

**FRUIT
LOGISTICA**

Berlin
8|9|10 Feb 2023

FRUIT LOGISTICA ONLINE

The fresh produce industry's
platform for leads, networking
and business 365 days a year.

All in
ONE



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FRUIT LOGISTICA ONLINE ADVERTISING OPTIONS

Increase your visibility with exclusive online advertising and digital performances.

Experience networking, exchange & business in a decentralized, seamless and easy way – wherever you are. In advance, during and after FRUIT LOGISTICA, you will get the opportunity to attract brand awareness and underline your company presentation.

Standing out from the crowd is the supreme discipline and you will get the chance to do so in **3 media channels:**

- 1. FRUIT LOGISTICA Online Platform** – the digital comprehensive pre and post event tool
- 2. FRUIT LOGISTICA Website** – the online exhibitor list
- 3. FRUIT LOGISTICA App for iOS and Android** – the smart mobile guide for the event visit



FRUIT LOGISTICA ONLINE MEDIA PACKAGES

Co-Exhibitor Media Package incl. in the Stand Registration

FRUIT LOGISTICA Online & App

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

FRUIT LOGISTICA Online

- ✓ 1/16 tile for your company profile under "Exhibitors"
- ✓ Contact persons with email and telephone
- ✓ Company profile (max. 4,000 characters)
- ✓ Company logo
- ✓ Link to homepage
- ✓ Business matching & calendar
- ✓ Video & audio calls
- ✓ Presentation of 1 product with description (max. 4,000 characters.) and picture
Please note: Only products and services in accordance with the product group index are admitted.

**Co-Exhibitors can upgrade to the
Primary Exhibitor Media Package.
Book now!**

Upgrade for 420.00 EURO

Primary Exhibitor Media Package incl. in the Stand Registration

FRUIT LOGISTICA Online & App

- ✓ Basic company entry
(company name, postal address, hall and stand number, telephone, 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. 4,000 characters)
- ✓ Company logo
- ✓ Link to homepage
- ✓ Business matching & calendar
- ✓ Video & audio calls
- ✓ Presentation of up to 10 products with description (max. 4,000 characters per product) and picture
Please note: Only products and services in accordance with the product group index are admitted.
- ✓ Link to social media profiles (Facebook, Twitter, YouTube etc.)
- ✓ Links to videos, PDFs and pictures to external websites

FRUIT LOGISTICA ONLINE ADVERTISING OPTIONS

Upgrade

High Power Package: 500.00 EURO

- special upgrade for primary exhibitors
- co-exhibitors can book the High Power Package after having upgraded to the Primary Exhibitor Media Package



UPGRADE

High Power Package

Visuals on pages 7 to 8

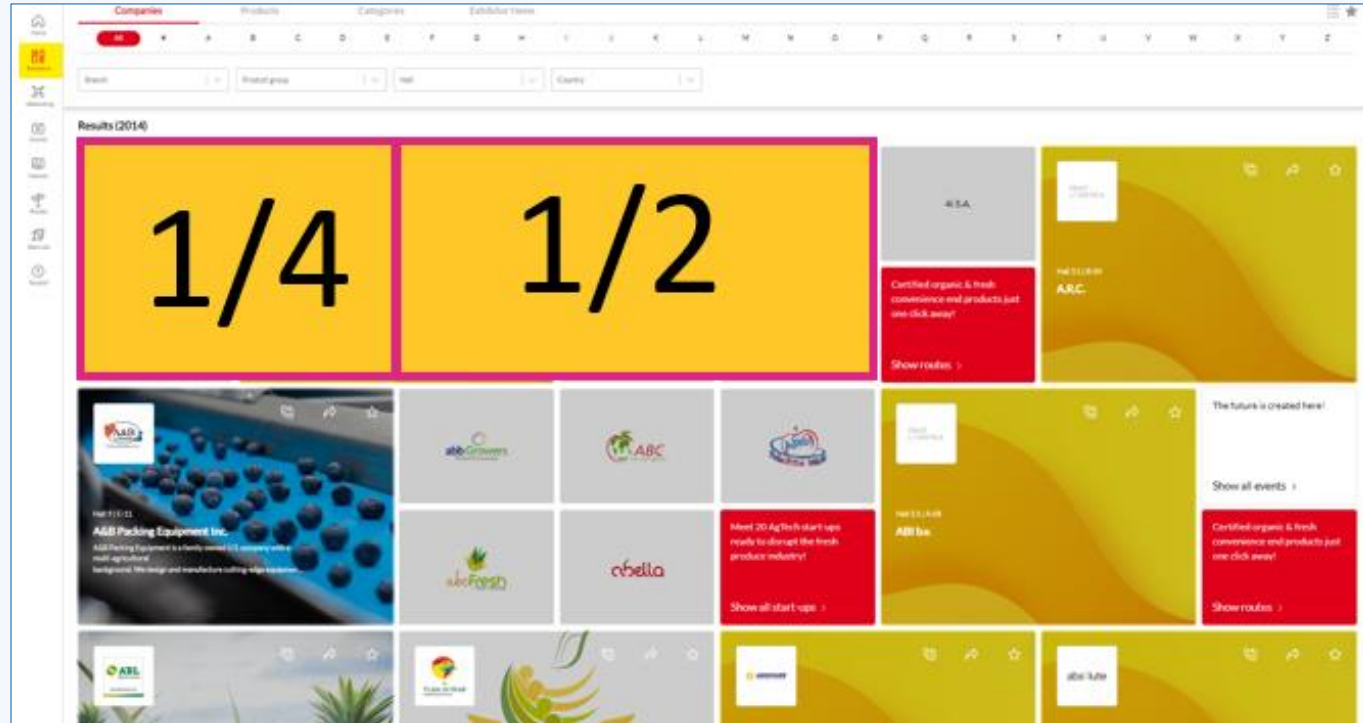
500.00 EURO	FRUIT LOGISTICA App	FRUIT LOGISTICA Online	FRUIT LOGISTICA Exhibitor List
bigger Tile: 1/2 tile for your company profile under "Exhibitors"		✓	
more Products: up to 15 products with description (max. 4,000 characters per product) and picture	✓	✓	
5 Exhibitor News under "Exhibitors"	✓	✓	
1 Video in the header of the company profile		✓	

HIGH POWER > VISUALS > 1/2 TILE VIEW

Stand out in the exhibitor overview...

...by extending your tile to the 1/2 format!

- Visible on FRUIT LOGISTICA Online in the tile view option under "Exhibitors"



HIGH POWER > VISUALS > VIDEO IN HEADER

Bring even more movement to your company profile...

...with the help of a creative video that is embedded in the header of your company profile on FRUIT LOGISTICA Online!



FRUIT LOGISTICA ONLINE AMPLIFIER PACKAGES

Logo Power Package: 3,000.00 EURO

Banner Plus Package: 6,300.00 EURO

Visibility Package: 8,800.00 EURO

Spotlight Package: 9,500.00 EURO

ALL-IN Digital Package: 12,000.00 EURO

Individual Options from 100.00 EURO

- for Primary and Co-Exhibitors



AMPLIFIER PACKAGES

Logo Power Package

Visuals on pages 11 to 12

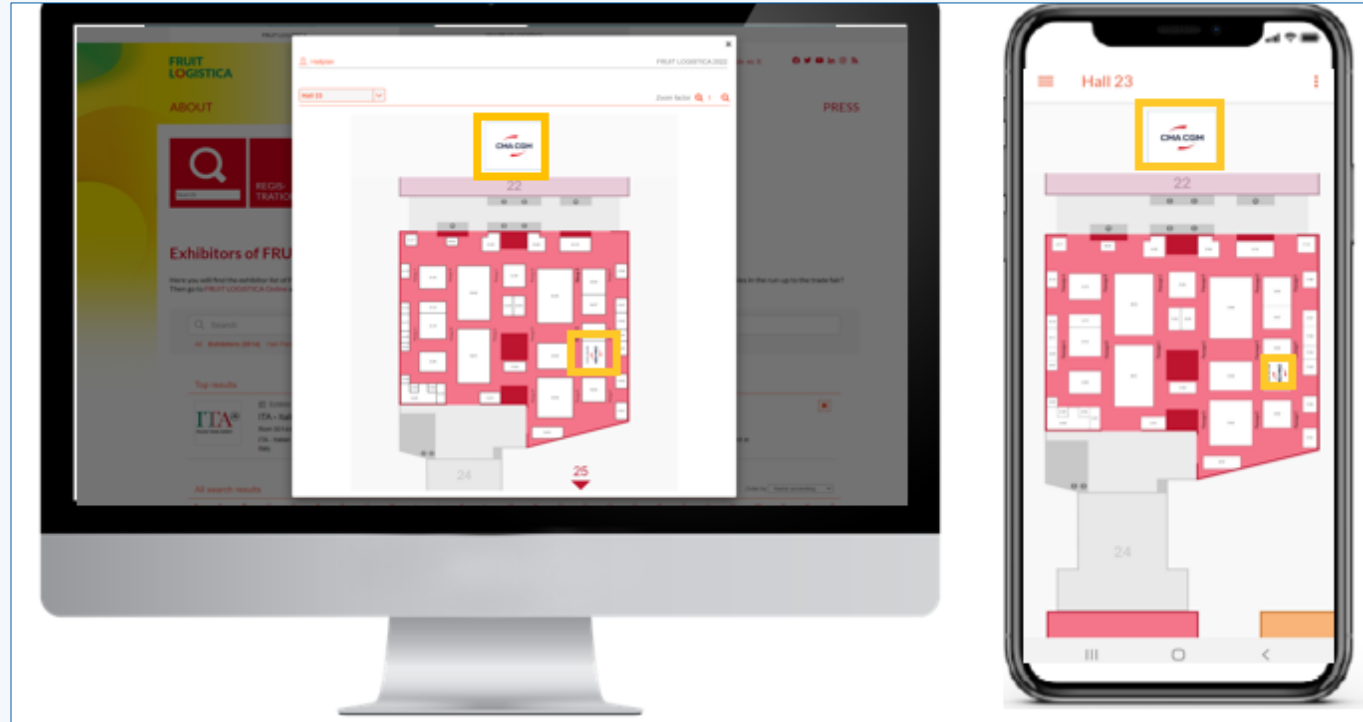
3,000.00 EURO	FRUIT LOGISTICA App	FRUIT LOGISTICA Online	FRUIT LOGISTICA Exhibitor List
1 Top-5-Logo: 1 logo above the own hall on the interactive hall plan (max. 5 per hall)	✓	✓	✓
1 Stand-Logo on the interactive hall plan (only for primary exhibitors; co-exhibitors will be offered an alternative)	✓	✓	✓
<p style="text-align: center;">Logo On-Site: logo integration on plans of the own hall on the exhibition site</p>			

LOGO POWER > VISUALS > TOP-5-LOGO & STAND-LOGO

Be the star on the interactive hall plan!

The hall plan is showcased on all 3 media channels.

- The Top-5-Logo is needed in SVG format (delivery by e-mail).
- The Stand-Logo will be automatically taken from your company profile.



LOGO POWER > VISUALS > LOGO ON-SITE

Catch the visitors attention with your logo on plans of your own hall placed directly on the exhibition site!

- Format: EPS
- Data delivery by e-mail

FRUIT LOGISTICA

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Exhibitors/Aussteller

Legend: Present location

Booth Number	Exhibitor Name
212	...
213	...
202	...
210	...
203	...
208	...
204	...
207	...
205	...
206	...
101	...

AMPLIFIER PACKAGES

Banner Plus Package

- incl. High Power Package
 - only available 5x
- Visuals on pages 14 to 16

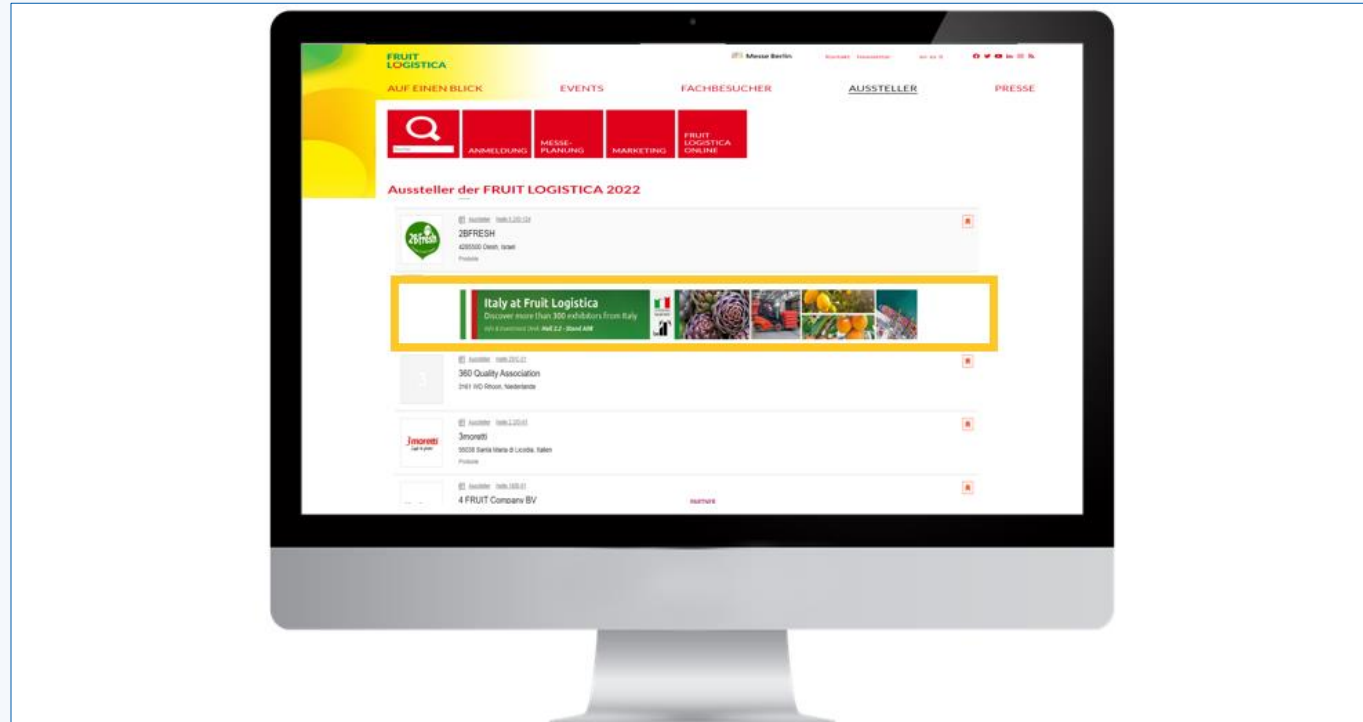
6,300.00 EURO	FRUIT LOGISTICA App	FRUIT LOGISTICA Online	FRUIT LOGISTICA Exhibitor List
1 Sandwich-Banner in a search result list (max. 6 per position in rotation)	✓		✓
1 Top-Position-Banner under "Exhibitors" or alternatively 1 Top-Position-Banner under "Events" (max. 6 in rotation in each case)	✓	✓	
1 Stand-Logo on the interactive hall plan (only for primary exhibitors; co-exhibitors will be offered an alternative)	✓	✓	✓

BANNER PLUS > VISUALS > SANDWICH-BANNER

Let us highlight your appearance!

The sandwich-banner will be included in one of the search result lists after the 3rd position:

- Appearance in rotation
- Linking to your company profile or an external URL
- Dimensions:
1400 x 130 px, JPEG
(FRUIT LOGISTICA Online)
1440 x 296 pixels, JPEG
(FRUIT LOGISTICA App)
- Data delivery by e-mail

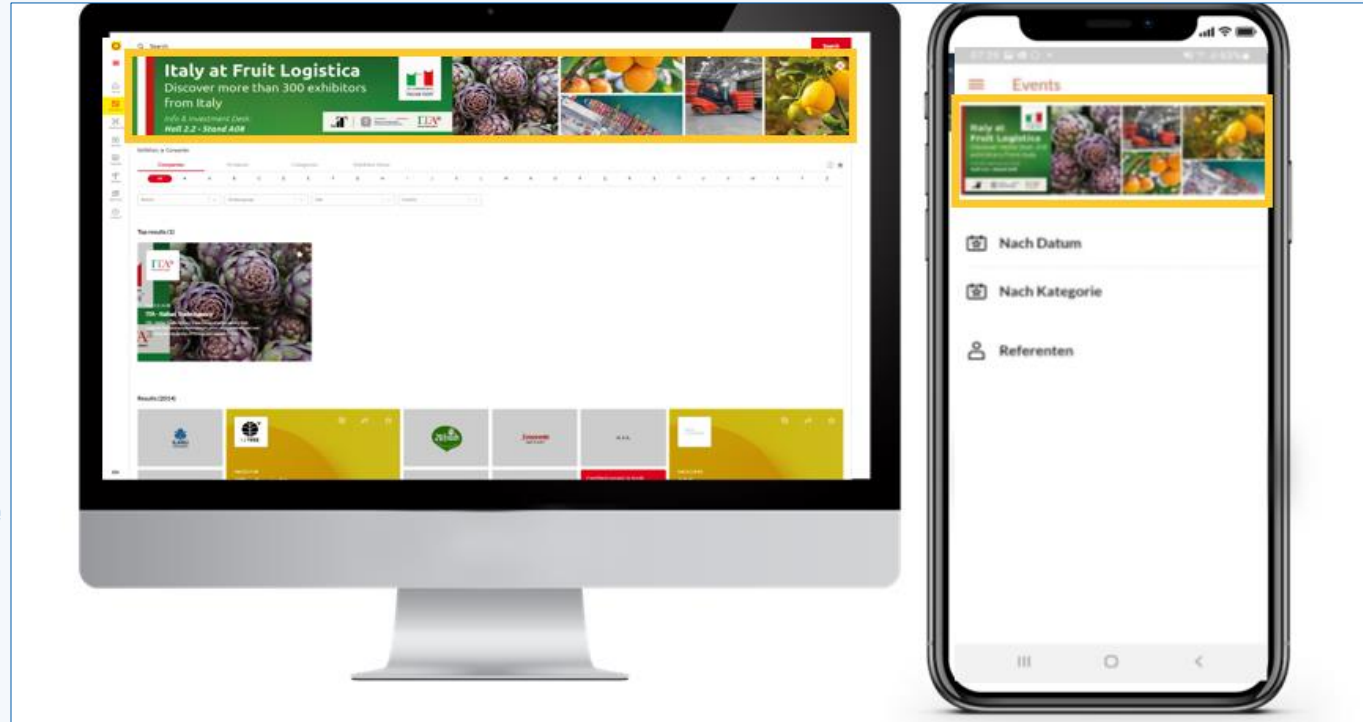


BANNER PLUS > VISUALS > TOP-POSITION-BANNER

Make sure you get the absolute eye-catcher!

The top-position-banner is placed at the top position on FRUIT LOGISTICA Online and in the FRUIT LOGISTICA App under the navigation points "Exhibitors" or "Events".

- Appearance in rotation (max. 6 banners per position)
- Linked to your company profile
- Dimensions: 2560 x 320 px, JPEG (FRUIT LOGISTICA Online)
1440 x 450 px, JPEG (FRUIT LOGISTICA App)
- Data delivery by e-mail

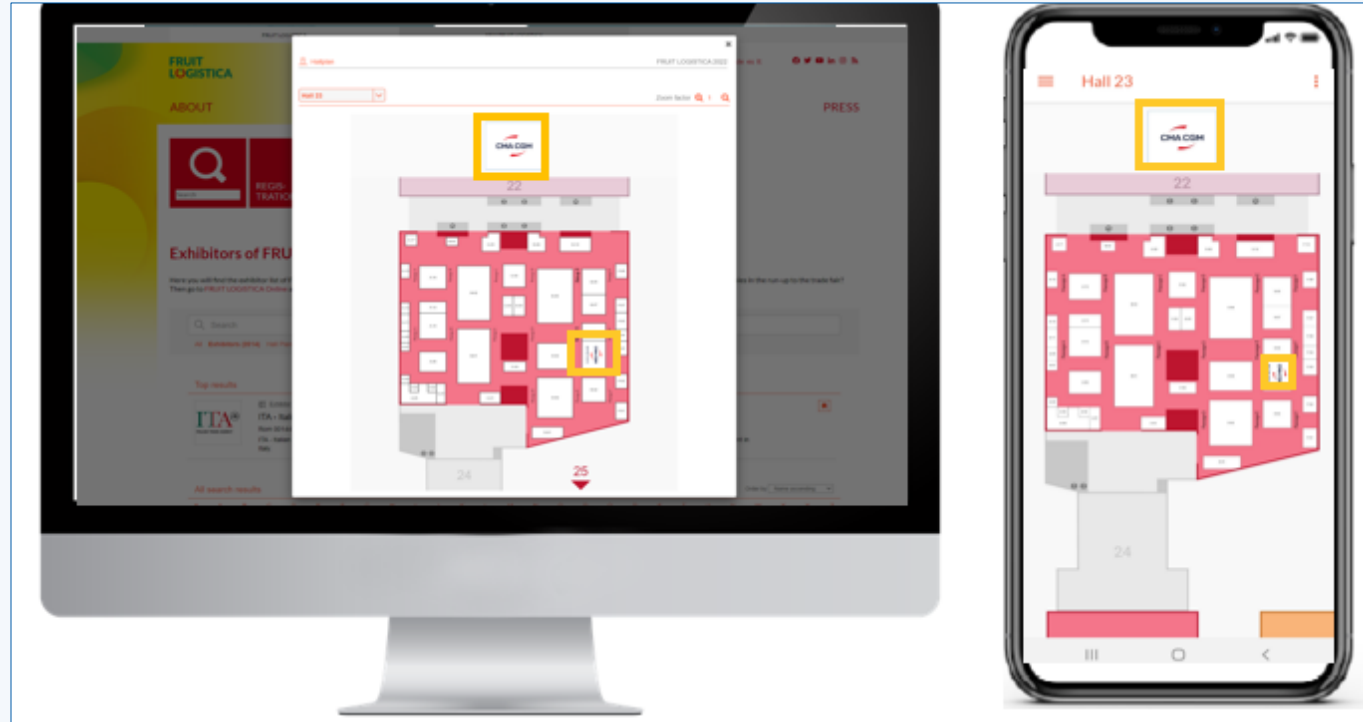


BANNER PLUS > VISUALS > STAND-LOGO

Be the star on the interactive hall plan!

The hall plan is showcased on all 3 media channels.

- The Stand-Logo will be automatically taken from your company profile.



AMPLIFIER PACKAGES

Visibility Package

- incl. High Power Package
- only available 2x

Visuals on pages 18 to 20

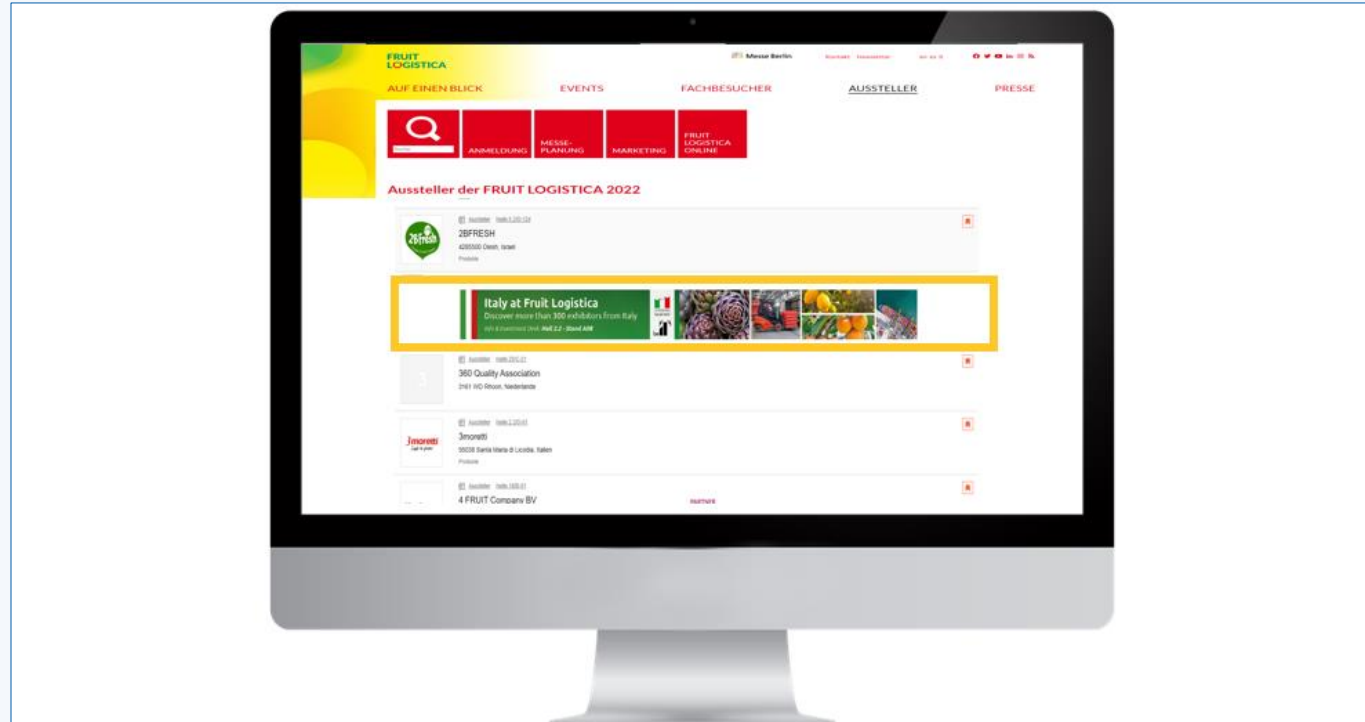
8,800.00 EURO	FRUIT LOGISTICA App	FRUIT LOGISTICA Online	FRUIT LOGISTICA Exhibitor List
1 Sandwich-Banner in a search result list (max. 6 per position in rotation)	✓		✓
1 Top-Listing under "Home" (max. 3 side by side)		✓	
1 Top-Position-Banner under "Exhibitors" or alternatively 1 Top-Position-Banner under "Events" (max. 6 in rotation in each case)	✓	✓	
1 App-Story on the starting page in form of an animated video (max. 15 side by side)	✓		

VISIBILITY > VISUALS > SANDWICH-BANNER

Let us highlight your appearance!

The sandwich-banner will be included in one of the search result lists after the 3rd position:

- Appearance in rotation (max. 6 banners per position)
- Linking to your company profile or an external URL
- Dimensions:
1400 x 130 px, JPEG (FRUIT LOGISTICA Online)
1440 x 296 pixels, JPEG (App)
- Data delivery by e-mail



VISIBILITY > VISUALS > TOP-LISTING

Become number 1 at the top of FRUIT LOGISTICA Online!

The top results start page will be placed in the first position under the navigation point „Home“

- Awarded to a maximum of 3 partners (next to each other)
- Appearance in a fixed order: "First come, first served."
- Linked to your company profile
- Data delivery: The graphic will be automatically taken from your background image.

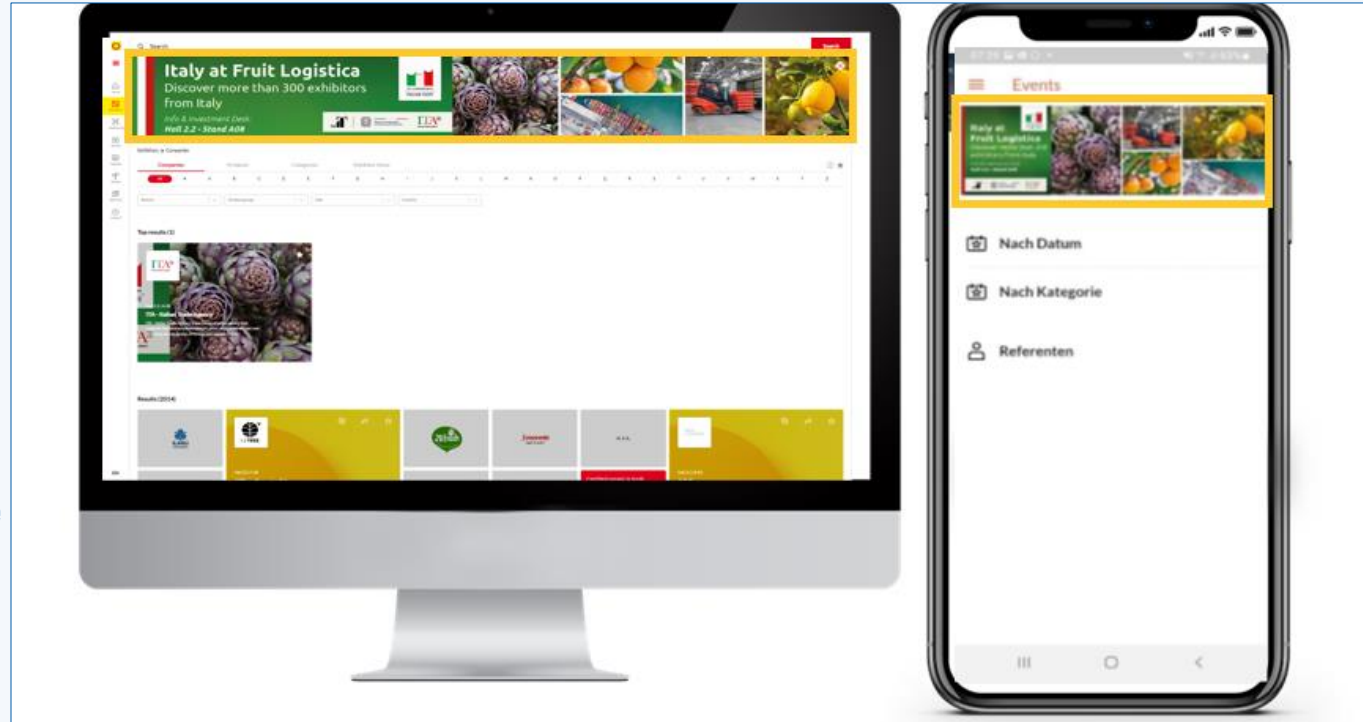


VISIBILITY > VISUALS > TOP-POSITION-BANNER

Make sure you get the absolute eye-catcher!

The top-position-banner is placed at the top position on FRUIT LOGISTICA Online and in the FRUIT LOGISTICA App under the navigation points "Exhibitors" or "Events".

- Appearance in rotation (max. 6 banners per position)
- Linked to your company profile
- Dimensions: 2560 x 320 px, JPEG (FRUIT LOGISTICA Online)
1440 x 450 px, JPEG (FRUIT LOGISTICA App)
- Data delivery by e-mail



AMPLIFIER PACKAGES

Spotlight Package

- incl. High Power Package
- only available 3x

Visuals on pages 22 to 26

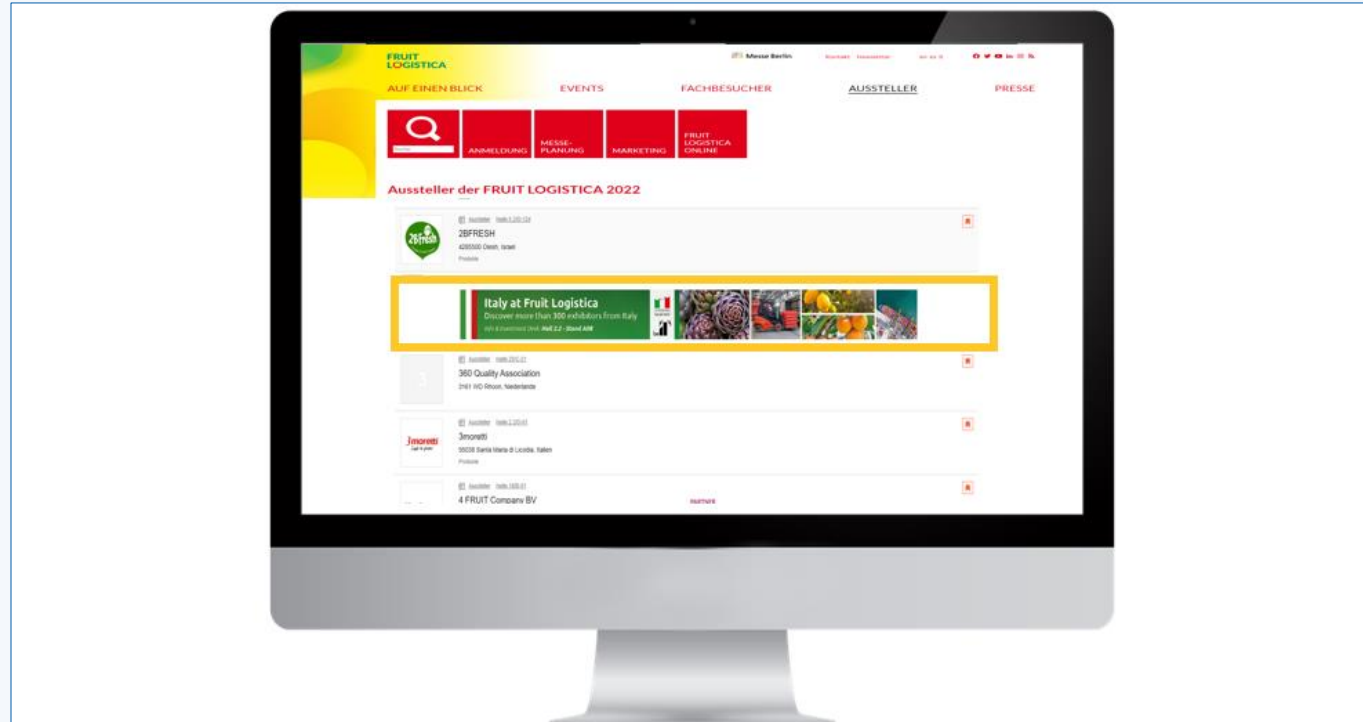
9,500.00 EURO	FRUIT LOGISTICA App	FRUIT LOGISTICA Online	FRUIT LOGISTICA Exhibitor List
1 Sandwich-Banner in a search result list (max. 6 per position in rotation)			✓
1 Top-of-the-List under "Exhibitors" (max. 4 side by side)	✓	✓	✓
1 Top-Position-Banner under "Exhibitors" or alternatively 1 Top-Position-Banner under "Events" (max. 6 in rotation in each case)	✓		
1 Top-5-Logo: 1 logo above the own hall on the interactive hall plan (max. 5 per hall)	✓	✓	✓
1 Stand-Logo on the interactive hall plan (only for primary exhibitors; co-exhibitors will be offered an alternative)	✓	✓	✓
Logo On-Site: logo integration on plans of the own hall on the exhibition site			

SPOTLIGHT > VISUALS > SANDWICH-BANNER

Let us highlight your appearance!

The sandwich-banner will be included in one of the search result lists after the 3rd position:

- Appearance in rotation (max. 6 banners per position)
- Linking to your company profile or an external URL
- Dimensions:
1400 x 130 px, JPEG (FRUIT LOGISTICA Online)
1440 x 296 pixels, JPEG (App)
- Data delivery by e-mail

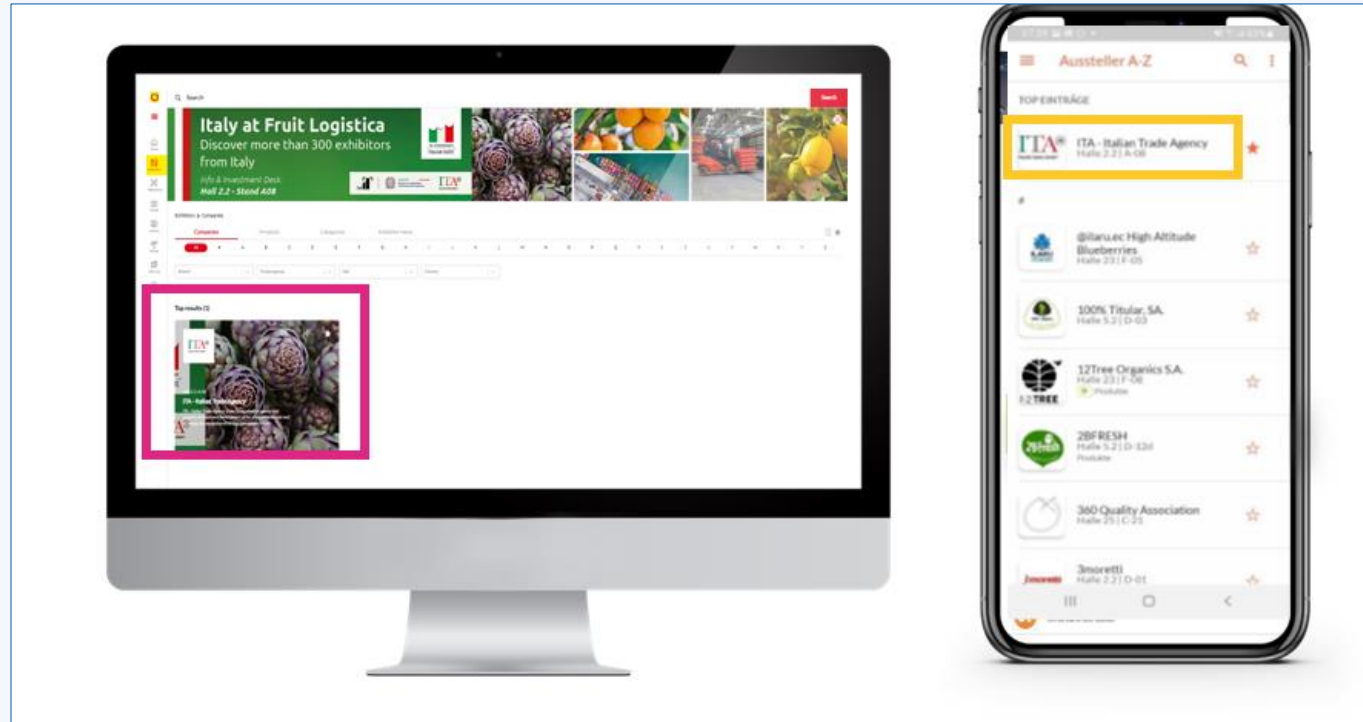


SPOTLIGHT > VISUALS > TOP-OF-THE-LIST

Shine on the online platform and in the app at the same time? That's possible – and even in pole position!

The top results are placed in the first position under the navigation point "Exhibitor - Companies".

- Awarded to a maximum of 4 partners (next to each other) in alphabetical order
- Linked to your company profile
- Data delivery: The graphic will be automatically taken from your background image.

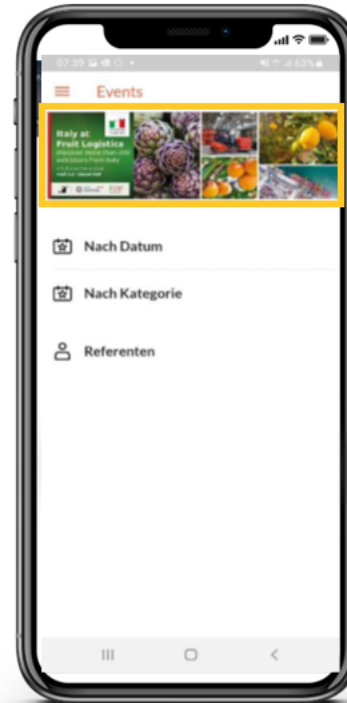


SPOTLIGHT > VISUALS > TOP-POSITION-BANNER

Make sure you get the absolute eye-catcher!

The top-position-banner is placed at the top position in the FRUIT LOGISTICA App under the navigation points "Exhibitors" or "Events".

- Appearance in rotation (max. 6 banners per position)
- Linked to your company profile
- Dimensions: 1440 x 450 px, JPEG
- Data delivery by e-mail



SPOTLIGHT > VISUALS > TOP-5-LOGO & STAND-LOGO

Be the star on the interactive hall plan!

The hall plan is showcased on all 3 media channels.

- The Top-5-Logo is needed in SVG format (delivery by e-mail).
- The Stand-Logo will be automatically taken from your company profile.



SPOTLIGHT > VISUALS > LOGO ON-SITE

Catch the visitors attention with your logo on plans of your own hall placed directly on the exhibition site!

- Format: EPS
- Data delivery by e-mail

FRUIT LOGISTICA

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Exhibitors/Aussteller

Booth Number	Exhibitor Name
212	FRUIT LOGISTICA
213	FRUIT LOGISTICA
202	FRUIT LOGISTICA
210	FRUIT LOGISTICA
203	FRUIT LOGISTICA
208	FRUIT LOGISTICA
204	FRUIT LOGISTICA
207	FRUIT LOGISTICA
205	FRUIT LOGISTICA
206	FRUIT LOGISTICA
101	FRUIT LOGISTICA

Present location

AMPLIFIER PACKAGES

ALL-IN Digital Package

- incl. High Power Upgrade
- only available 1x

Visuals on pages 28 to 33

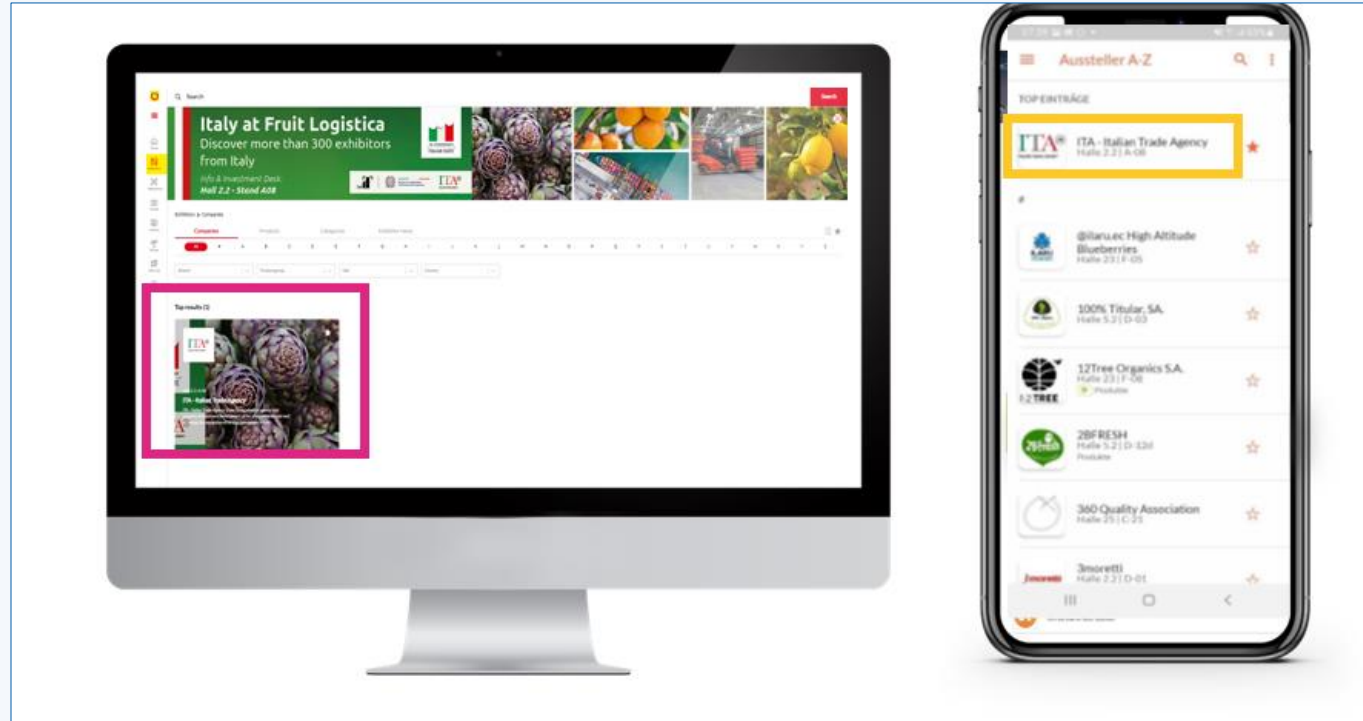
12,000.00 EURO	FRUIT LOGISTICA App	FRUIT LOGISTICA Online	FRUIT LOGISTICA Exhibitor List
1 Top-of-the-List under „Exhibitors“ (max. 4 side by side)	✓	✓	✓
1 Top-Listing under „Home“ (max. 3 side by side)		✓	
1 Top-Position-Banner under “Exhibitors” or alternatively 1 Top-Position-Banner under “Events” (max. 6 in rotation in each case)	✓	✓	
1 Content-Ad or alternatively 1 App-Story on the starting page in the form of an animated video (selection depending on availability)	✓		
1 Top-5-Logo: 1 logo above the own hall on the interactive hall plan (max. 5 per hall)	✓	✓	✓
1 Stand-Logo on the interactive hall plan (only for primary exhibitors; co-exhibitors will be offered an alternative)	✓	✓	✓
Logo On-Site: logo integration on plans of the own hall on the exhibition site and logo integration by promoting the App QR code: e.g. at the entrances to the exhibition site, on site maps and on hall plans			

ALL-IN DIGITAL > VISUALS > TOP-OF-THE-LIST

Shine on the online platform and in the app at the same time? That's possible – and even in pole position!

The top results are placed in the first position under the navigation point "Exhibitor - Companies".

- Awarded to a maximum of 4 partners (next to each other) in alphabetical order
- Linked to your company profile
- Data delivery: The graphic will be automatically taken from your background image.

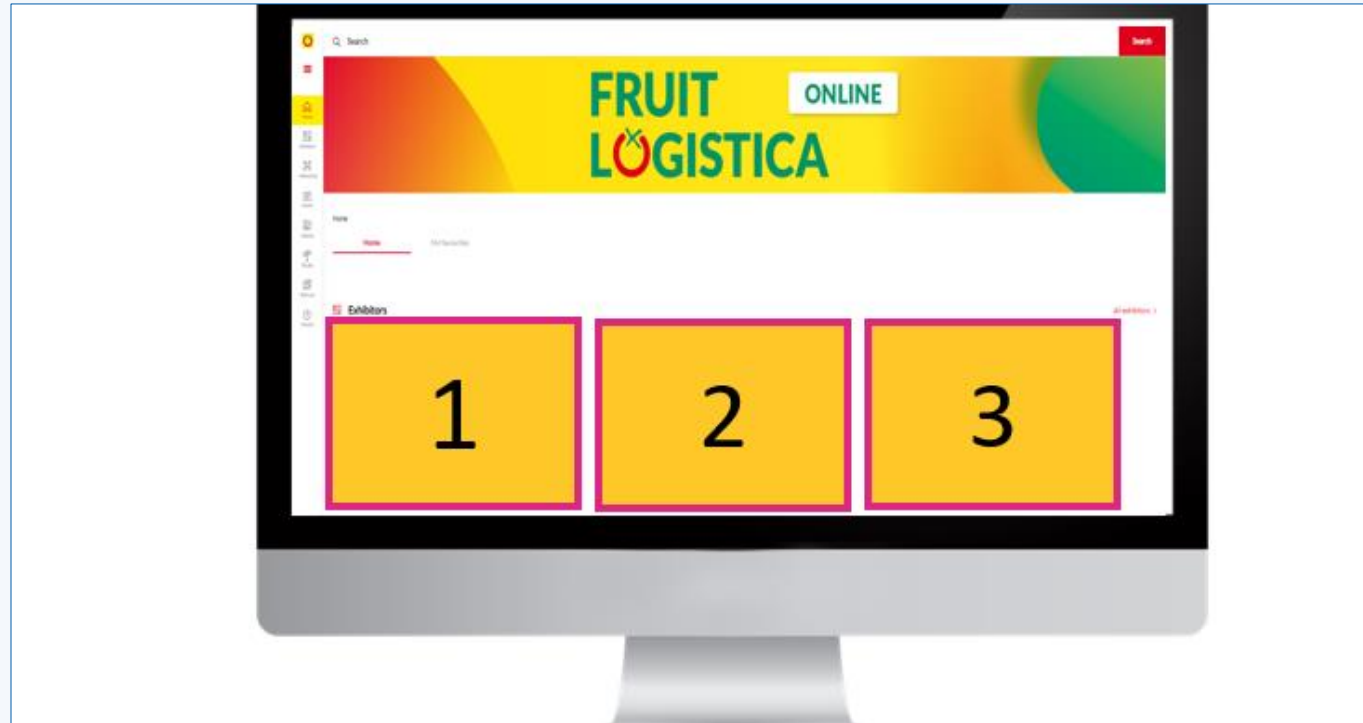


ALL-IN DIGITAL > VISUALS > TOP-LISTING

Become number 1 at the top of FRUIT LOGISTICA Online!

The top results start page will be placed in the first position under the navigation point „Home“

- Awarded to a maximum of 3 partners (next to each other)
- Appearance in a fixed order: "First come, first served."
- Linked to your company profile
- Data delivery: The graphic will be automatically taken from your background image.

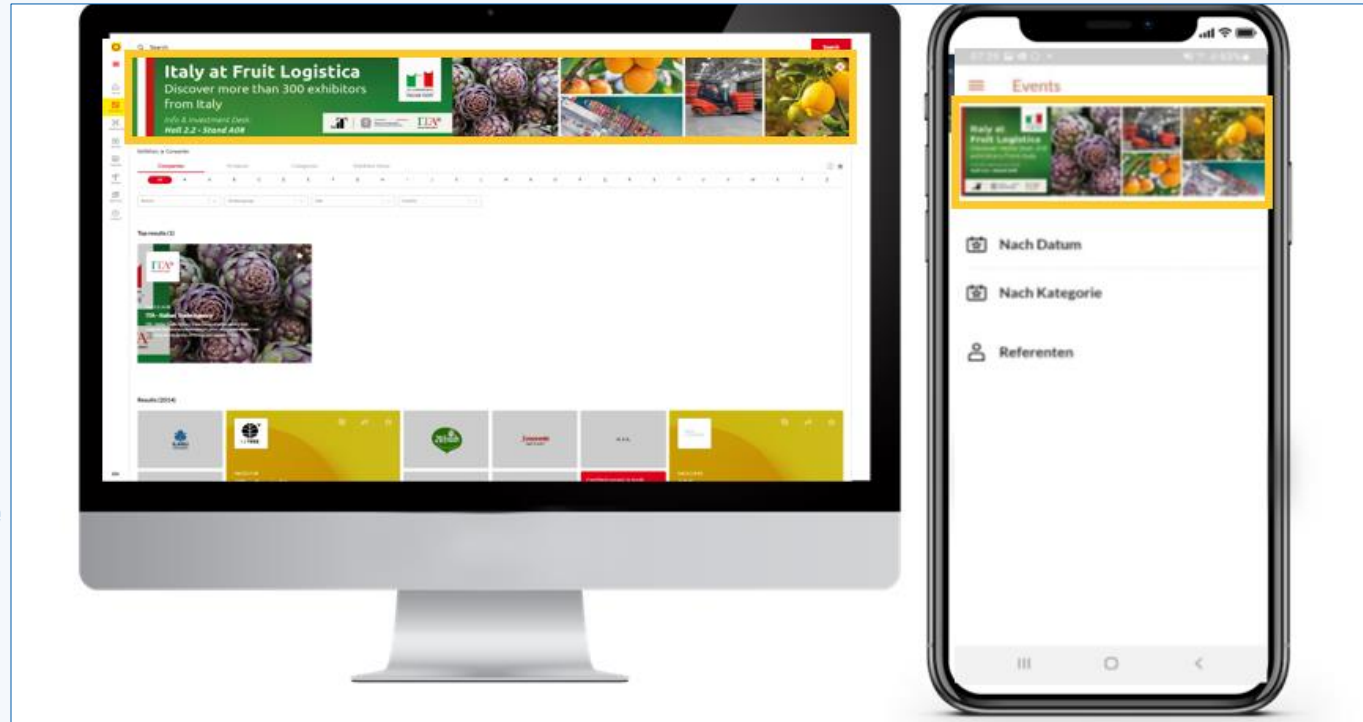


ALL-IN DIGITAL > VISUALS > TOP-POSITION-BANNER

Make sure you get the absolute eye-catcher!

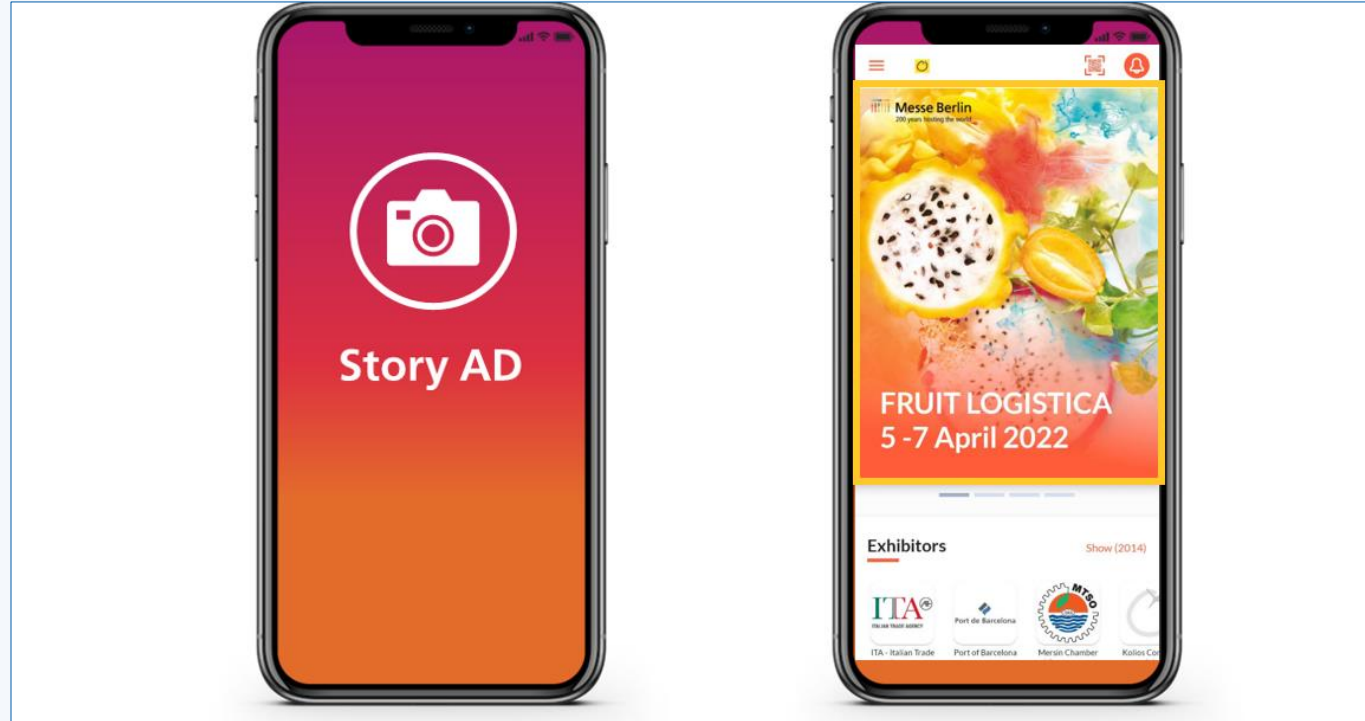
The top-position-banner is placed at the top position on FRUIT LOGISTICA Online and in the FRUIT LOGISTICA App under the navigation points "Exhibitors" or "Events".

- Appearance in rotation (max. 6 banners per position)
- Linked to your company profile
- Dimensions: 2560 x 320 px, JPEG (FRUIT LOGISTICA Online)
1440 x 450 px, JPEG (FRUIT LOGISTICA App)
- Data delivery by e-mail



ALL-IN DIGITAL > VISUALS > APP-STORY & CONTENT-AD

- **App-Story**
Publish a pre-produced clip directly on the starting page of the FRUIT LOGISTICA App.
Use the story to introduce your company, convey impressions or announce new contributions!
- **Content Ad**
This includes a starting page banner and an advertorial entry.
By clicking on the homepage banner, the visitor is redirected to your own advertorial entry.
> Homepage Advertising Banner: 1440 x 1920 px, JPEG, max. 500 KB
Title (text length): max. 40 characters
> Advertorial Entry:
Banner (optional): 1440 x 450 px, JPEG, max. 500 KB
- **Data delivery by e-mail**

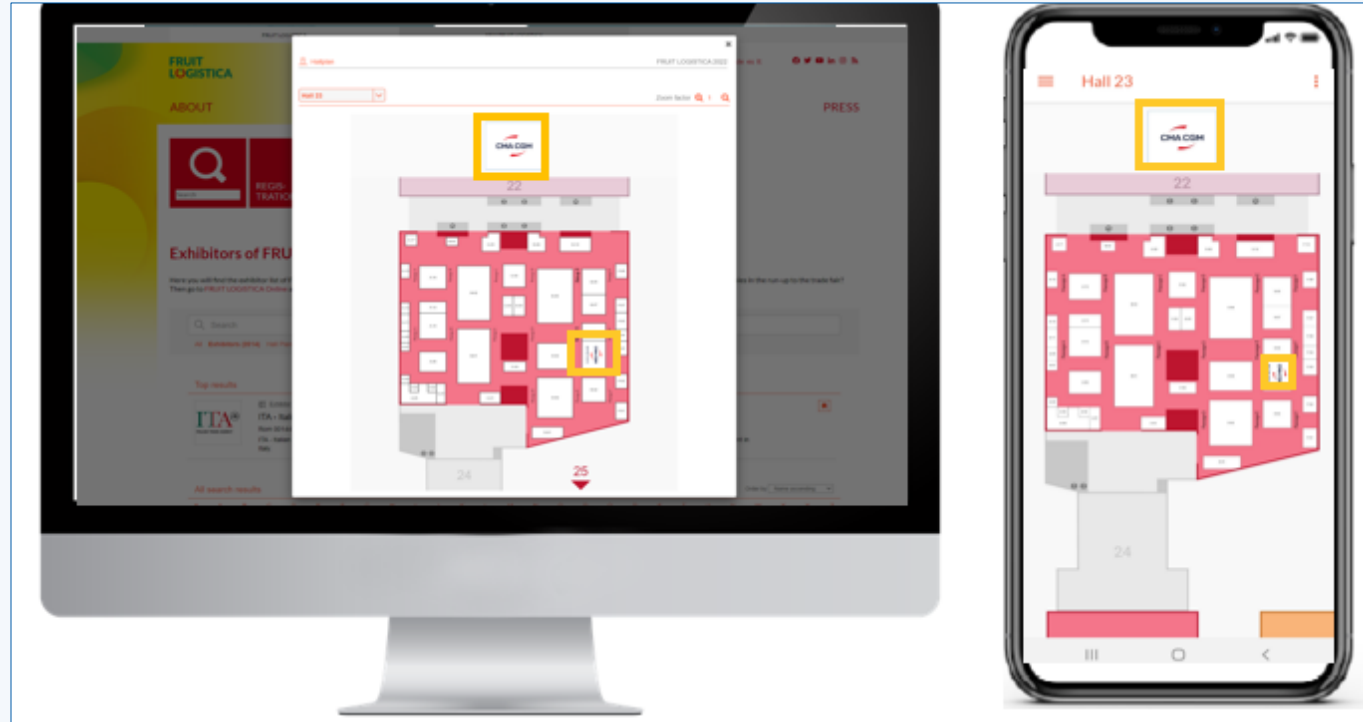


ALL-IN DIGITAL > VISUALS > TOP-5-LOGO & STAND-LOGO

Be the star on the interactive hall plan!

The hall plan is showcased on all 3 media channels.

- The Top-5-Logo is needed in SVG format (delivery by e-mail).
- The Stand-Logo will be automatically taken from your company profile.



ALL-IN DIGITAL > VISUALS > LOGO ON-SITE

Catch the visitors attention with your logo on plans of your own hall placed directly on the exhibition site!

- Format: EPS
- Data delivery by e-mail

FRUIT LOGISTICA

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Exhibitors/Aussteller

Booth Number	Exhibitor Name
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205	FRUIT LOGISTICA
206	FRUIT LOGISTICA
101	FRUIT LOGISTICA

Present location

INDIVIDUAL OPTIONS

Option	Channels	Price
1 Product Presentation*: slot for a pre-recorded video of 15 minutes incl. VoD	FRUIT LOGISTICA Online under „Events“	500.00 EURO
1 Banner Advertising in Special Areas*: Organic Route & Start-Ups (only for exhibitors being part of Organic Routes/ Start-Ups)	FRUIT LOGISTICA Online & FRUIT LOGISTICA App	1,000.00 EURO
1 Job Offer* (description, HR contact and multimedia)	FRUIT LOGISTICA Online under „Exhibitors“	100.00 EURO
5 Press Releases** (5 exhibitor news)	FRUIT LOGISTICA Online under „Exhibitors“ & FRUIT LOGISTICA App	250.00 EURO

* bookable for primary exhibitors and for co-exhibitors after having upgraded to the primary exhibitor media package

** bookable for all exhibitors

GET IN TOUCH WITH OUR EXPERIENCED MARKETING TEAM WHO ALWAYS BRINGS THE SPOTLIGHT ON YOU!

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

e-mail: advertising@messe-berlin.de

phone: +49(0)30 3038-2500

And have a look at our Advertising Shop where you can directly book all offers:

[FRUIT LOGISTICA ADVERTISING SHOP](#)

LET'S BOOST YOUR VISIBILITY BEYOND YOUR BOOTH AND CREATE A MEMORABLE IMPACT!

All indicated prices plus Value Added Tax. Subject to change. Subject to confirmation. The period of performance depends on the individual booking time. 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.