

EXCLUSIVE WIFI SPONSORING FOR EXHIBITORS

FRUIT
LOGISTICA



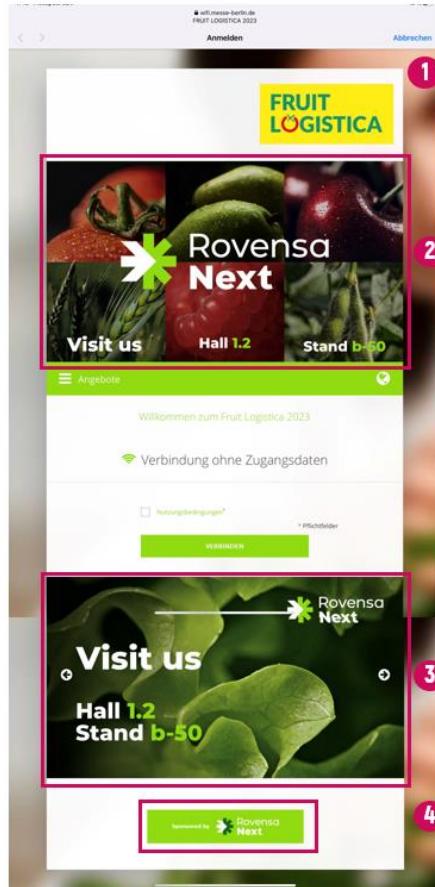
Berlin
71819 Feb 2024

THE BENEFITS OF A SPONSORSHIP ARE MULTIFACETED



SPONSORING

Exemplary presentation for mobile devices



WiFi Sponsoring

Description FRUIT LOGISTICA will offer free WiFi at numerous access points all over the Berlin ExpoCenter City.

The sponsor benefits from the following FEATURES.

Within the login screen (responsive design):

1. Eye catching branding of the background without text of the portal page by the sponsor (a picture or a colour definition by the sponsor – responsive design)
2. Up to 2 different impressive pictures (rotation) of the sponsors can be shown in this area
3. Up to 2 different impressive pictures (rotation) of the sponsors can be shown in this area
4. Logo integration with a headline "sponsored by"

All-Over the Exhibition site and on the Website:

- a. branding area on all FRUIT LOGISTICA information counters on-site
- b. logo presence on all direction signs
- c. logo presence on the online map as well as on the corresponding sub-page of the FRUIT LOGISTICA website
- d. the permission to deploy 2 promoters
- e. **NEW: logo presence in the digital signages at Entrance South**
- f. **NEW: logo presence in the digital signages in the middle foyers**

FRUIT LOGISTICA ONLINE AND APP

- i. Advertising option at FRUIT LOGISTICA Online or APP

License

45.000.00 EUR

Layouts and logos have to be designed and provided by the sponsor. Promotion staff, storage, promotion material etc. are not included and have to be ordered separately by the sponsor.

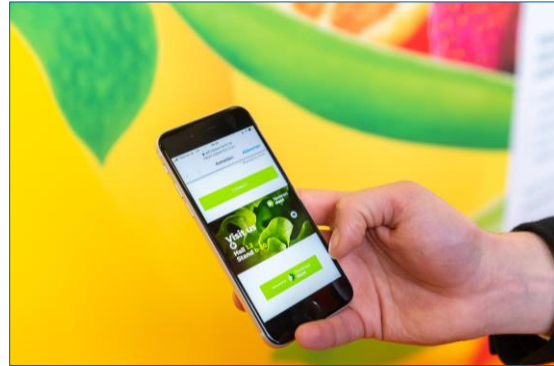
Status

This option is currently available.

INTEGRATIONS



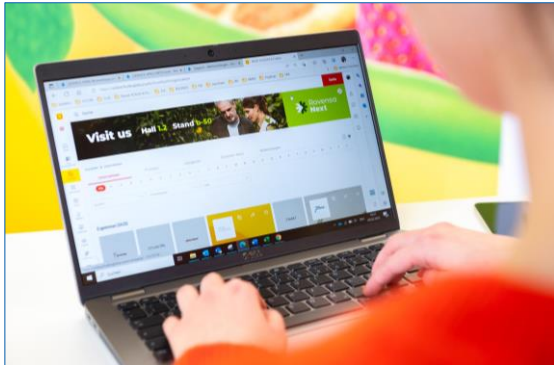
login screen (mobile devices)



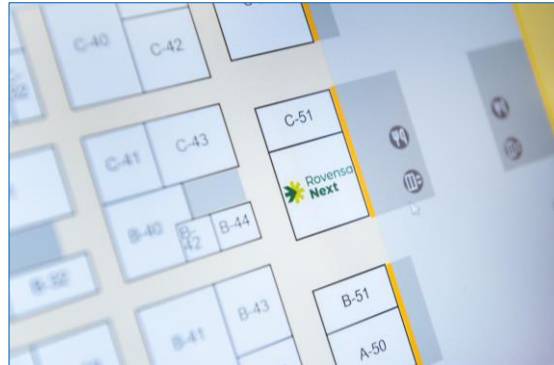
login screen (mobile devices)



logo presence on all direction signs



advertising option at FRUIT LOGISTICA Online or APP

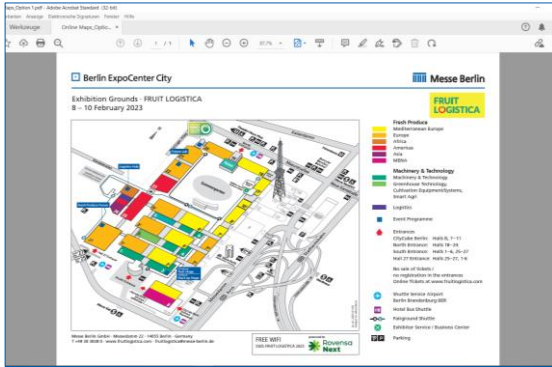


advertising option at FRUIT LOGISTICA Online or APP



branding area on all information counters on-site

INTEGRATIONS



logo presence on the online map as well as on the corresponding sub-page of FRUIT LOGISTICA website



the permission to deploy 2 promoters



NEW: logo presence in the digital signage at Entrance South



NEW: logo presence in the digital signage in the middle foyers

GET IN TOUCH WITH OUR EXPERIENCED MARKETING TEAM...

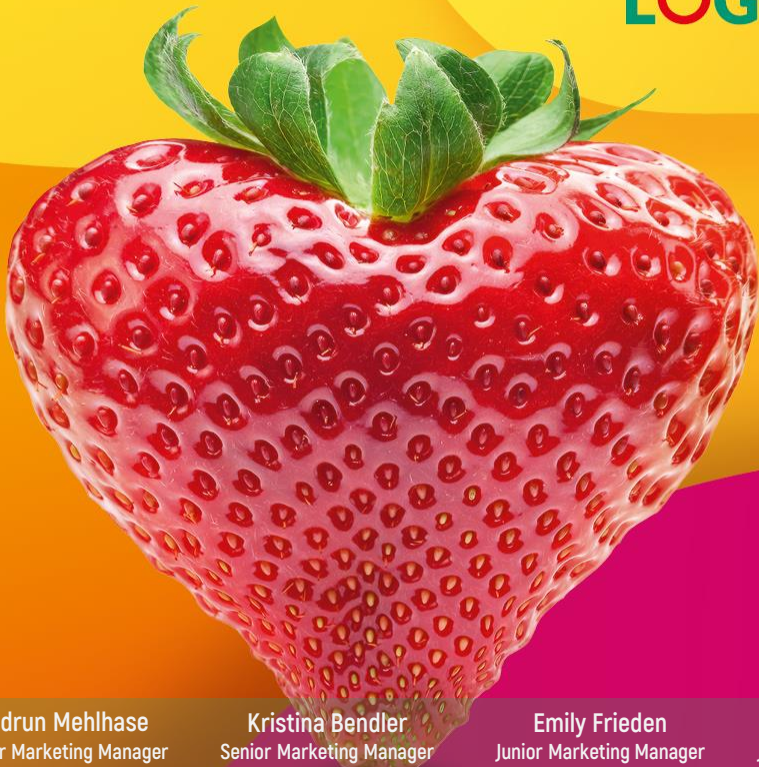


GIVE US A CALL OR WRITE US AN E-MAIL:

PHONE: +49(0)30 3038-2525

E-MAIL: ADVERTISING@MESSE-BERLIN.DE

LET'S BOOST YOUR VISIBILITY BEYOND YOUR BOOTH AND FEEL THE HEARTBEAT OF THE FRESH PRODUCE BUSINESS!



Luis Humpert Junior Marketing Manager	Tuba Ipek Senior Marketing Manager	Lilith Strebl-Schneider Marketing Director	Gudrun Mehlhase Senior Marketing Manager	Kristina Bendler Senior Marketing Manager	Emily Frieden Junior Marketing Manager	Leopold Benecke Junior Marketing Manager
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Important note on prices:

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.