EXHIBITION PACKAGE
FOR PAVILION ORGANISERS

FRUITLOGISTICA 2021

18|19|20 MAY 2021 BERLIN & ONLINE
Three key reasons for FRUIT LOGISTICA SPECIAL EDITION 2021

1. It gives you in the fresh produce business all over the world the first opportunity in almost 18 months to meet face-to-face in a safe, COVID-secure environment.

2. It helps you to grow your business and to better manage your future strategy.

3. It gives you the chance to showcase your latest product innovations and business solutions that will determine the immediate future of the fresh produce business.
FRUIT LOGISTICA SPECIAL EDITION 2021
Meet onsite. Connect online.

FRUIT LOGISTICA has always been the meeting place for the global fresh produce industry. Our plan for FRUIT LOGISTICA SPECIAL EDITION in 2021 is to bring you a trade fair that retains the core focus on highly effective face-to-face business meetings. And we aim to do this in a new environment that is safer and more secure than ever before.

First, FRUIT LOGISTICA SPECIAL EDITION 2021 takes place in May. And while we know these new dates are not convenient for some of you, it is better for everyone to meet in the sunny spring month of May when the challenges of a cold winter are behind us.

Second, FRUIT LOGISTICA SPECIAL EDITION 2021 is going to be smaller. We will limit the amount of exhibition space available, and we will focus on specific sectors to ensure that we attract the very best buyers, suppliers, partners, and customers.

And, third, we will add some digital features to ensure that every visitor who cannot attend in person can get connected online.

FRUIT LOGISTICA SPECIAL EDITION 2021 is a one-off trade show for the global fresh produce trade:

**Buyer Programme**
An exclusive programme for food retail buyers plus decision makers from the food manufacturing industry to guarantee more effective networking and business meetings.

**The Innovation Club**
A new special area for fresh produce industry innovations (exhibition area, Fruit Logistica Innovation Award, plus a full event programme including Future Lab, The Taste Space).

Let’s create together even better perspectives for the fresh produce business of the future at FRUIT LOGISTICA SPECIAL EDITION 2021.
Meet high quality visitors onsite.
Connect with even more visitors online.

FRUIT LOGISTICA SPECIAL EDITION 2021 is an exclusive event for the global fresh produce business that brings you all these onsite advantages:

✓ Event concept that is COVID-secure
✓ Compact show to showcase key players in the business
✓ Flexible participation to reduce your risk and lower your investment
✓ Effective business networking for the global fresh produce business
✓ Latest business trends and developments presented in Berlin (event programme, The Innovation Club, exhibition area)
✓ Focus on European buyers within the food retail and food manufacturing industry
✓ Online element to allow for more connections

Showcase your products and services onsite.
Present even more online.

FRUIT LOGISTICA SPECIAL EDITION 2021 brings together every part of the fresh produce value chain in a brand new way. Our new compact format divides into seven areas:

1 FRESH PRODUCE
   (including Fresh Produce Forum)

2 PACKAGING

3 LOGISTICS
   (including Logistics Hub)

4 SEEDS & FERTILIZERS

5 MACHINERY & TECHNOLOGY
   (including Tech Stage)

6 GREENHOUSE TECHNOLOGY

7 CULTIVATION EQUIPMENT
Every exhibitor will be placed in their relevant area. This will make it easier to get around the show, reducing the distance between meetings for visitors, and allowing everyone to benefit from dedicated event programme for their area.

At FRUIT LOGISTICA SPECIAL EDITION 2021 our hall planning will be COVID-secure to give the highest practical level of protection for everyone. That means wider passageways as well as a clear booth grid to guarantee physical distancing rules. And everyone has to wear a face mask.

Go to our website for the latest updates of Safety & Hygiene Protocol at FRUIT LOGISTICA SPECIAL EDITION 2021.
Meet and negotiate in Berlin. Find the latest innovations onsite. Grow your relationships online.

FRUIT LOGISTICA SPECIAL EDITION 2021 is an exclusive event. It's where the right exhibitors match with the right visitors. It’s where face-to-face meetings focus on the key essentials.

And that means a unique Buyer Programme is made up of these elements:

- ✓ Free and exclusive business lounge for food retailers and food manufacturers to meet onsite or online with their fresh produce supplier partners. An exclusive 18 m² COVID-secure lounge area is equipped with everything a buyer needs for business meetings
- ✓ Free entrance to the show for every fresh produce retailer or decision maker within the food manufacturing industry
- ✓ Free use of online tool for the best matchmaking
- ✓ Free access to all relevant onsite and online conference programming

The exhibitor list as well as the list of attending buyers will be updated continuously so you can plan your visit to FRUIT LOGISTICA SPECIAL EDITION.
Get inspired onsite.
Spread the word online.

FRUIT LOGISTICA SPECIAL EDITION 2021 will showcase the latest innovations in one central space on the fairground. All the future innovation that is happening in every single part of the value chain will be highlighted within this exclusive area called “The Innovation Club”.

The Innovation Club is a new point of departure for the global fresh produce industry and offers clear and easy orientation to update the latest products and solutions. This compact presentation zone onsite in Berlin at FRUIT LOGISTICA SPECIAL EDITION will be the central stage for all innovative ideas in 2021.

The following elements make up part of the The Innovation Club:

1. THE INNO ZONE
   Dedicated exhibitor stands for innovative companies showcasing a specific and impactful new product or solution live. This will offer an exciting cross-section of the entire value chain (fresh produce, seeds & fertilizers, packaging, logistics, machinery & technology, cultivation equipment, greenhouse technology).

   The Taste Space: A specific area presenting the latest developments of fruit and vegetables which can be tasted bearing in mind the standards of the hygiene concept (COVID-secure environment).

2. INNO INSIGHTS AND AWARDS
   Presentation of all FLIA nominees: FLIA (FRUIT LOGISTICA INNOVATION AWARD) honours outstanding innovations in the entire fruit and vegetable supply chain from farm gate to supermarket shelf, which have just gone to market in the 12 months running up to the event.

   SPOTLIGHT: This highlights the latest product launches and premiers (event, continental and global) featured at FRUIT LOGISTICA SPECIAL EDITION. It can be researched online ahead of time and found directly on the individual participating exhibitor stands. Conditions for Spotlight can be found online.

   FUTURE LAB: Event programme of expert presentations about the future of the industry, which focuses on the products and solutions which will hit the market within two to five years. Onsite and streamed: After the event, presentations will be online as well.

The Innovation Club will be a central spot in Hall 2.1. Information about costs for a stand package, terms and conditions as well as application forms can be later found on the website of FRUIT LOGISTICA SPECIAL EDITION.
Manage your visit online. Expand your network online.

Apart from the compact on-site exhibition, the online component will be essential in order to plan the visit, to connect with key players of the industry and to maintain business relationships.

The following elements belong to the digital package:

- Scheduling business meetings
- Online presentation of participating companies
- Online formats of event programme

Especially trade professionals and buyers who cannot take part due to different reasons like travel restrictions can use the online tool in order to connect with onsite-exhibitors.

Furthermore, each exhibitor in Berlin will have a network connection for hosting online meetings. WI-FI access is maintained by a permanent team of technicians on the fairground. They will be also available to respond rapidly and assist in the unlikely event in case issues will occur. At the moment, FRUIT LOGISTICA SPECIAL EDITION will plan to have a 1 GB broadband connection.

Meet onsite. Book your stand package already online.

This unique FRUIT LOGISTICA SPECIAL EDITION 2021 will concentrate on bringing together the widest scope of international exhibitors with participants from across the value chain and the world within a more compact format. This approach enables us to offer you a unique package which helps you to lower risks for participation and to guarantee flexibility.

There are three pre-defined sizes for packages and three pre-defined shapes.

**STAND SIZE**

Three pre-defined stand sizes:
- 18 m²
- 36 m²
- 54 m²

**STAND SHAPE**

Three pre-defined stand shapes:
- Row stand, one side open
- Corner stand, two sides open
- Peninsula stand, three sides open

These participation packages will include stand space, turn-key stand construction, digital package, a robust internet connection and an allocation of maximum number of company staff who will be able to be present on the stand.
Example for 54 m²:
stand size 54 m², stand shape peninsula (three sides open), premium package

<table>
<thead>
<tr>
<th>Size + equipment</th>
<th>m²</th>
<th>Pricing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Package Business</td>
<td>54</td>
<td>21,900 €</td>
</tr>
<tr>
<td>Package Brand</td>
<td>54</td>
<td>23,600 €</td>
</tr>
<tr>
<td>Package Premium</td>
<td>54</td>
<td>29,900 €</td>
</tr>
</tbody>
</table>

Peninsula stand, three sides open:
Pricing package incl. digital package + AUMA

All different stand packages with detailed information and pricing can be found in the appendix.
The equipment of the package will include: Turn-key stand construction including furniture, electricity, WI-FI and access to the digital platform.
FRUIT LOGISTICA SPECIAL EDITION offers the following cancellation deadline policy:

- Up to 4 weeks before the event (20th April 2021) – Cancellation free of charge
- Up to 3 weeks before the event – Cancellation charge 25%
- Up to 2 weeks before the event – Cancellation charge 50%
- Up to 1 week before the event – Cancellation charge 75%
- Thereafter 100% cancellation fee

Organisers of national and regional pavilions are asked to get in touch with the team of FRUIT LOGISTICA SPECIAL EDITION 2021 or with your market representative. Contact details can be found on the website.

MEET IN 2021. BOOK YOUR PARTICIPATION NOW ONLINE.

Feel free to contact the team of FRUIT LOGISTICA SPECIAL EDITION 2021. Let’s come together to make this a special event for you and the global fresh produce industry.

GET IN TOUCH

#fruitlogistica2021

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fruitlogistica@messe-berlin.com
FRUITLOGISTICA 2021

18|19|20 MAY 2021 BERLIN & ONLINE

EXHIBITION PACKAGES. OVERVIEW.

54 m² Pavilion

SPECIAL EDITION

MEET ONSITE. CONNECT ONLINE.

FRUITNET

Messe Berlin
### PAVILION PACKAGE BUSINESS 54 m²

21,900.00 EUR*  
Package for 1 organiser plus 4 exhibitors.

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### PENINSULA STAND, THREE SIDES OPEN (18 x 3 m)  
Limited to 7 staff members on stand.

<table>
<thead>
<tr>
<th>SIZE &amp; EQUIPMENT</th>
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</tr>
</thead>
</table>
| 54 m² Stand construction according to drawing  
Octanorm or similar  
1 lockable cabin incl. storage rack and coat rack |      |      |      |      |      |      |      |      |      |  

<table>
<thead>
<tr>
<th>ADDITIONAL EQUIPMENT</th>
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</thead>
</table>
| 1 Info counter 70 cm wide  
4 Spit protection H 60 cm  
1 Hygiene kit (1 Hand sanitizer + paper towels) |      |      |      |      |      |      |      |      |      |  

<table>
<thead>
<tr>
<th>FLOORING</th>
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</thead>
</table>
| 54 m² Needle-felt carpeting  
Colored textile tape at the stand border |      |      |      |      |      |      |      |      |      |  

<table>
<thead>
<tr>
<th>LIGHTING / SUSPENSIONS FROM THE HALL CEILING</th>
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</thead>
</table>
| 1 Truss with lighting suspended in the middle  
of the visitor aisle |      |      |      |      |      |      |      |      |      |  

<table>
<thead>
<tr>
<th>INTERNET</th>
<th></th>
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</tr>
</thead>
<tbody>
<tr>
<td>1 Wireless internet access</td>
<td></td>
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</table>

<table>
<thead>
<tr>
<th>POWER SUPPLY</th>
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</thead>
</table>
| 1 Electrical main connection 3,3 KW  
1 Electrical distribution box with 3 sockets  
1 Floor socket  
1 Electrical connection for truss lighting |      |      |      |      |      |      |      |      |      |  

<table>
<thead>
<tr>
<th>RENTAL FURNITURE</th>
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</tr>
</thead>
</table>
| 1 Wastepaper bin  
8 Chairs  
4 Tables  
1 Lounge furniture  
1 Barstool |      |      |      |      |      |      |      |      |      |  

<table>
<thead>
<tr>
<th>GRAPHIC DESIGN</th>
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</tr>
</thead>
</table>
| according to drawing (incl. installation)  
Digital printing on wall  
Digital printing for info counter  
*(ready to print graphic files to be delivered by the exhibitor)* |      |      |      |      |      |      |      |      |      |  

<table>
<thead>
<tr>
<th>CLEANING</th>
<th></th>
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</thead>
<tbody>
<tr>
<td>54 m² One-off basic clean and daily stand cleaning</td>
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</tr>
</tbody>
</table>

Digital package & AUMA fee included.

* Each stand package includes one digital package. For the extra exhibitors on the pavilion, each exhibitor has to pay the additional digital package fee 509.00 EUR.*
PAVILION PACKAGE BRAND 54 m² 23,600.00 EUR*

Package for 1 organiser plus 4 exhibitors.

PENINSULA STAND, THREE SIDES OPEN (18 x 3 m) Limited to 7 staff members on stand.

<table>
<thead>
<tr>
<th>SIZE &amp; EQUIPMENT</th>
<th>INTERNET</th>
<th>POWER SUPPLY</th>
<th>RENTAL FURNITURE</th>
<th>GRAPHIC DESIGN</th>
<th>CLEANING</th>
</tr>
</thead>
<tbody>
<tr>
<td>54 m² Stand construction according to drawing H 2500 / 3500 mm Octanorm or similar 1 lockable cabin incl. storage rack and coat rack 1 Decorative frame for the back wall incl. setup and dismantling</td>
<td>1 Wireless internet access</td>
<td>1 Electrical main connection 3,3 KW 1 Electrical distribution box with 3 sockets 1 Floor socket 1 Electrical connection for truss lighting</td>
<td>1 Wastepaper bin 8 Chairs 4 Tables 1 Lounge furniture 1 Barstool</td>
<td>according to drawing (incl. installation) Digital printing for cabin tower Digital printing for info counter Digital printing for graphic frame Digital printing on wall <em>(ready to print graphic files to be delivered by the exhibitor)</em></td>
<td>54 m² One-off basic clean and daily stand cleaning</td>
</tr>
</tbody>
</table>

Digital package & AUMA fee included.

* Each stand package includes one digital package. For the extra exhibitors on the pavilion, each exhibitor has to pay the additional digital package fee 509.00 EUR.
### PAVILION PACKAGE PREMIUM 54 m²

29,900.00 EUR*

Package for 1 organiser plus 4 exhibitors.

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### PENINSULA STAND, THREE SIDES OPEN (18 x 3 m)

**Limited to 7 staff members on stand.**

<table>
<thead>
<tr>
<th>SIZE &amp; EQUIPMENT</th>
<th>INTERNET</th>
<th>POWER SUPPLY</th>
<th>RENTAL FURNITURE</th>
<th>GRAPHIC DESIGN</th>
<th>CLEANING</th>
</tr>
</thead>
</table>
| 54 m² Stand construction according to drawing  
H 2500 / 3500 mm  
Octanorm or similar  
1 lockable cabin incl. storage rack and coat rack  
1 Decorative frame for the back wall  
1 Decoration element at the back wall  
1 Suspension of rectangular graphic element above the stand, incl. setup and dismantling | 1 Wireless internet access | 1 Electrical main connection 3,3 KW  
1 Electrical distribution box with 3 sockets  
1 Floor socket  
1 Electrical connection for truss lighting | 1 Wastepaper bin  
8 Chairs  
4 Tables  
1 Lounge furniture  
1 Barstool | according to drawing (incl. installation)  
Digital printing for cabin tower  
Digital printing for info counter  
Digital printing for graphic frame  
Banner printing for suspended rectangular graphic element (ready to print graphic files to be delivered by the exhibitor) | 54 m³ One-off basic clean and daily stand cleaning |

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Digital package & AUMA fee included.

* Each stand package includes one digital package. For the extra exhibitors on the pavilion, each exhibitor has to pay the additional digital package fee 509.00 EUR.