

Online Advertising

**FRUIT
LOGISTICA**

The leading trade show for the
global fresh produce business.

FRUITNET

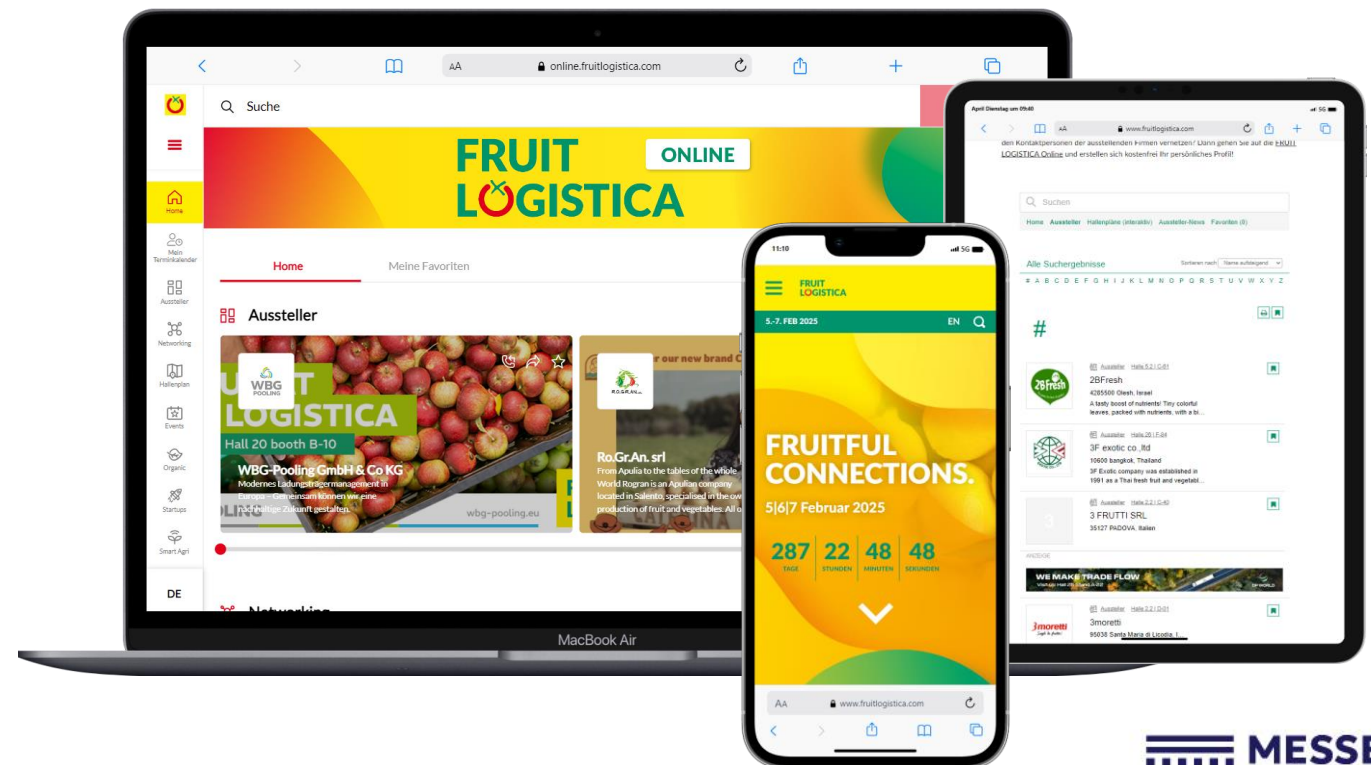
**MESSE
BERLIN**

FRUIT LOGISTICA Online

Elevate your brand's presence with premium advertising opportunities: Showcase your company, amplify impressions, or unveil new products to our attentive audience, securing prominent visibility through online banners and logo placement on our Platform and App. Upgrade your Media Package to enhance your online exhibitor profile with supplementary content, including product and product group listings. Moreover, all digital advertisements are directly linked to your company profile. Before, during, and after FRUIT LOGISTICA, seize the chance to enhance your brand awareness and reinforce your company's presentation.

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

- [FRUIT LOGISTICA Online Platform](#) – the digital comprehensive pre and post event tool
- [FRUIT LOGISTICA app](#) for iOS and Android – the smart mobile guide for the trade fair visit.



Agenda

1	<u>MEDIA PACKAGES & UPGRADE</u>	4
2	<u>FRUITFUL VISIBILITY PACKAGES</u>	5
3	<u>BASIC PACKAGES</u>	6
4	<u>SPECIALS</u>	7
5	<u>CONTACT</u>	14

FRUIT LOGISTICA Online

Media Packages

Media Package
included in
the stand
registration

MEDIA PACKAGE - PRIMARY EXHIBITOR

- ✓ company name & address
- ✓ 1/4 tile view
- ✓ hall & stand number
- ✓ telephone & email
- ✓ 10 branch codes & entry in the product key numbers
- ✓ contact persons with email and telephone
- ✓ company profile (max. 4,000 characters) & company logo
- ✓ link to social media profiles (facebook, twitter, YouTube etc.)
- ✓ link to homepage
- ✓ presentation of up to 10 products in text (max. 4,000 char. per product) and picture
- ✓ link to videos & PDFs
- ✓ business matching & calendar
- ✓ video & audio calls

MEDIA PACKAGE - CO-EXHIBITOR

- ✓ company name & address
- ✓ 1/16 tile view
- ✓ hall & stand number
- ✓ telephone & email
- ✓ 5 branch codes & entry in the product key numbers
- ✓ contact persons with email and telephone
- ✓ company profile (max. 4,000 characters) & company logo
- ✓ link to homepage
- ✓ presentation of 1 product in text (max. 4,000 char.) and picture
- ✓ business matching & calendar
- ✓ video & audio calls

CONTENT PLUS UPGRADE

- ✓ 5 products with description
- ✓ 5 exhibitor news under "Exhibitors"
- ✓ 1 video in the header of the company profile

430 €

**UPGRADE TO PRIMARY
EXHIBITOR PACKAGE
FOR MORE PRODUCT &
BRANDCODE LISTING**

270 €

Fruitful Visibility Packages



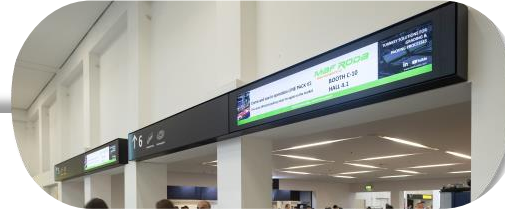
LIGHT 3,100 €

Onsite:

- 2 Floor Graphics on the exhibition grounds: your advertising on 2 floor foils (1.00 x 1.00 m) in the vicinity of your hall guiding to your stand

Online:

- 1 Sandwich-Banner in the exhibitor list
- 1 Top-Banner on the Online-Platform
- 1 Tab-Bar-Banner in the App



SHINE 4,400 €

Onsite:

- 1 Digital Screen on the exhibition grounds: your advertising on 1 UltraStretched screen without audio in the middle foyers of Halls 1.2 to 6.2

Online:

- 1 Sandwich-Banner in the App
- 1 Sandwich-Banner in the exhibitor list
- 1 Gallery-Logo in the App
- 1 Gallery-Logo on the Website
- 2 Stories in the App

+ 1 Content Plus Upgrade incl.:

- 5 products, 5 exhibitor news and 1 video in the header



STAR 7,800 €

Onsite:

- 1 Mobile Digital Display on the exhibition grounds: your advertising on 1 digital display, 1-sided without audio, at a highly frequented location in the vicinity of your hall

Online:

- 1 Sandwich-Banner in the App
- 1 Sandwich-Banner in the exhibitor list
- 1 Gallery-Logo in the App
- 1 Gallery-Logo on the Website
- 2 Stories in the App
- 1 Top-Banner in the App
- 1 Top-Banner on the Online-Platform
- 1 Top-Listing on the Online-Platform & in the App

+ 1 Content Plus Upgrade incl.:

- 5 products, 5 exhibitor news and 1 video in the header

Basic Packages

Effortless and straightforward!

Send us your logo, and we'll seamlessly integrate it into various advertising options.

Both Basic
Packages for
only
1,375 €



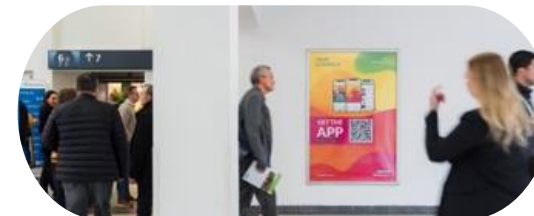
LOGO SMALL 350 €

Onsite:

- **Stand logo in the hall plan:** logo integration on the individual hall plan overview on the exhibition site

Online:

- 1 Top-Logo in the hall plan on the Platform



LOGO LARGE 1,200 €

Onsite:

- 1x Poster* at the FRUIT LOGISTICA Berlin venue with integrated QR-Code

Online: 750€

- 1 Gallery-Logo App
- 1 Gallery-Logo Website

*Either you create your own artwork or your logo will be integrated in a FRUIT LOGISTICA event design

Specials

ONLINE ADVERTISING	PRICE
Top-Listing Platform & App	1.500 €
Top-Banner Platform	1.000 €
Top-Banner App	500 €
Sandwich-Banner in the exhibitor list	800 €
Sandwich-Banner App	400 €
Tab-Bar-Banner App	600 €
Gallery-Logo Website	500 €
Gallery-Logo App	250 €
Story on the startpage App	300 €

ADVERTISING SHOP



Specials

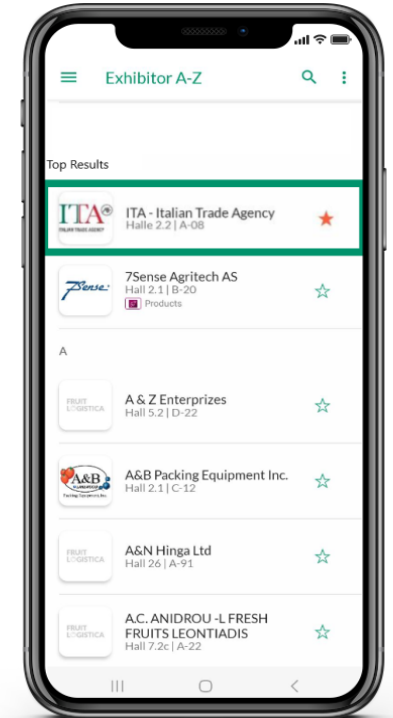
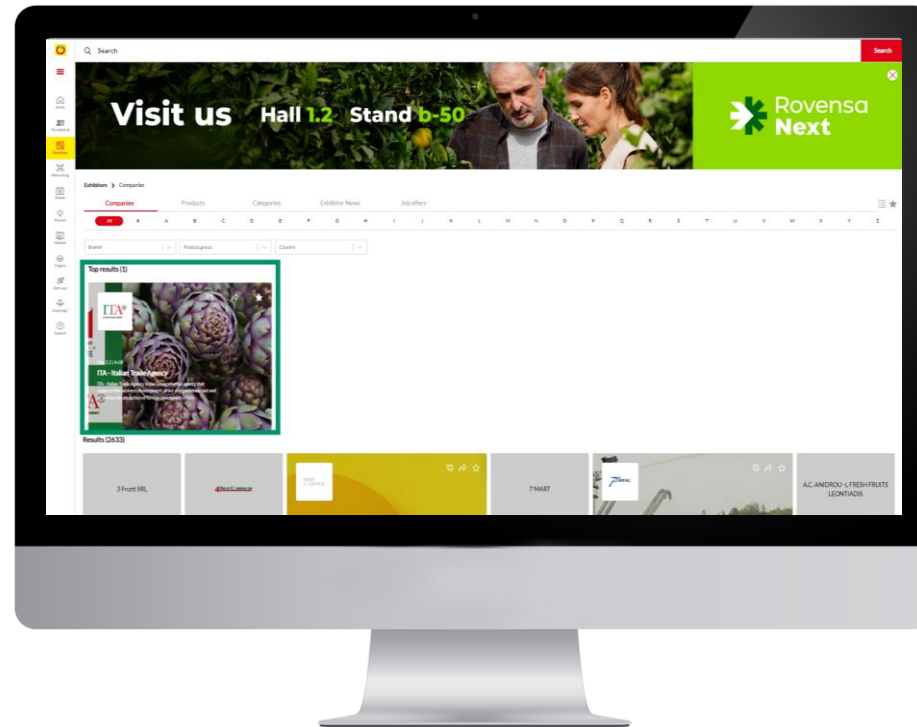
Top-Listing

Shine on the exhibitor list on the online & 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 "Exhibitor":

- ✓ Awarded to a max. of 4 partners
- ✓ Appear in alphabetical order
- ✓ Linked to your company profile
- ✓ Data delivery: Background image uploaded via the content manager



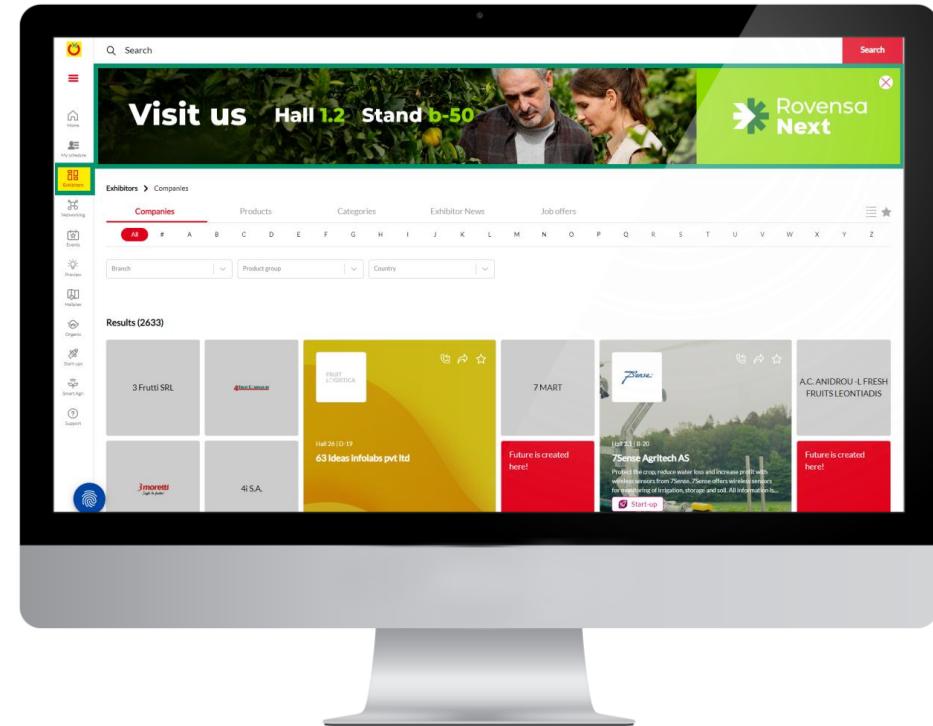
Specials

Top-Banner

Make sure to become the absolute eye-catcher!

The Top-Banner is placed at the top position under the navigation points or areas “[Exhibitors](#)” and “[Events](#)”:

- ✓ Appear in fixed order:
- ✓ “First come, first served.”
- ✓ Linked to your company profile
- ✓ Dimensions: 2560 x 320 px, jpeg
- ✓ Data delivery by E-Mail



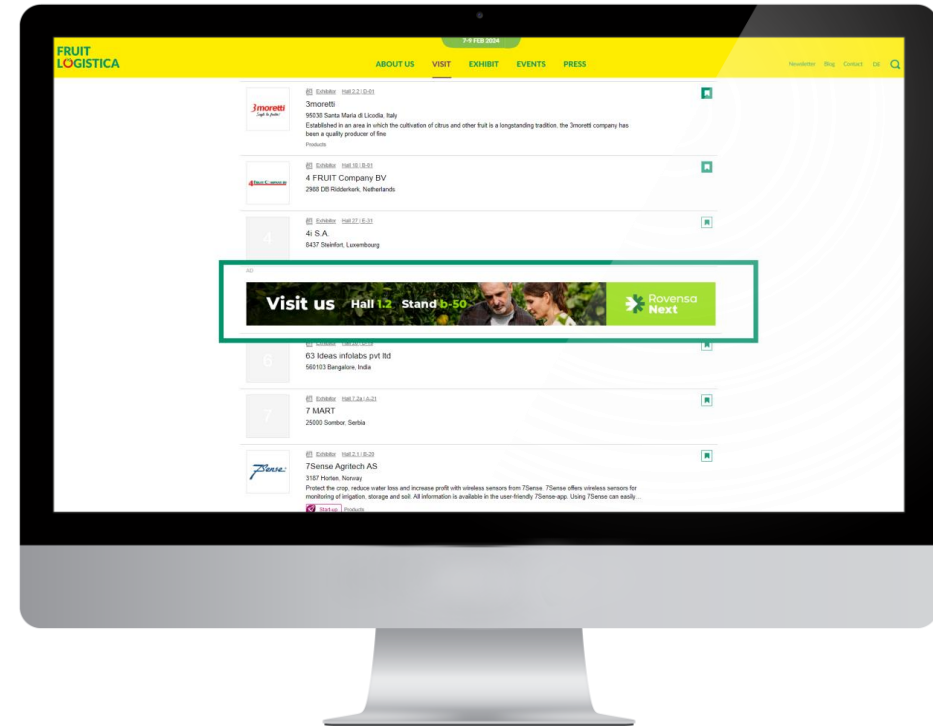
Specials

Sandwich-Banner

Stand out from your competitors!

The Sandwich-Banner is included in one of the results list.

- ✓ Appear in rotation
- ✓ Linking to your company profile or an external URL
- ✓ Dimensions: 1400 x 130 px; jpeg or png
- ✓ Data delivery by email



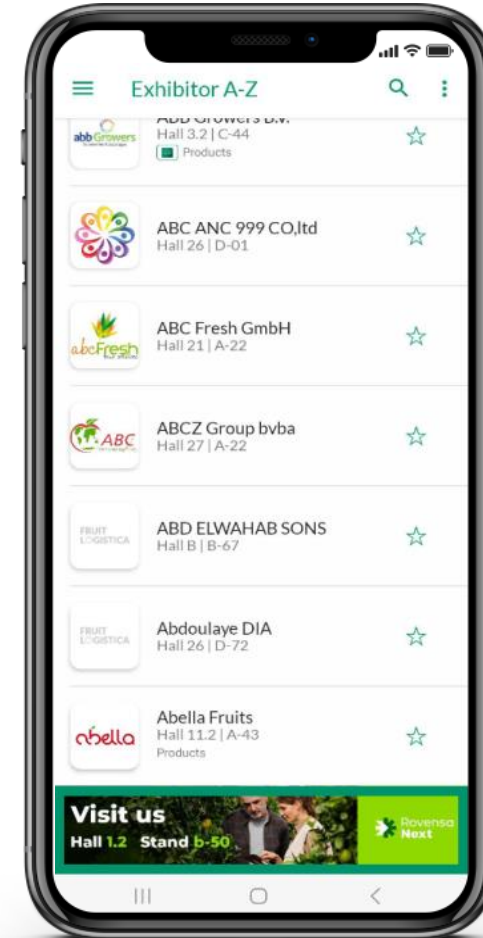
Specials

Tab-Bar-Banner

Don't miss the chance!

Mark your position by presenting your own banner on one of the navigation pages.

- ✓ Limited availability
- ✓ Linked to your company profile
- ✓ Fixed position, permanently visible on a navigation page (if booked by various partners the tab bar banners appears in rotation)
- ✓ Format: 1440 x 225 px, png or jpeg
- ✓ Data delivery via E-Mail



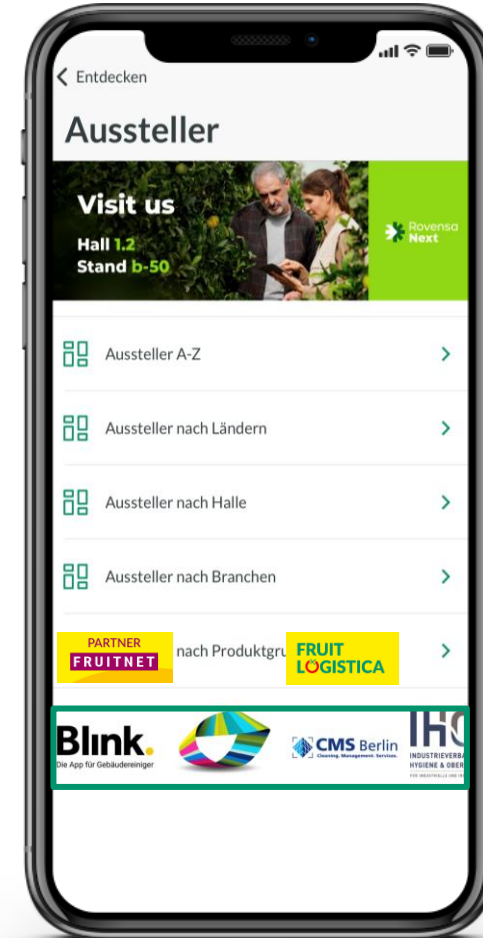
Specials

Gallery-Logo in the app

Elevate your app presence!

...by presenting your logo in the app.

- ✓ Dimensions: 450 x 315 px, png or jpeg format
- ✓ Linking to your company profile
- ✓ Data input via email



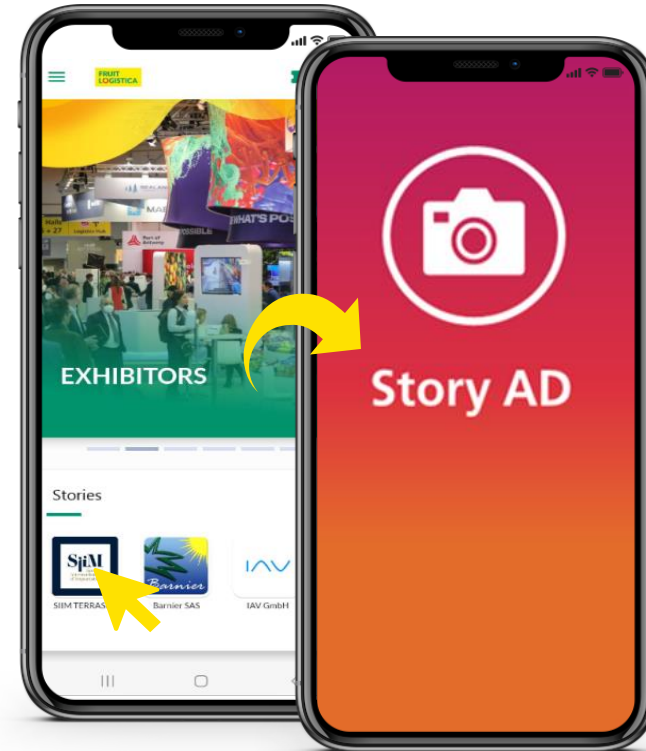
Specials

Story on the startpage in the app

Share your own business success story!

Publish a pre-produced clip directly on the FRUIT LOGISTICA app home page. Use the story to introduce your company, convey impressions or announce new contributions.

- ✓ Playout in portrait format
- ✓ Start image: 1040 x 720px, png or jpeg
- ✓ Clip: Max. 50 MB, MP4 & 1080px, max. 15 seconds
- ✓ Data input via E-Mail



CONTACT & SUPPORT

Your contact for questions about the platform :

▶ Online editorial Team :
[Make an inquiry now](#)

**FRUIT
LOGISTICA**

The leading trade show for the global fresh produce business.

Your contact for advertising :

MB Capital Services GmbH
Thüringer Allee 12 A
14052 Berlin
+49 30 3038 2500

Link Your contact for advertising opportunities Advertising-Shop:
[FRUIT LOGISTICA](#)

FRUITNET

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.

 **Messe Berlin**