FRUIT LOGISTICA

The **heartbeat** of the fresh produce business

10% Early Bird Discount*

* This special offer is time-limited until 15th November 2023. Upgrades and add-ons are excluded.

FRUIT LOGISTICA ONLINE

Increase your visibility with exclusive online advertising and digital performances.

Experience networking, exchange & business in a decentralized, seamless and easy way – wherever you are.

Before, during and after FRUIT LOGISTICA, you get the opportunity to boost your brand awareness and underline your company presentation.

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

- FRUIT LOGISTICA Website – the online exhibitor list

- 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.

An overview

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Messe Berlin

FRUIT LOGISTICA Online
Media Packages

Co-Exhibitor Media Package

- company name & address
- 1/16 tile view
- hall & stand number
- telephone & email
- 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

Upgrade to Primary Exhibitor Media Package for 420 EURO

Primary Exhibitor Media Package

- company name & address
- 1/4 tile view
- hall & stand number
- telephone & email
- 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

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High Power Upgrade

Upgrade for 520 EURO

Special upgrade for primary exhibitors

Co-exhibitors can book the High Power Upgrade only after having upgraded to the Primary Exhibitor Media Package

Bigger tile: 1/2 tile for your company profile under "Exhibitors"

More products: Up to 15 products with description
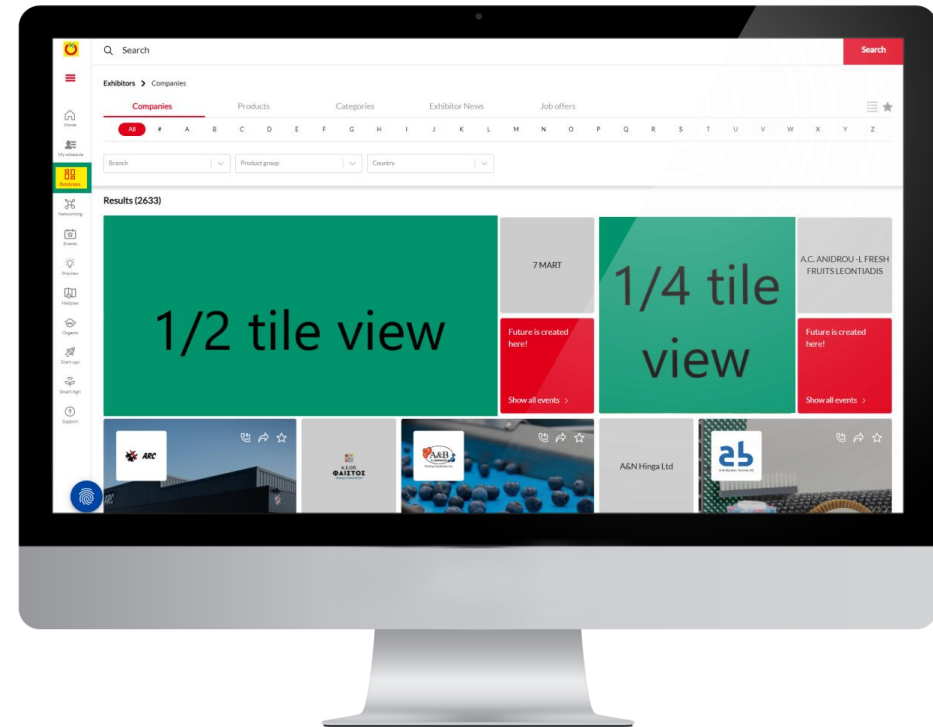
5 Exhibitor News under "Exhibitors"

1 Video in the header of the company profile

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High Power Upgrade
½ 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".

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High Power Upgrade
Header Video

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!
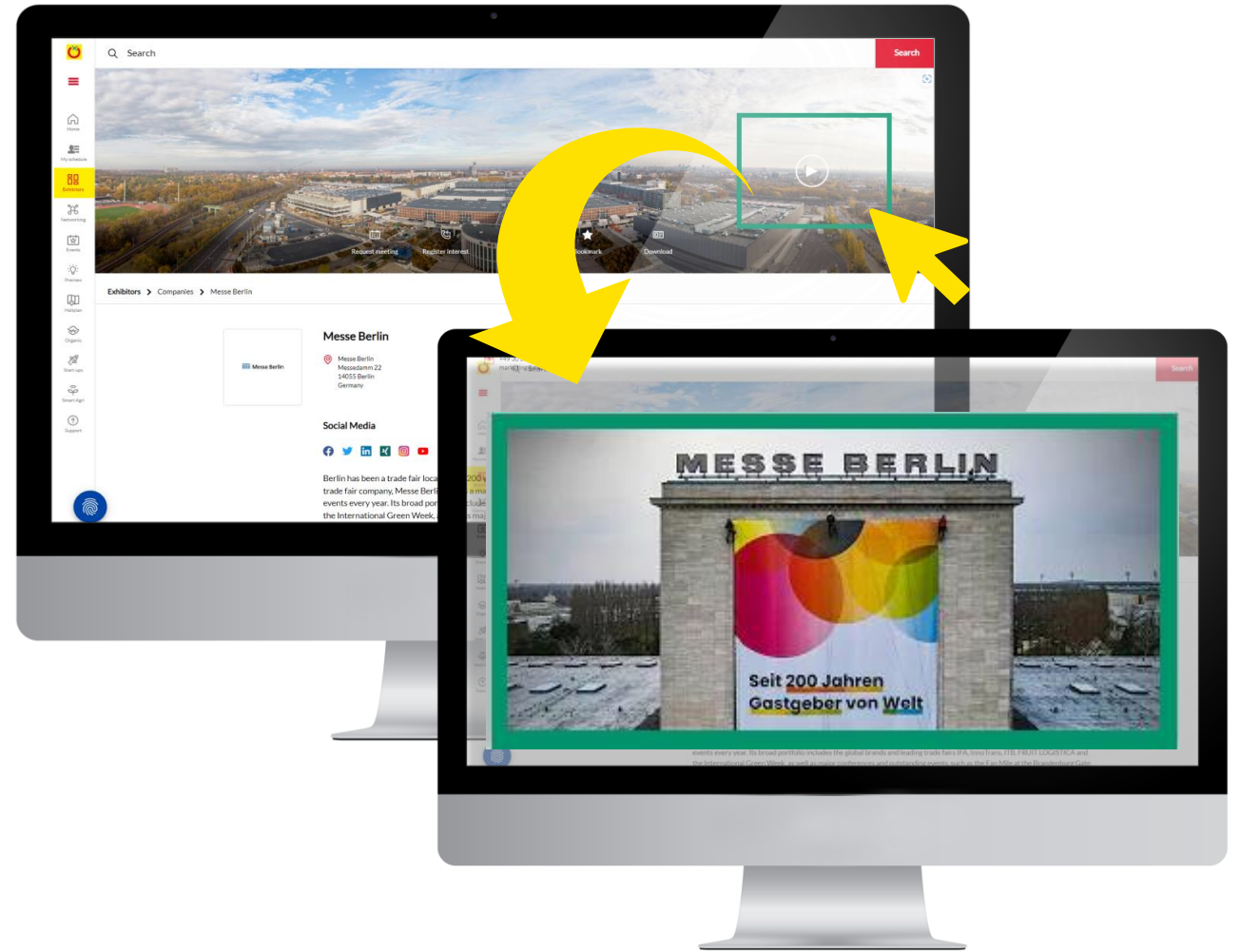
Logo Power Package

3,000 EURO

Be the star on the interactive hall plan!

The hall plan is showcased on all 3 media channels

**1 Top-5-Logo:** 1 sponsor logo above your own hall on the interactive hall plans (max. 5 per hall)

1 Stand-Logo on the interactive hall plan (for an optimal presentation we recommend a stand size about 50m²)

Logo On-Site: logo integration on the individual hall plan overview on the exhibition site

App Gallery-Logo : logo implement in an endless banner loop

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Logo Power Package

Top 5 logo, Stand logo and Logo on Exhibition Site Plans & Gallery Logo Carousel
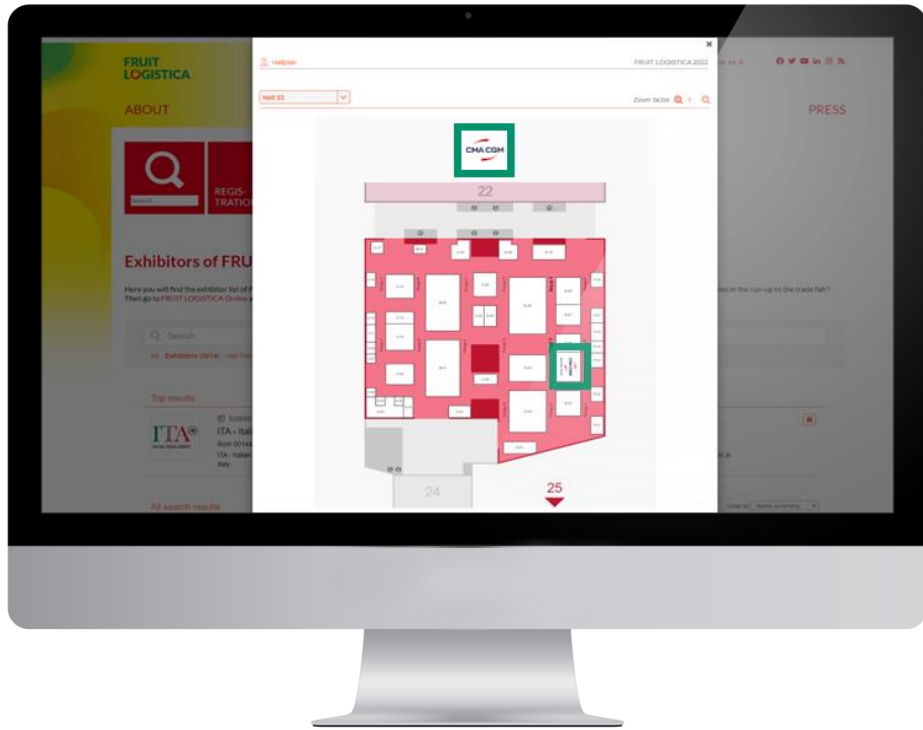
**Hall plan
FRUIT LOGISTICA
Online**

**Hall plan
FRUIT LOGISTICA app**

**Hall plan
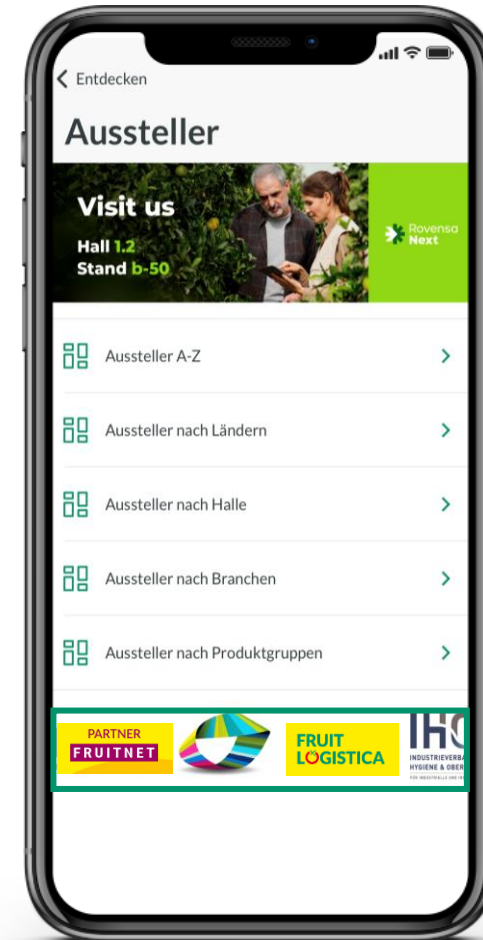on exhibition site**

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Logo Power Package
App Gallery-Logo

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 E-Mail

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Banner Plus Package

5,000 EURO

1 Sandwich Banner in a search result list (max. 6 per position in rotation in the exhibitor list and an exclusive position on the app)

1 Top Position Banner under "Exhibitors" or alternatively 1 Top Position Banner under "Events" (max. 6 in rotation, online platform and app)

1 Tab Bar Banner (app only)

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Banner Plus Package
Sandwich Banner

Let us highlight your appearance!

The sandwich banner will be included in one of the result lists:

- Appear in rotation on exhibitor list / fixed position in the app

- Linking to your company profile or an external URL

- Dimensions: 1400 x 130 px; jpeg (Exhibitor list) / 1440 x 296 px, jpeg (app)

- Data delivery by E-Mail
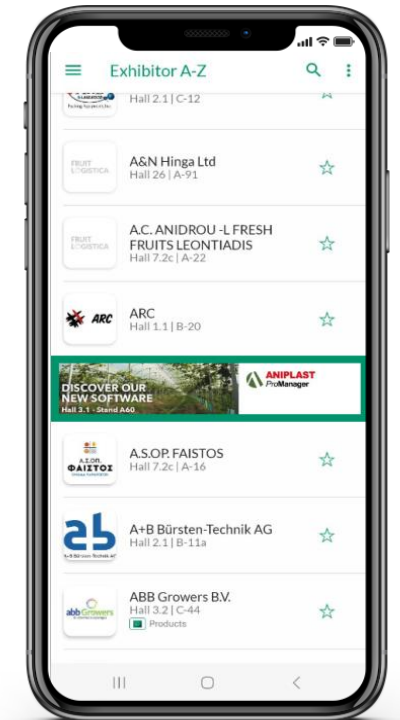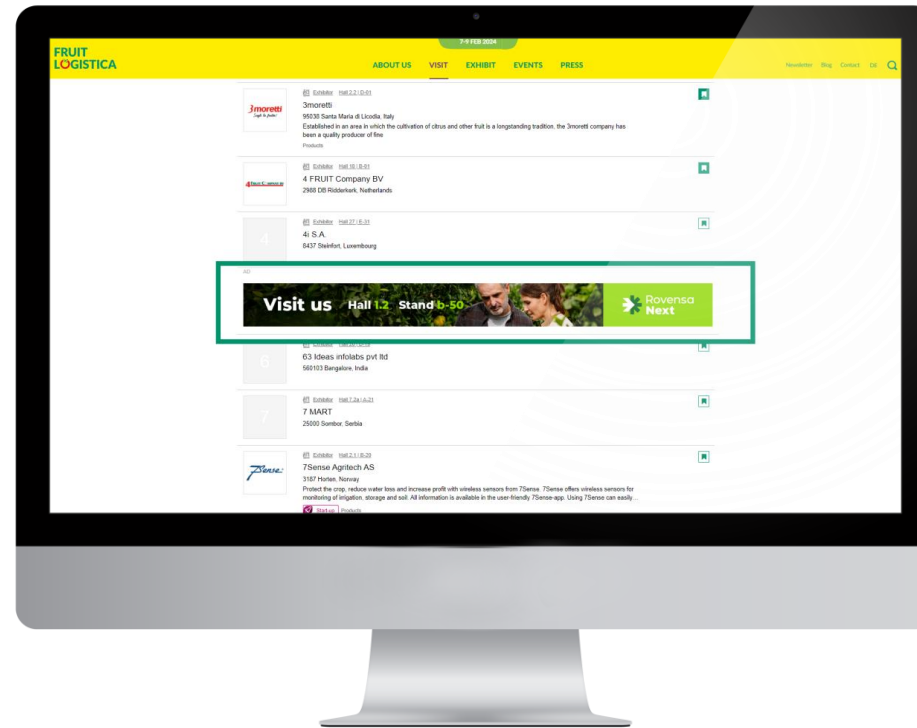
Banner Plus Package
Top Position Banner

Become an absolute eye-catcher!

The top advertising banner is placed at the top position under the navigation points or areas "Exhibitors" or "Events":

- Linked to your company profile

- Dimensions: 2560 x 320 px, jpeg (FRUIT LOGISTICA Online) / 1440 x 450 px, jpeg (app)

- Data delivery by E-Mail
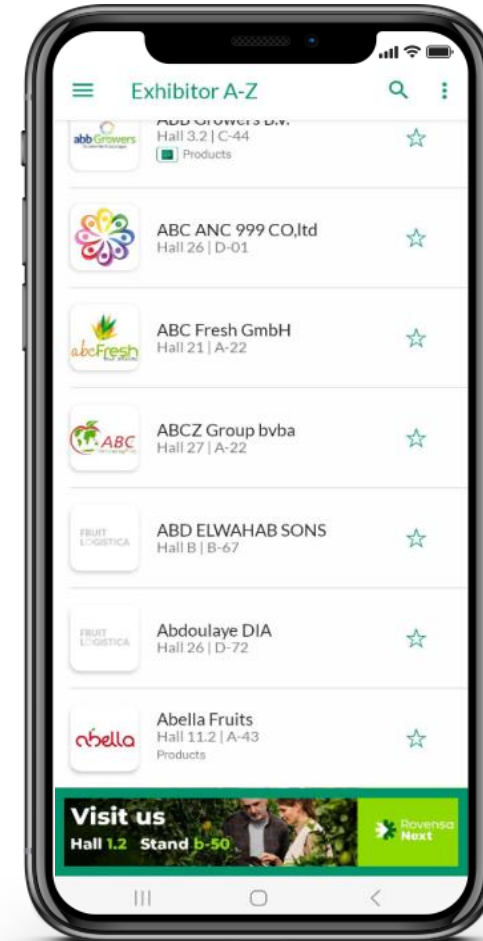
FRUIT LOGISTICA

Messe Berlin
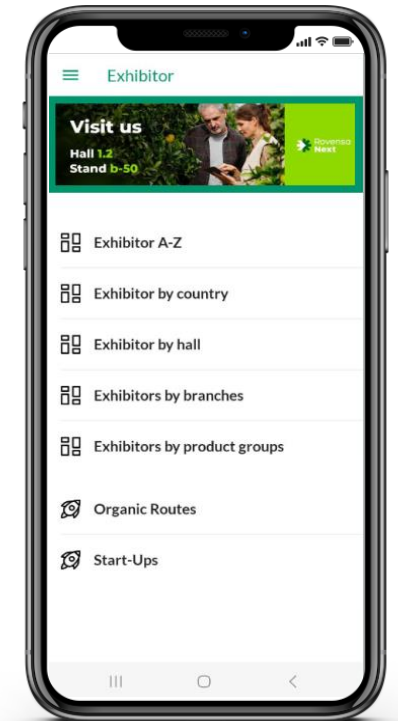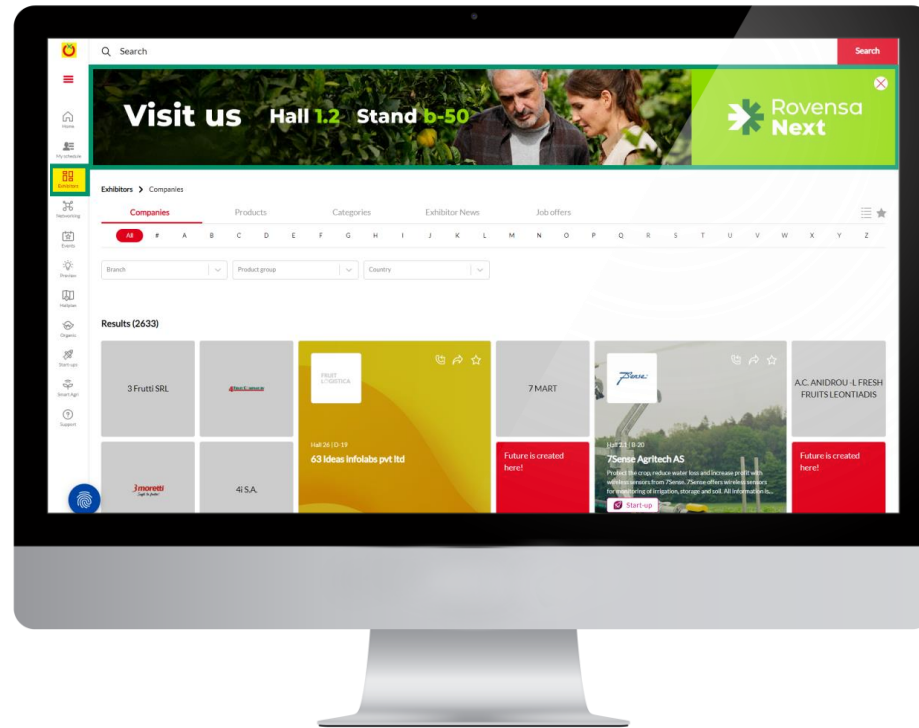
Banner Plus Package
Tab Bar Banner

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

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Mix & Match Package

~~6,873~~
5,500 EURO

+

**FRUIT LOGISTICA
Online**

- Top Position Banner on FRUIT LOGISTCA Online and app

- Sandwich Banner in the exhibitor list

- Stand Logo **or** Top 5 Logo Online Hall Plan + logo integration on the individual hall plan overview on the exhibition site

**FRUIT LOGISTICA
Onsite**

- 1 Floor Graphic

Location:
indoor positions by arrangement: e.g. in entrance areas, at passageways and within middle foyers

Size (w x h):
e.g. 2.00m x 2.00m per graphic

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Specials

ONLINE ADVERTISING	PRICE	CHANNEL		
		Exhibitor list	FRUIT LOGITICA Online	App
Top-of-the-List	3.300€	✓	✓	✓
Top Position Banner	2.200€		✓	
Sandwich Banner	2.000€	✓		
Stand Logo (stand size about 50m²) + logo integration on the individual hall plan overview on the exhibition site	1.500€	✓	✓	✓
Top 5 Logo Online Hall Plan	1.500€	✓	✓	✓
Tab Bar Banner	1.500€			✓
Gallery Logo Carousel	800€			✓
Product Presentation	500€		✓	
Story	500€			✓

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Specials
Top-of-the-List

Shine on the exhibitor list, 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 "Exhibitor":

- Awarded to a max. of 4 partners

- Appear in alphabetical order

- Linked to your company profile

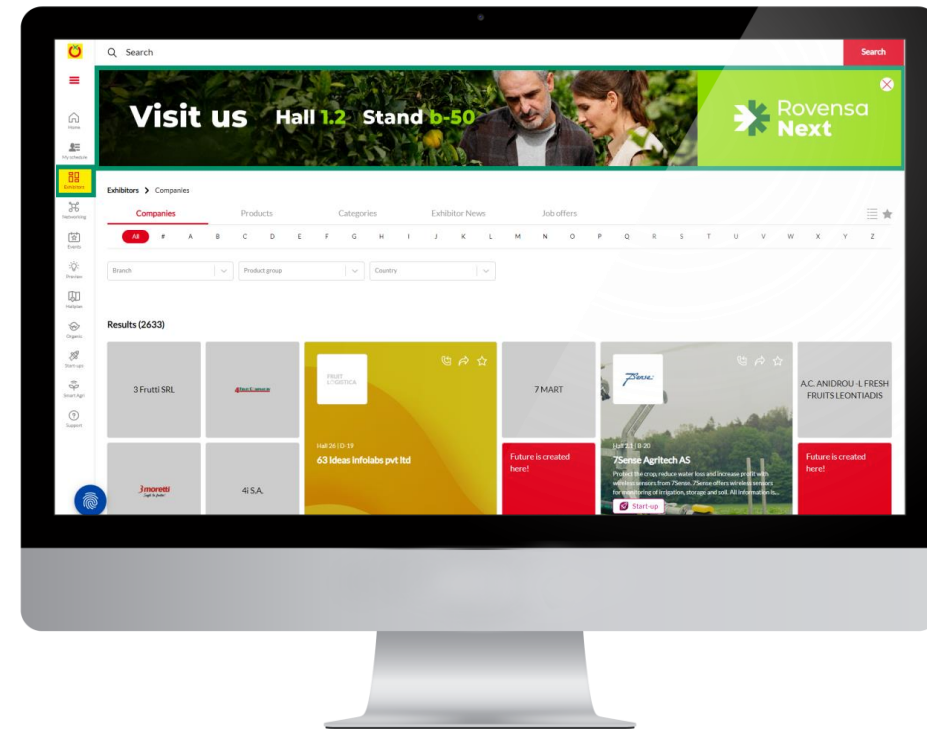- Data delivery: Background image uploaded via the content manager
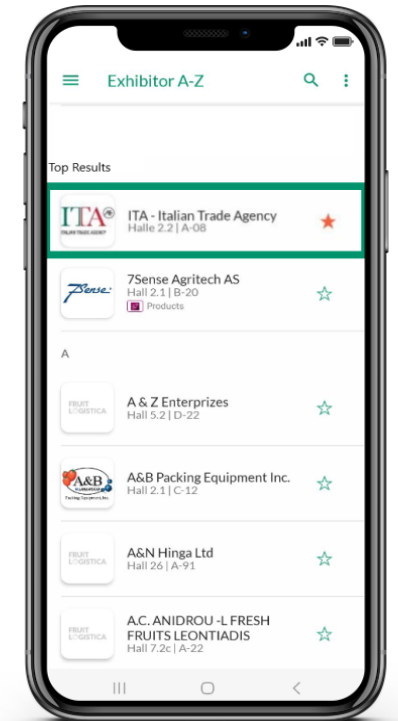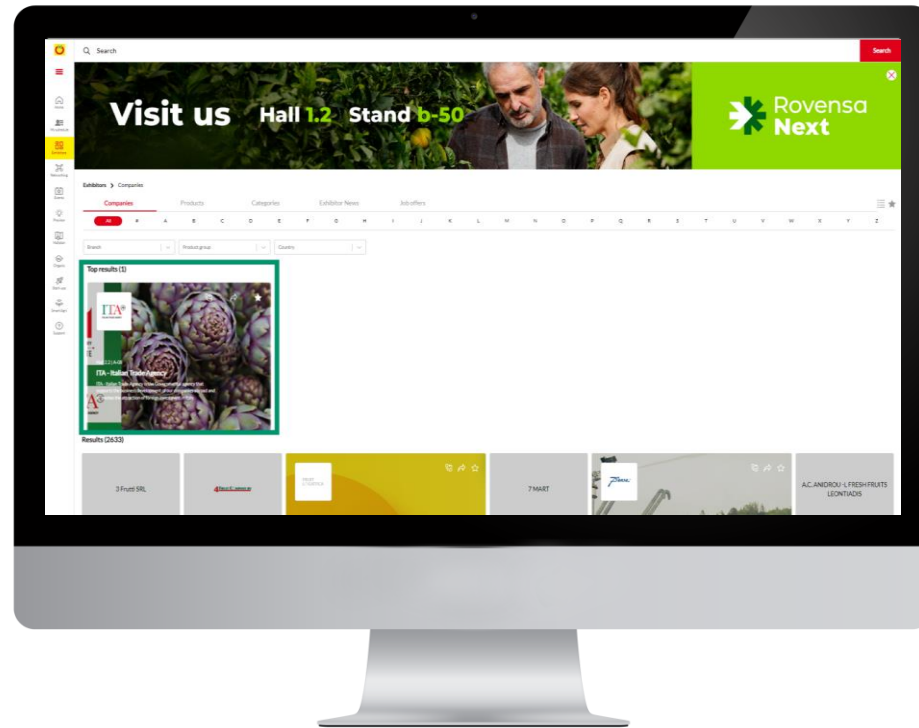
Specials overview

Specials
Top-Position-Banner

Make sure to become the absolute eye-catcher!

The top advertising banner is placed at the top position under the navigation points or areas "Exhibitors" and "Events":
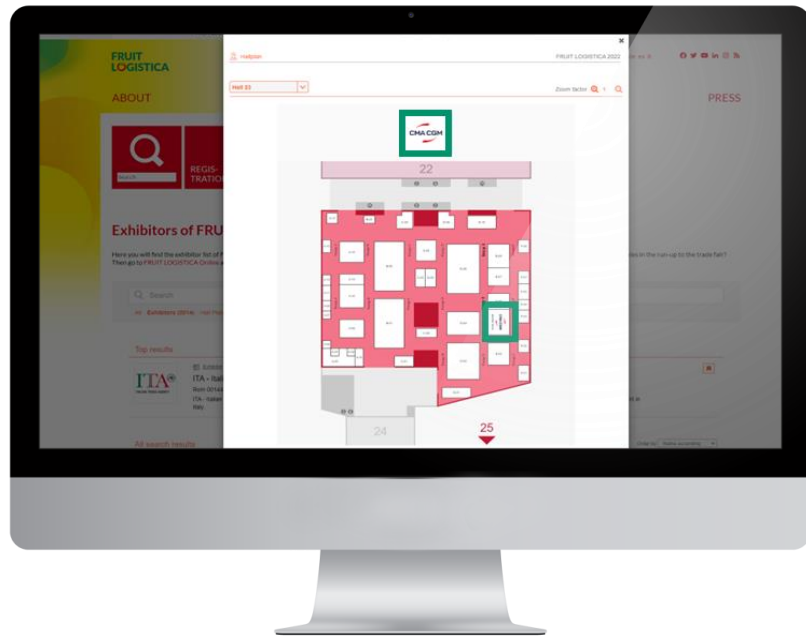
- Appear in fixed order:
  "First come, first served."

- Linked to your company profile

- Dimensions: 2560 x 320 px, jpeg

- Data delivery by E-Mail

Specials overview

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Specials
Stand Logo* & Logo on the individual hall overview on the exhibition grounds

**Hall plan
FRUIT LOGISTICA
Online**

**Hall plan
FRUIT LOGISTICA app**

**Hall plan
on Exhibition Site**

*For an optimal presentation we recommend a stand size about 50m² in the **online hall plan**.
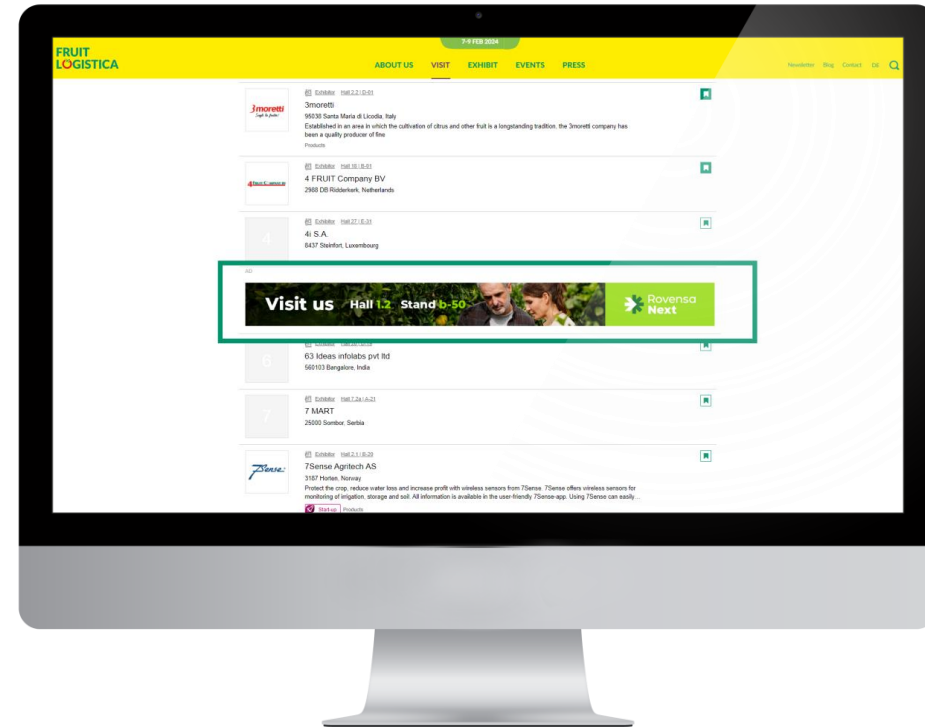
Specials overview

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Specials
Sandwich-Banner

Stand out from your competitors!

The sandwich banner is included in one of the results list on the FRUIT LOGISTICA website:

- Appear in rotation

- Linking to your company profile or an external URL

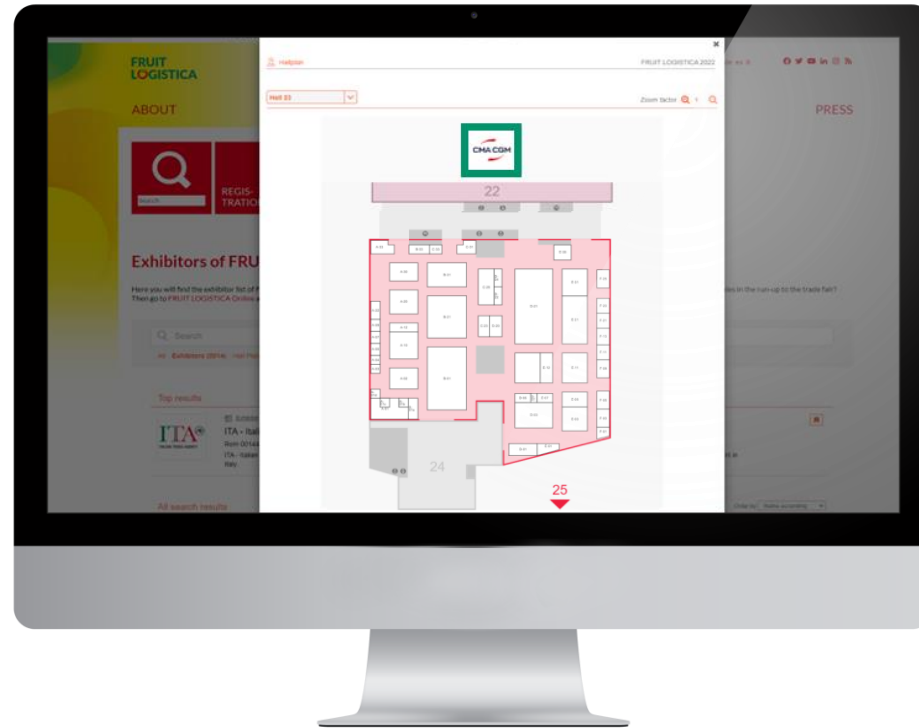- Dimensions: 1400 x 130 px; jpeg or png

- Data delivery by email

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Specials
Top-5-Logo Online Hall Plan

Highlight your attendance…
…in the interactive hall plans:

- On all channels: Exhibitor list, FRUIT LOGISTICA Online and app

- Dimension: width approx. 300px, in svg format

- Limited availability: max. 5 logos per hall, "First come, first served."
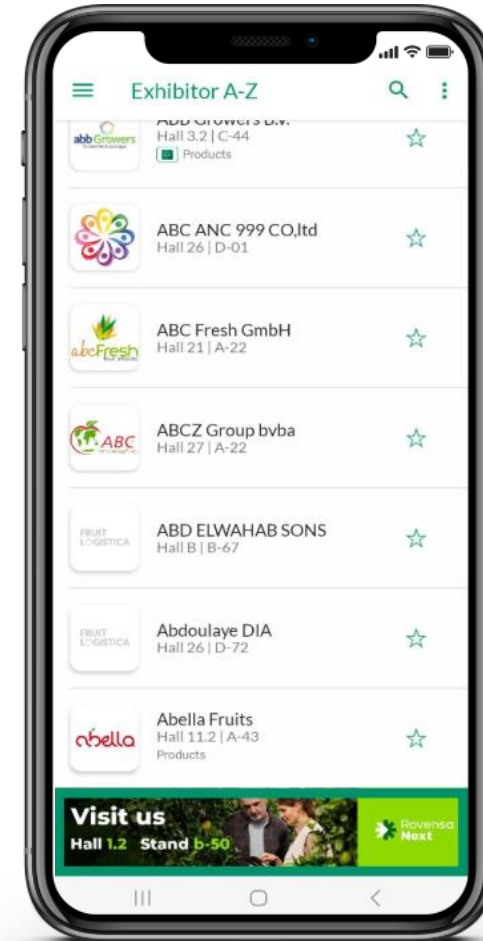
- Data input via E-Mail

Specials overview

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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
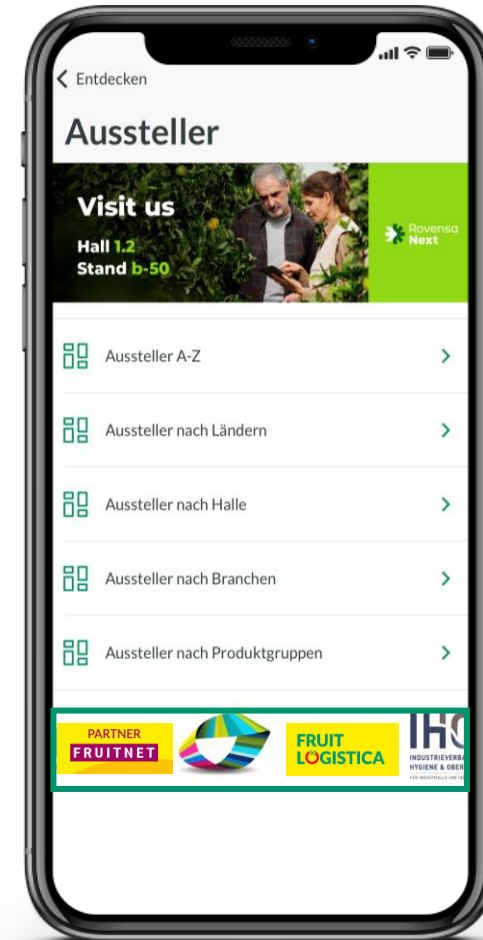
- Data delivery via E-Mail

Specials overview

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Specials
Gallery Logo Carousel

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

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Specials
Product Presentation

Don't miss the opportunity to present your products before, during and after FRUIT LOGISTICA 2024!

- Publish a video presentation in the event schedule of FRUIT LOGISTICA Online

- Limited availability

- Linked to your company profile

- Data input: Start image: 500x290px in jpg; Description 4000 characters; Video: 1080p@25, 16:9 Format;

- Data delivery via email

Specials overview

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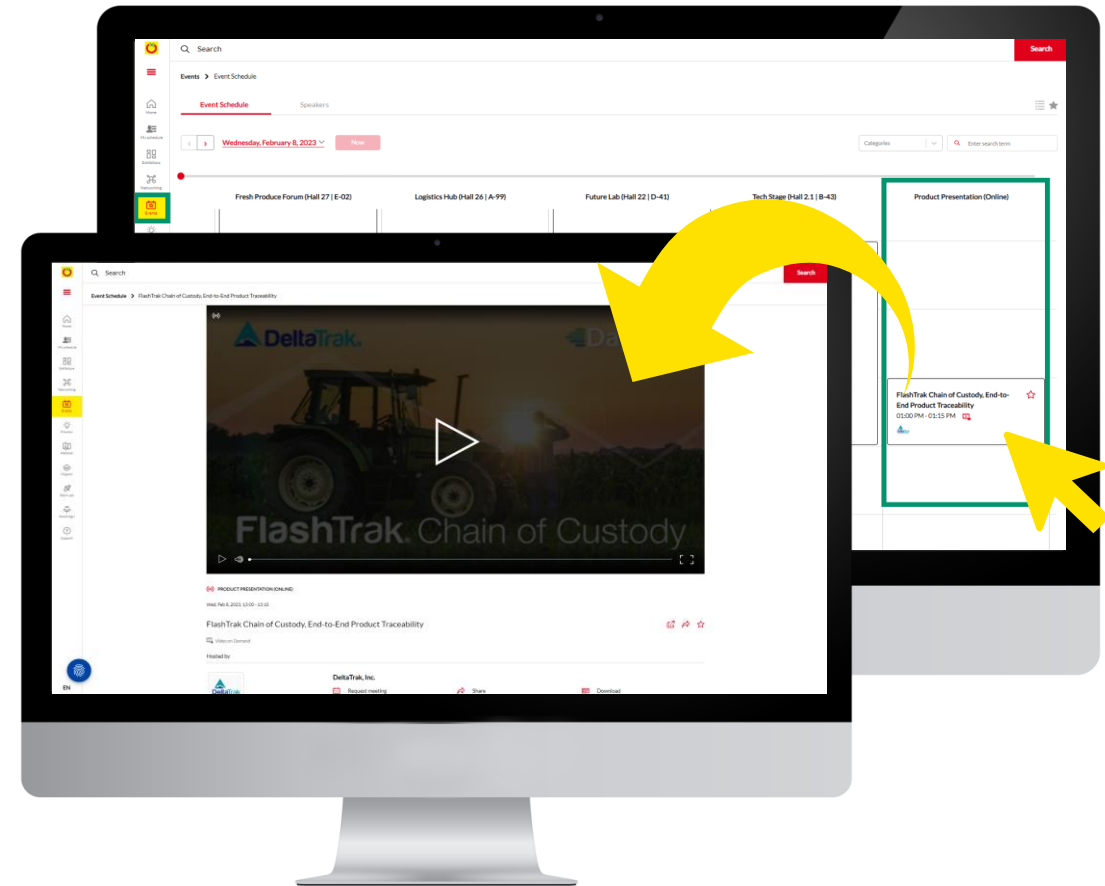
Specials
Story

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

Specials overview

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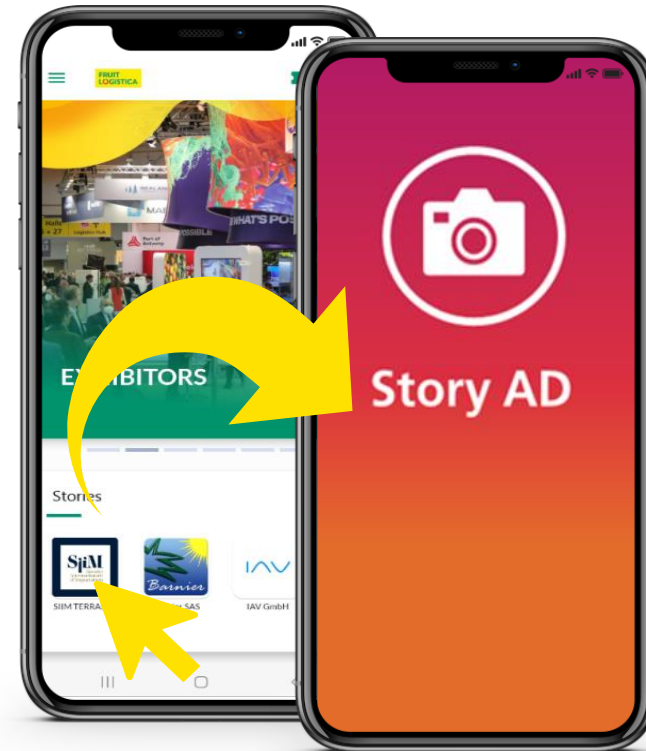
Add-Ons

ADD-ONS	PRICE	PUBLICATION ON
Exhibitor News (3x / 5x)	170€ / 270€	Exhibitor list / FRUIT LOGISTICA Online / App
Job Offers (1x / 3x)	100€ / 230€	FRUIT LOGISTICA Online / App

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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:

Email: support@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!