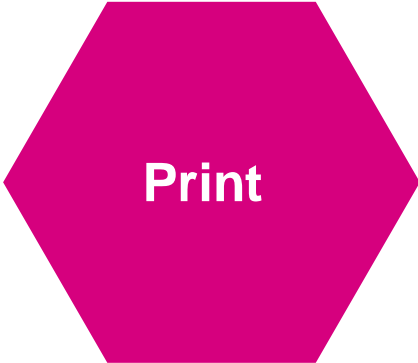


Network

Use the digital and the on-site options to make connections and to boost your visibility.

Complement your presence online and vice versa with selected and impressive advertising spaces on site. Use our recommendations or choose freely from our extensive portfolio.

Get in touch with our experienced team.



Print Advertising

Exhibition Guide (Print)

- Advertisements
- Extended company entry with logo in alphabetical list A-Z

Advertising closing date:

Date advertising: 25 March 2022

Deadline print: 21 February 2022 until 28 February 2022

Order [here](#) your Exhibition Guide Advertising!

Contact

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GET IN TOUCH WITH OUR EXPERIENCED TEAM...

Give us a call or write us an email:
Phone: +49(0)30 3038-2500
Email: advertising@messe-berlin.de

Availability upon request!

All indicated prices plus Value Added Tax. Subject to change. Subject to confirmation.
Agency commissions will not be accorded. Prices do not include graphic design/layout.
Period of Performance: Beginning with the publication and maximum until the import
of the data of the following FRUIT LOGISTICA. Agency commissions will not be accorded.



Wilhelm Trupp Junior Marketing Manager	Tuba Ipek Marketing Manager	Viktoria Preschel Marketing Manager	Lilith Strebl-Schneider Marketing Director	Gudrun Mehlhase Senior Marketing Manager	Ina Rehberg Marketing Manager	Marcus Zietlow Senior Marketing Manager
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