

NICE TO SEE YOU AT THE #FL25

Your placement was successful and now the preparations for your trade fair appearance can begin. You will find detailed information of all services at the website. The map will give you an overview and is a checklist for you as an exhibitor or stand constructor to ensure that you keep in mind everything. You can also use our [timeline](#) as further orientation.

We hope you enjoy your preparations!

**FRUIT
LOGISTICA**

YOUR PROJECT TEAM

Don't hesitate to give us a call,
we are happy to help!

During the fair you will find us
in the exhibition management, hall 6.3.

fruitlogistica@messe-berlin.de
030 3038 1111

Contact - FRUIT LOGISTICA

FRUITNET

 **MESSE
BERLIN**

FRUITFUL CONNECTIONS.

FRUIT
LOGISTICA

Berlin 5|6|7 Feb 2025

FRUITNET

MESSE
BERLIN

For exhibitors

Preparations for your trade fair appearance



BERLIN – YOU ARE SO WONDERFUL!

[Visa, Travel & Accommodation](#) – Remember to check your country's VISA requirements and book your accommodation well in advance.



WELCOME PARTY

Save the Date: 4 February 2025! Celebrate the start of FRUIT LOGISTICA with us: Enjoy signature drinks in a spectacular location and use the opportunity to network with our exhibitors and trade visitors in a relaxing atmosphere. Let your evening round off with our DJ and live band music.



TICKET SHOP

You can redeem your codes for exhibitor passes and set-up and dismantling passes in the [ticket shop](#). We will provide you with the set-up and dismantling pass codes in advance in your [BECO webshop](#) account, where you can also purchase additional exhibitor passes and vouchers for your customers.



THE EXHIBITOR PORTAL

Would you still like to register co-exhibitors? You can do this via the [exhibitor portal](#). All co-exhibitor registrations received by November 10 can still be included in the printed catalog – Exhibition Guide.



OPENING HOURS

In order to prepare your stand properly, exhibitors may enter one hour before and after the official opening hours for trade visitors. The following opening hours therefore apply for exhibitors Wednesday and Thursday 8.00 am – 7.00 pm and Friday 8.00 am – 5.00 pm. You can also find these under [Exhibit -> Exhibition Planning -> Stand Construction & Regulations](#)



ENTRANCES

Halls 1–6: South Entrance (Jafféstr.)
Halls 7–11: Entrance Hall 7 (Messedamm)

Halls 18–24: Entrance North (Masurenallee)
Halls 25–27: Entrance Hall 27 (Jafféstr.)

FRUITFUL CONNECTIONS.

FRUIT
LOGISTICA

Berlin 5|6|7 Feb 2025

FRUITNET

MESSE
BERLIN

For exhibitors

Preparations for your trade fair appearance



BECO WEBSHOP

[BECO webshop](#) is the platform for ordering all the products and services needed for your participation in the trade fair: from additional passes to security cover, parking, cleaning, displays and stand equipment. An important topic, which is close to our hearts for sustainability reasons is waste avoidance and disposal.

Please note that each exhibitor is responsible for their own waste – during set-up, during the trade fair and during dismantling. Please book an appropriate waste disposal at the [BECO webshop](#).



[Ticket vouchers](#) will give your customers direct and free access to the trade fair and you can invite them directly to your stand. After the event you will only be charged for the redeemed vouchers.

- ♦ Approval is mandatory for individual stand constructions with double storey. The deadline for submitting stand construction plans to messetechnik@messe-berlin.de is November 26, 2024
- ♦ Place all orders in the BECO webshop by 08.01.2025. After the deadlines, a surcharge applies.

Contact: beco-support@messe-berlin.de



For exhibitors

Preparations for your trade fair appearance



MARKETING AND MEDIA SERVICES

Explore your numerous options:

- ♦ **FRUIT LOGISTICA Online:** is the digital extension of your exhibition presence and is already included in your Media Package. Maintain your company and product presentations or book [additional services](#) on FRUIT LOGISTICA Online.
As a registered exhibitor, you will receive a link to the Content Manager at the beginning of November to complete your profile. The data you enter in your profile will serve as the basis for your entry in the printed Exhibition Guide. To ensure a complete entry in the Exhibition Guide, please update your profile by the beginning of December.
T. +49(0)30/3038-2500, support@messe-berlin.de
- ♦ **Exhibition Guide:** If you would like to provide more information to trade visitors or make sure your company stands out from the rest, then consider one of the following options:
A entry with company log in full color or a premium entry and advertisement possibilities.
T. +49(0)211/9910440, katalog@fruchthandel.de
- ♦ **Advertising & Sponsoring:** For the perfect presentation of your brand use our indoor & outdoor advertising, sponsoring, branding or promotional offers.
- ♦ **PR for Exhibitors:** Maximize your PR value in advance. We offer you support for the organization of your press conference, digital press compartments, procurement of experienced photographers and active approach of national and international media.
- ♦ **Spotlight:** Spotlight offers exhibitors and co-exhibitors an opportunity to present their premieres and innovations to visitors and to the media free of charge. This exclusive platform provides descriptions and images of new and improved products, machinery, processes, systems, techniques and technologies along with services, special promotions and exhibitor campaigns.
T. 49(0)30/3038-4562, spotlight@fruitlogistica.de
- ♦ **Social Media, Logos & Banners:** Actively promote your trade show presence by generating your personalized e-mail banner with hall and stand number free of charge at our website. Additionally use our Sharepics to draw attention to your participation.

FRUITFUL CONNECTIONS.

**FRUIT
LOGISTICA**

Berlin 5|6|7 Feb 2025

FRUITNET

MESSE
BERLIN

For exhibitors

Preparations for your trade fair appearance



FRUIT LOGISTICA INNOVATION AWARD (FLIA)

The FRUIT LOGISTICA Innovation Award (FLIA) recognizes outstanding innovations in the entire fruit and vegetable supply chain from production to the point of sale. Whether it's fresh products, services, technology and technical systems – what innovations would you like to present?

T. +49 211 99 104 25, events@fruchthandel.de
[Innovation Award FLIA](#)



Tech Stage

At Tech Stage, exhibitors present innovative, practical ideas and technical solutions from the field of machinery and technology. Tech Stage is an open forum that is accessible to all trade visitors free of charge. There are 20-minute timeslots.

T. +49 211 99 104 22, ds@fruchthandel.de
[Tech Stage Registration](#)



Organic-Route

The Organic-Route offers trade visitors the opportunity to reach exhibitors with certified Organic products quickly and directly. Do you have a fresh organic product in your portfolio with which you would like to participate at FRUIT LOGISTICA? Then register by email.

T. +49 (0)30 3038 1111, fruitlogistica@messe-berlin.de
[Organic Route](#)



For stand constructors / stand building companies

ALL IMPORTANT INFORMATION AND DEADLINES ABOUT STAND CONSTRUCTION, SET-UP AND DISMANTLING ARE NOTED UNDER EXHIBITION PLANNING. THERE YOU WILL FIND DETAILED EXPLANATIONS AND RELEVANT CONTACT PERSONS.



SETUP & DISMANTLING – APPOINTMENTS AND ID CARDS

For the setup and dismantling passes please contact your client, your exhibitor. They will receive the relevant passes and can order additional passes -free of charge - via the [BECO webshop](#).



VISIFAIR

Exhibitors and suppliers can only enter the exhibition grounds for set-up and dismantling work after registering with the system and [pre-booking a loading zone](#)! Please note the deadlines on the [website](#). To ensure smooth traffic flows during assembly and dismantling, it is essential that you observe the entry regulations set out in the [Traffic Guide](#).

T. +49(0)30/3038-4334, traffic@messe-berlin.de



STAND DESIGN

The rear sides of stands over 2,5 m high that border on neighbouring stands must be kept neutral so as not to impair the design of the neighbouring stand.

Stand sides adjoining visitor aisles must be open in design, so that the closed part may not exceed 30 % and wall should not be longer than 5 m at a time.

[Special conditions of participation](#)

FRUITFUL CONNECTIONS.

**FRUIT
LOGISTICA**

Berlin 5|6|7 Feb 2025

FRUITNET

MESSE
BERLIN

Your contact person on the exhibition grounds

You can find contact details for our project team, our service providers and our foreign representatives on the website. Our foreign representatives will also be on site during the trade fair.

SERVICE	SERVICE	CONTACT
Representatives	Many foreign representatives are on site. The contact details are at the website Messe Berlin worldwide - FRUIT LOGISTICA	Messeleitung, Hall 6.3.
Exhibitor Service	Orders and services for your exhibition stand.	Großer Stern T. +49(0)30/3038-1400 fair-service@messe-berlin.de
Catering	Catering to your exhibition stand during the trade show.	Capital Catering GmbH T. +49(0)30/3038-2993 cateringservice@capital-catering.de www.capital-catering.de
Logistics/ VisiFair	Access to the exhibition grounds for exhibitors and contractors before, during and after the trade show. LogPoints / preliminary storage areas LogPoint P11a (AVUS Nordkurve), Halenseestraße 51, 14055 Berlin GPS-Position: 52.501508477630054, 13.27793800441997 LogPoint P18, Jafféstr. 2, 14055 Berlin GPS position 52.503271142923616, 13.266086606023203	Service Hotline Traffic: T. +49(0)30/3038-4888 Loading zone booking: T. +49(0)30/3038-4334 traffic@messe-berlin.de Loading zone booking via Visifair
BECO webshop	Orders for all products and services relating to the construction and dismantling of your exhibition stand.	beco-support@messe-berlin.de BECO webshop
Forwarding Services	Acceptance of consignments and delivery to your exhibition stand.	Schenker Deutschland AG Servicegebäude Süd / Einfahrt Tor 25 Jafféstrasse 2, 14055 Berlin T. +49(0)30/301 2995 420 fairs.berlin@dbsschenker.com
Stand Construction Approval & Technical Questions regarding the stand	Stand construction approval is only mandatory for individual stands with a double storey!	Messetechnik messetechnik@messe-berlin.de
System Stand Orders & Stand Construction Services by Capital Services, Messe Berlin	Order a system stand (Basic/Classic/Special).	Capital Services GmbH T. +49(0)30/3038-1415 systems@mb-capital-services.de
Tickets & vouchers	Tickets, redemption of codes for exhibitor and set-up/dismantling passes.	Capital Services GmbH tickets@messe-berlin.de Ticket Shop

FRUITFUL CONNECTIONS.

FRUIT
LOGISTICA

Berlin 5|6|7 Feb 2025

FRUITNET

MESSE
BERLIN

Exhibitor Timetable

REGISTRATION DEADLINES

2 May until 31 July 2024	Registration period for main exhibitors. Late registrations will be considered subordinate and will be placed according to the availability of stand space.	https://asp.fruitlogistica.com/	
2 May until 10 November 2024	Registration period for co-exhibitors. Late registrations cannot be taken into account for the printed catalogue 'Exhibition Guide'.	https://asp.fruitlogistica.com/	
1 August until 30 November 2024	Tech Stage	www.fruitlogistica.com/en/events/tech-stage/	
until 8 November 2024	Startup World	www.fruitlogistica.com/en/events/startup-day/	
15 October until 15 November 2024	Innovation Award (FLIA)	www.fruitlogistica.com/en/events/innovation-award-(flia)/	
1 October until 1 December 2024	Spotlight for main exhibitors and co-exhibitors.	www.fruitlogistica.com/en/trade-visitors/spotlight/	

ORGANISATIONAL MATTERS REGARDING YOUR STAND REGISTRATION

Earliest possible	<ul style="list-style-type: none"> Make your travel arrangement, including flight & hotel bookings Apply for visa if required Select stand construction company, noting all relevant regulations Register events at your stand free of charge (obligated) 		
Note cancellation deadlines	New cancellation policy for the stand area must be noted (§4). The cancellation policy for system stands remains the same.	www.fruitlogistica.com/specialconditions	
From October 2024	Acceptance of the placement proposal. Stand applications submitted after 31 July 2024 are expected to receive a placement proposal from November.	https://asp.fruitlogistica.com/	
October until middle of December 2024	Book services in the BECO webshop	https://beco.messe-berlin.de/en/content/services/index.html?_service_container=mb_eshoplive_66040	
From November 2024	Receive down payment invoice including stand number.	Electronic invoicing via messe-berlin@quadiant-eservices.com	
	Book services in the BECO webshop <ul style="list-style-type: none"> Order free construction and dismantling passes, if required Send invitations to customers and business partners Order entry vouchers for customers and business partners 	https://beco.messe-berlin.de/en/content/services/index.html?_service_container=mb_eshoplive_66040	
From December 2024	Receive codes for free exhibitor passes.	The codes will be send by email from tickets@messe-berlin.de	
From April 2025	Receipt of the final invoice.	Electronic invoicing via messe-berlin@quadiant-eservices.com	

As of: 15 November 2024

Subject to change. Please note: further information may follow at a later date at www.fruitlogistica.com

FRUITFUL CONNECTIONS.

FRUIT
LOGISTICA

Berlin 5|6|7 Feb 2025

FRUITNET

Messe Berlin

Exhibitor Timetable

STAND CONSTRUCTION, EQUIPMENT AND LOGISTICS			
1 October until 26 November 2024	Submit stand construction plans for official approval. Only compulsory from 2.5m stand height. For all other stand constructions, compliance with the Technical Guidelines and the and the Special Conditions of Participation (\$7 stand design) is sufficient.	messtechnik@messe-berlin.de traffic-visifair@messe-berlin.de	
From 15 December 2024	Book time slot for loading zone via VisiFair.	www.fruitlogistica.com/traffic-and-logistics	
1 November 2024 until 8 January 2025	Book services in the BECO webshop <ul style="list-style-type: none"> • Order of stand equipment (electrical/ water connections, etc.) • Organize transport of exhibition materials • Booking Parking lot for vehicles • Book waste disposal (mandatory), and if necessary cleaning service if required (note new regulations!) • Order of security services, insurance, storage goods • Order catering • Book additional staff for the Stand • Order night construction if necessary 	A surcharge of 20% on the listed prices will be charged for orders placed within the last 4 weeks before the start of the trade fair (9 January 2025).	
30 January 2025	Start of stand construction for halls 1.1, 2.1, 3.1, 4.1, 5.1, 6.1	30 January – 3 February 2025: night construction possible; Order at least 1 day in advance	
From 31 January 2025	Stand construction in all halls: daily 7 a.m. to midnight	30 January – 3 February 2025: night construction possible; Order at least 1 day in advance	
3 February 2025	End of construction: at midnight (construction inspection/acceptance). After this deadline no machines or equipment are permitted for setup.		
4 February 2025	End of decorative installation: 10 p.m.		
7 February until 10 February 2025	Dismantling in all halls from 7 February, 4 p.m.	Each exhibitor is obligated to ensure that their exhibition stand is fully equipped and staffed with expert staff for the entire duration of the event, daily from 9 a.m. to 6 p.m. It is not permitted to dismantle the stand before 4 p.m. on Friday, 7 February 2025.	
COMMUNICATION SERVICES			
From September 2024	Booking of Advertising On-Site and Online as well as Sponsoring.	www.fruitlogistica.com/advertising-sponsoring	
1 November 2024	Order digital press box . Announcement of press events to fruit_logistica-pr@messe-berlin.de .	www.fruitlogistica.com/en/press/	
1 December 2024 until 6 January 2025	Update exhibitor entry for main exhibitors and co-exhibitors on FRUIT LOGISTICA Online. The data will be used for the printed catalogue 'Exhibition Guide'.	https://online.fruitlogistica.com/ The content-manager link to update the profile will be sent by e-mail to all exhibitors.	
20 December 2024	Advertising deadline for the printed catalogue 'Exhibition Guide'. Deadline for printing materials is 6 January 2025.	www.fruitlogistica.com/de/aussteller/marketing/exhibition-guide/	

As of: 15 November 2024



Subject to change. Please note: further information may follow at a later date at www.fruitlogistica.com