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Personalize your FRUIT LOGISTICA content!

This guide presents **your FRUIT LOGISTICA sharepic** to support your social media communication. Use the free sharepic template for products and personalise it to communicate your trade fair presence on LinkedIn and other social media **in the look of FRUIT LOGISTICA** in advance. All you need is the product file from the website and MS PowerPoint or Adobe Acrobat.

Step by step to your own product posting

1. **Choose a product photo** that shows one of the products you are exhibiting at FRUIT LOGISTICA. Please note that the photo should be in landscape format with an aspect ratio (width:height) of approx. 3:2. The vast majority of landscape format photos will fit here.
2. **Open the file "Product.pdf"** with Acrobat or the file „Product.pptx“ with PowerPoint.
3. Click in the image box to **add your product photo**.
4. Click in the text fields to enter **product name, company name and the location** (hall | stand).
5. Now **export** via "File" > "Export" and select from the image formats jpeg or png. In Acrobat, please pay attention to the export setting "Quality: Maximum". In PowerPoint, please ensure a resolution of approx. 2400 x 1254.

Perfect - you've done it. Now you're ready to share your personalised FRUIT LOGISTICA sharepic on LinkedIn and other social media. Use our hashtag **#FL24** here.