

The heartbeat of the fresh produce business

FRUIT
LOGISTICA



Berlin
7|8|9 Feb 2024

FRUITNET

 Messe Berlin

YOUR HEART BEATS...

...FOR FRESH FRUIT AND VEGETABLES?

Ours does too!

Meet us at the world's most important trade fair for the fresh produce industry FRUIT LOGISTICA – "THE HEARTBEAT OF THE FRESH PRODUCE BUSINESS".

Various attractive advertising media from onsite to online will highlight your products and your performance at FRUIT LOGISTICA 2024. Benefit from a multitude of options and lead the visitors straight to you!

Let's explore together!

**3% Early
Bird
Discount***



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WHY SHOULD YOU ADVERTISE?

TO STAND OUT FROM THE CROWD!

Striking advertising, promotion, branding and sponsoring opportunities onsite on the exhibition grounds in Berlin as well as online on all our digital channels carry your core brand message to the fresh world!

But that's not all! Advertising in the city of Berlin, at the Berlin Brandenburg Airport (BER) and at the Public Transport rounds off our customised services and your all-round performance.

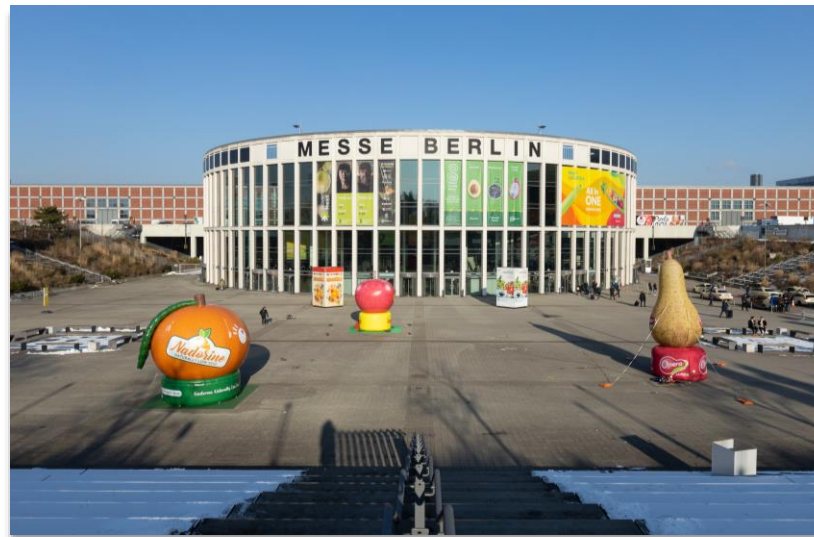
Thanks to the variety of communication channels and advertising formats that we offer,...

- ✓ you reach your target group quickly and effectively at the right touch points,
- ✓ you freely choose the advertisement perfectly matching in terms of return on investment,
- ✓ you are the master of your own success. Do not only take part, but put yourself in the spotlight!

ONSITE ADVERTISING

CONSPICUOUS AND COLOURFUL!

Indoor and outdoor advertising on the exhibition site leaves a lasting impact on visitors and guides them directly to your booth. Emerge as a big eye-catcher at the main entrances and at high traffic areas!



ONSITE ADVERTISING: HIGH TRAFFIC AREA



1 MEGA-BANNER

at the ICC Bridge North

Location: at the ICC Bridge North directly above the main road "Messedamm": connection between the ICC Berlin and the Berlin exhibition site

Size (w x h): 40.00 m x 4.24 m

Hire Charge: 25,626.00 EUR

Production/ Installation: 7,555.00 EUR



1 ROTUNDA HALL 16: Co-Branding in combination with Organiser Content

at "Messedamm"

Location: Rotunda Hall 16 facing the cross-roads "Messedamm, Masurenallee and Neue Kantstraße"

Size (w x h): min. 8 components for exhibitor advertising à 3.04 m x 3.00 m each, i.e. 24.32 m x 3.00 m in total

Hire Charge: 14,860.00 EUR for 8 components (out of max. 18)

Production/ Installation: 5,128.00 EUR for 8 components (out of max. 18)

ONSITE ADVERTISING: MAIN ENTRANCES



4 WINDOW BRANDINGS

at the Entrance Hall South

Location: up to 4 window brandings at the Entrance Hall
(see pink marks on the left photo)

Size (w x h): 10.80 m x 7.95 m per banner

Hire Charge: 15,538.00 EUR per banner

Production/ Installation: 4,360.00 EUR per banner



MOBILE ADVERTISING TOWERS

at Entrance South, each 4-sided

Location: on the plaza of Entrance South
(exact positions by arrangement)

Size (w x h): 2.302 m x 4.15 m per side

Hire Charge: 10,642.00 EUR per 4-sided tower

Production/ Installation: 3,115.00 EUR per 4-sided tower

ONSITE ADVERTISING: DIGITAL HIGHLIGHTS



1 LED MEGA-DISPLAY

in the Entrance Hall South

Location: in the Entrance Hall in the access area to the site between Hall Levels 1 & 2

Technical Specs:

- > FULL-HD display/ 2.5 mm pixel pitch
- > resolution: 3840 x 1080 px (w x h)
- > aspect ratio: 32:9
- > video format: MPEG-4 (.mp4) or h264
- > recommended bit rate: 20 Mbit
- > recommended frame rate: 60 fps

Hire Charge: 21,556.00 EUR for an exclusive 30 sec. spot within a loop with organiser content

4 DIGITAL SCREENS

in the passageway "Großer Stern"

Location: in "Großer Stern" on Level 2 with 4 screens in total whereof 2 screens are installed side by side

Technical Specs:

- > 75" displays
- > picture format: .png or .jpeg with 2160 x 3840 px (w x h) resolution
- > video format: MPEG-4 (.mp4) with a H.264-video codec with 2160 x 3840 px (w x h) resolution
- > frame rate: 25 and 30 Hz or 50 and 60 Hz

Hire Charge: 2,015.00 EUR per screen for a 30 sec. spot within a loop with organiser content



PROMOTION

LEAVE AN UNIQUE IMPRESSION BEYOND YOUR BOOTH!

Thanks to **giant inflatables** shaped as tasty fruit, **flashy walking acts** and **colorful branded trucks**, you surely catch everybody's eye...



PROMOTION



ASSIGNMENT OF PROMOTERS

A promotion team appointed by the exhibitor distributes fancy give-aways and informative advertising material during the show on the exhibition site. This opportunity enhances the exhibitor's presence and guides visitors to his stand.

Promotion Licence: 1,608.00 EUR per person

Personnel and storage costs as well as advertising material etc. are not included.



PROMOTION AREAS FOR TRUCKS

A promotional truck branded with advertising (no digital advertising) supplied by the exhibitor is placed at a highly frequented location as for example at the access to the Entrance South. A detailed overview of all positions will be gladly provided anytime.

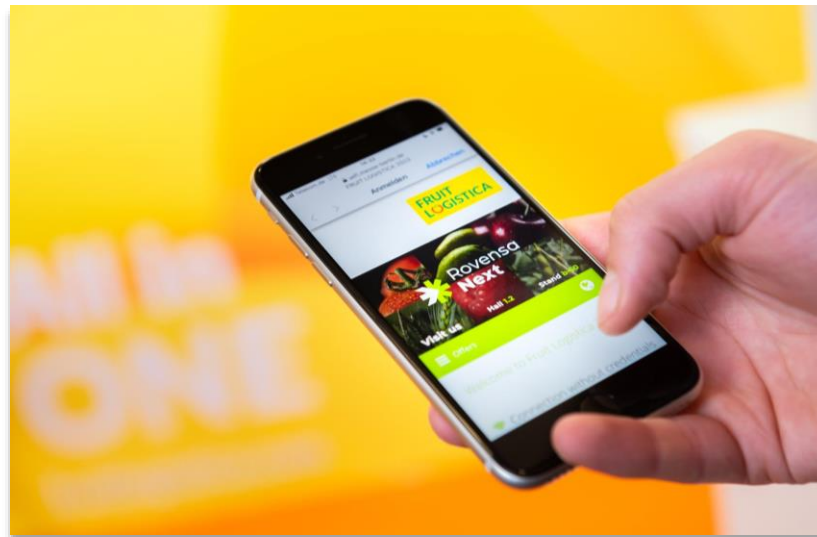
Sizes: on demand

Hire Charge: from 3,694.00 EUR per position
(depending on location and requested size)

BRANDING & SPONSORING

CREATE A BRAND MARK!

As premium partner, you get yourself noticed by having your corporate branding on all shuttle buses or by sponsoring our WIFI. Become visible all-over the exhibition site!



BRANDING & SPONSORING



SHUTTLE BUS BRANDING

Up to 10 buses will shuttle exhibitors, visitors and media representatives on the exhibition site. These buses can be equipped with 2 magnetic advertising films on both sides.

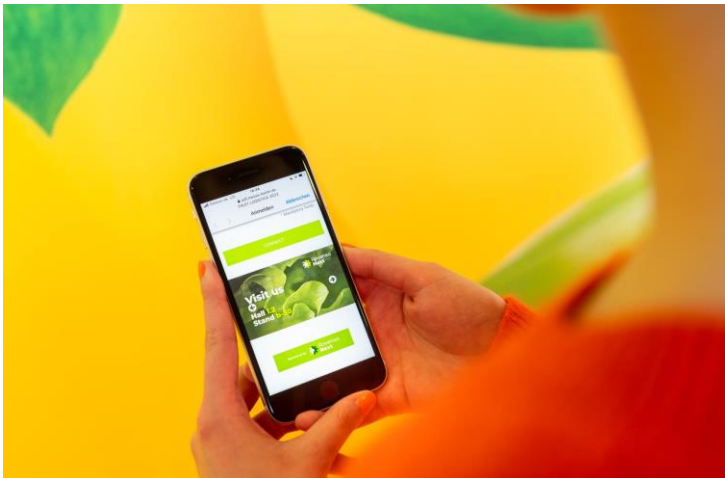
Sizes (w x h):

> driver's side: 4.17 m x 0.55 m

> passenger's side: 2.71 m x 0.55 m

Hire Charge: 3,082.00 EUR per bus with 2 magnetic films

Production/ Installation: 630.00 EUR per bus with 2 magnetic films



WIFI SPONSORING

FRUIT LOGISTICA will offer free WIFI at numerous access points all over the Berlin ExpoCenter City. The sponsor benefits from different design options and features. A detailed overview of all benefits will be gladly provided anytime.

Licence: on demand

(depending on extent of the sponsorship)

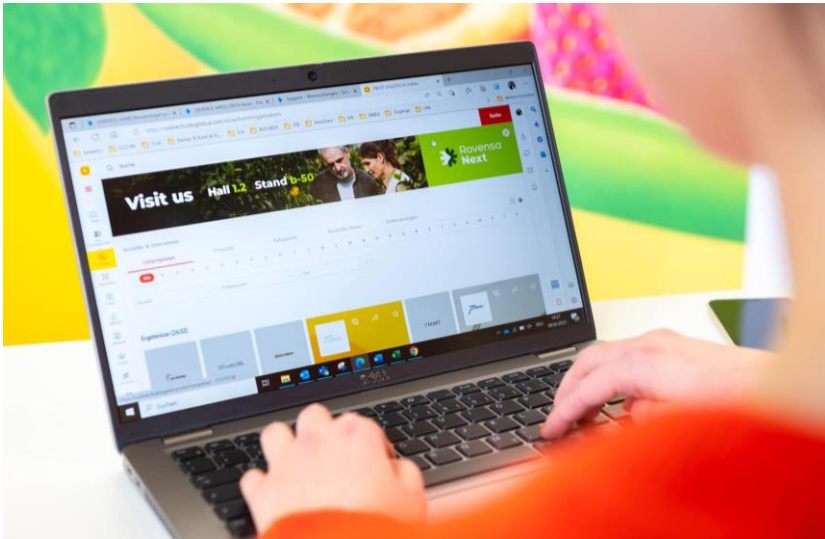
ONLINE ADVERTISING

A DIGITAL EXTENSION ON 3 DIGITAL CHANNELS!

Benefit from exclusive online advertisement and present yourself prominently in the very center of our digital world.
 Content upgrades, bundles & packages, individual options & specials are just some of the add-ons that we offer.

The following 3 media channels provide you the perfect stage:

- FRUIT LOGISTICA Website: the clipped and precise exhibitor list as sneak preview
- FRUIT LOGISTICA Online: the comprehensive pre- and post-event platform for business, content and networking
- FRUIT LOGISTICA App: the smart mobile companion for your event visit seamlessly synchronised with FRUIT LOGISTICA Online



OUT-OF-HOME ADVERTISING

NEXT STOP: "BON VOYAGE!"

Welcome and accompany the trade visitors, media representatives and exhibitors with your corporate design

- upon their arrival at **BER - the Berlin Brandenburg Airport**,
- during their journey through the city of Berlin by **public transport and taxis**,
- directly at the **urban railway station "Messe Süd"** before entering the exhibition grounds!



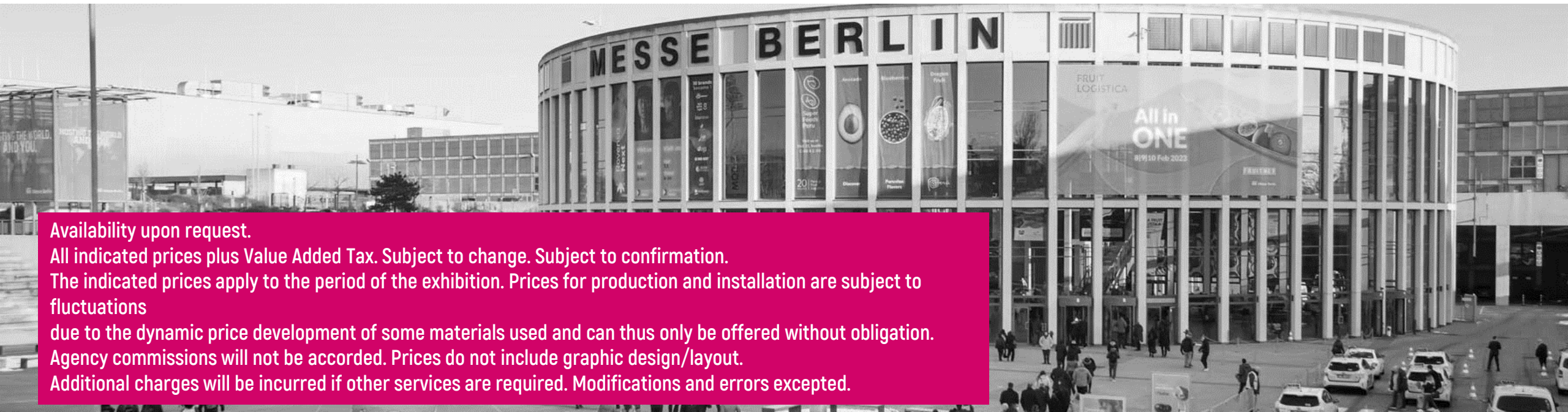
CONTACT

**MORE DETAILED OVERVIEWS OF ALL BENEFITS WILL BE GLADLY PROVIDED ANYTIME.
WE WILL BE HAPPY TO ASSIST YOU!**

Get in touch with us:

phone: +49(0)30 3038-2525

e-mail: advertising@messe-berlin.de



Availability upon request.

All indicated prices plus Value Added Tax. Subject to change. Subject to confirmation.

The indicated prices apply to the period of the exhibition. Prices for production and installation are subject to fluctuations

due to the dynamic price development of some materials used and can thus only be offered without obligation.

Agency commissions will not be accorded. Prices do not include graphic design/layout.

Additional charges will be incurred if other services are required. Modifications and errors excepted.