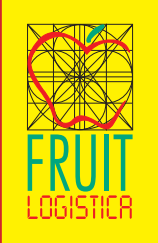


FRUIT LOGISTICA

International Trade Fair for Fruit
and Vegetable Marketing

www.fruitlogistica.com



Exhibitor Guide





Introduction

FRUIT LOGISTICA is the leading trade fair of the international fresh produce business – a global industry meeting point, market place and source of inspiration and new ideas all in one. FRUIT LOGISTICA is the business platform of choice for exhibitors, providing as it does an outstanding opportunity to present and promote your company and your products to the world of fresh produce.

With the FRUIT LOGISTICA Exhibitor Guide, we aim to provide you with advice and suggestions to help you to get the best business results from your company's presentation at FRUIT LOGISTICA – to plan, organize and assess the effectiveness of your participation at the fair. It will also give you quick, direct practical information about specific aspects of the exhibition.

The guide is structured according to the different phases of your planning, and also includes a special workflow timechart.

Phase 1: INITIAL PREPARATIONS

Defining your objectives and budgeting for your initial stand application.

Phase 2: DETAILED PREPARATIONS

Specific technical and organizational planning of your stand after you have received official confirmation of your participation at FRUIT LOGISTICA.

Phase 3: FRUIT LOGISTICA EXHIBITION

Stand set-up and dismantling, as well as important guidelines on making the most of your presence at the exhibition.

Phase 4: FOLLOW UP

Capitalize on the contacts made from your participation at the exhibition.



Further materials and all the latest information about FRUIT LOGISTICA are posted on the internet at www.fruitlogistica.com.

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J F M A M J J A S O N D Timeline
 January to December

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All the latest information at
www.fruitlogistica.com



You will always find all the latest information about FRUIT LOGISTICA on the internet at www.fruitlogistica.com.

The website offers comprehensive information about the exhibition including basic statistical and background data, detailed visitor and exhibitor information, news on stand applications and services, and the latest details on the FRUIT LOGISTICA event programme.

All application and order forms are available online for completion and return.

Deciding to take part
at FRUIT LOGISTICA

FRUIT LOGISTICA is the ideal business platform from which to present your company, to establish and develop top-level business contacts. The exhibition offers you a unique opportunity to meet the leading decision makers from the entire international fresh produce trade under one roof in the space of just a few days.

More than 50,000 international trade visitors come to Berlin from over 120 different countries.

- 80% of them occupy management positions in their companies
- More than 90% of them have decision-making authority in purchasing and procurement decisions.



Defining your objectives

By defining concrete objectives, you will be able to determine the specific aims of your participation at the trade fair. This applies both to your contacts with visitors as well as the organization of your own staff. The specific objectives of your participation at FRUIT LOGISTICA should be defined and agreed upon well in advance within your company and communicated effectively to your stand personnel.

Your clearly defined aims should be used as a basis

- to plan and organize your stand
- to prepare and produce the necessary information about your company, its products and services
- to prepare your staff for meeting and talking to visitors
- to measure the success of your participation at the trade fair.

According to surveys carried out by an independent market research organization, exhibitors at FRUIT LOGISTICA generally have the following main objectives:

- to present the company and its products effectively
- to win new customers
- to develop and extend existing business contacts
- to provide specific information for visitors
- to present new products
- to find new suppliers
- to prepare new business deals

Budget and expenditure

In addition to stand rental, design and construction, exhibiting at a trade fair involves expenditure on preparation, exhibits, staff, advertising and press relations. To gain an effective overview of these expenses, you should draw up a detailed budget.

Your budget should include the following aspects of your participation at the event:

- **Basic expenses**
Stand rental, the Advertising Box, AUMA fees (Association of German Trade Fair Industry), co-exhibitor registration fees
- **Stand construction and organization**
Stand design and stand construction (materials, set-up, dismantling), general and technical services offered by Messe Berlin (e.g. electrical and water connections, cleaning etc.), stand equipment (e.g. furniture, carpeting etc.), stand organization (e.g. signage, decoration, audio-visual presentations, exhibits, telecommunications, catering)
- **Marketing and promotional services**
e.g. advertising, invitations, admission ticket vouchers for clients, information and press materials, premium entry in the catalogue
- **Transport and handling costs**
e.g. transport and storage of exhibits and stand elements

- **Staff and travel costs**
Staff and travel expenses, training stand staff, accommodation and costs of stand personnel
- **Follow up and analysis**
Assessment of results, follow-up activities, e.g. confirmation letters, sending documentation

Stand rental calculator



The stand rental calculator, which can be found under Exhibitor Services >Stand registration, allows you to calculate the rental for your stand area quickly and easily. Since the exact size of your stand will not be determined until your final stand allocation is confirmed, these figures may initially be approximations.



The SalesPark Berlin online tool

The SalesPark Berlin online tool (www.salespark-berlin.com) provides an effective additional aid in preparing and evaluating your presence at FRUIT LOGISTICA. In addition to calculating the full benefit value of your participation, it gives you additional ideas and suggestions for implementing marketing activities efficiently, including customer evenings, sales conferences and PR packages. SalesPark Berlin is a free service provided by Messe Berlin.



Exhibition and workflow planning

Make a list of all the important dates and deadlines that need to be planned ahead, particularly the stand application deadline for FRUIT LOGISTICA and the set-up / take-down times and dates as provided by Messe Berlin. On the timeline and workflow plans at the front of this guide, you will find a list of the main activities and dates for your preparations for FRUIT LOGISTICA.

Applying for your stand (May – July)

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Stand application form

Notes on completing your stand application form for FRUIT LOGISTICA:



- Open the stand application form (in PDF format under Exhibitor Services at www.fruitlogistica.com) and complete the form directly on your computer.



- **IMPORTANT: Save the PDF file to your computer and return the completed form by e-mail using the Send button contained in the document.**

- When we have received and checked your stand application, we will send you confirmation of receipt and further information. At the end of September, we will begin to send out notifications of official stand allocations.



- In October, after we have received your acceptance of your proposed stand allocation, you will receive our official final confirmation of participation together with details of your stand number and your invoice. Order forms for technical systems, services and communication services are available online at www.fruitlogistica.com>Exhibitor Service.



Please specify the amount of floor space you require and the shape of your stand on your stand application. However, please understand that we are not always able to fully meet these wishes in terms of area and stand dimensions. It is therefore important that you do not finalize the details of your stand design and construction until your stand allocation has been confirmed.

Important dates

- Stand application form to be submitted by 31 July
- Notification of proposed stand allocation from Messe Berlin, and confirmation of stand allocation by exhibitor by end of September / early October
- Receipt of official approval of participation in October. Order forms for exhibition services are available online.
- Planning and ordering of stand construction and stand equipment by early January at the latest
- Set-up: 5 days before the start of the trade fair
- Take-down: from the evening of the last day of the fair until three days after the fair



DETAILED PREPARATIONS

Stand construction, organization, marketing


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Materials for your stand (June – December)

Consider what information materials you require for your stand and, if needed, place an order for the design and printing of the necessary items. You should also check whether you have sufficient business cards for your stand personnel.

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Meeting records

 Your staff should record each customer contact and visitor meeting during the fair in writing. Preprinted report forms are ideal for this purpose.

Stand planning & equipment (October – December)

The stand is your company's calling card. In addition to exhibiting your products or services effectively, it should also reflect your company's philosophy. A key point is an attractive and inviting stand design in line with your specific aims and objectives for the exhibition.

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The final detailed planning of your stand will depend on your aims and objectives, what you wish to exhibit on your stand, and your budget. Once your stand location and the exact area have been confirmed, detailed planning can commence either by yourself, or with the support of an architect or a stand construction company, or by renting a complete stand package from FRUIT LOGISTICA.

Important aspects of planning

- Messe Berlin technical requirements and guidelines
- Architecture and design
- Technical facilities and equipment
- Effective presentation of exhibits
- Functionality during stand operation, storage space, kitchen area
- Stand construction and dismantling

Exhibitor services



Order forms for services and detailed information on stand construction, stand equipment, technical systems and official approvals are available online at www.fruitlogistica.com>Exhibitor Service. Forms should be completed online and returned by e-mail using the Send button contained in each document. They cover such areas as:

- Catering
- Electrical installations
- Installations requiring an official permit
- Insurance / stand security
- Stand construction possibilities and costs
- Stand furniture
- Technical services
- Telecommunications
- Transport and logistics
- Waste disposal
- Water installations



An overview of stand construction possibilities and prices can also be found at www.mb-capital-services.com in the section "Design and Construction". MB Capital Services GmbH, a subsidiary of Messe Berlin, will be happy to assist you in planning and designing your stand.

Complete stand packages



Two different complete stand packages ("Classic" and "Special") can be hired from the FRUIT LOGISTICA organizers. You can order a complete stand online with your stand application or by using the forms at www.fruitlogistica.com>Exhibitor Service. These also include detailed information about system stand design and the equipment included in the package.

Electrical and water connections



Although the consumption of electricity and water is included in your stand rental, the relevant connections are not. You can order the installation of the necessary connections from MB Capital Services GmbH using the forms which are available online at www.fruitlogistica.com>Exhibitor Service.

Catering

Refreshments for stand staff and visitors can be ordered in advance or at any time during the exhibition from Capital Catering GmbH, a subsidiary of Messe Berlin, using the order forms provided.

Other services

A whole range of other services, for example stand furniture, telecommunications etc. can be ordered using the same forms.

Approval for special installations



Details of the official FRUIT LOGISTICA technical guidelines, together with a form to apply for the official inspection and approval of special installations can be found online at www.fruitlogistica.com>Exhibitor Service. There you will also find application forms for the approval of items such as welding and laser devices as well as stand receptions and events.



If your stand is being designed by an architect or a stand construction company, please refer them to our website at www.fruitlogistica.com>Exhibitor Service. All necessary forms and documents are available there for completion and return.

Transport and storage




For the transportation, handling and delivery of your exhibits, we recommend our official logistics partners – Agility Fairs & Events and Schenker Logistics. Both companies have many years of experience in this specialized field. They have their own offices on site, which are open throughout the fair as well as during the entire set-up and take-down phase. You can use the forms online at www.fruitlogistica.com>Exhibitor Service to contact them.


Environment Zone for road traffic in Berlin



An Environment Zone is in effect in Berlin to control traffic entering the city center. All vehicles entering this zone must have a special sticker attached to the windscreen. As an exhibitor at FRUIT LOGISTICA, you and your stand personnel will require such a permit only if you intend to drive into the Berlin city center area. The exhibition grounds themselves are outside the Environment Zone. Further information can be found on the FRUIT LOGISTICA website and at www.berlin.com/umweltzone.

 By early December at the latest, you should have an overview of the state of your preparations and your orders. Have you ordered all the stand services you require? Have you applied for all necessary approvals? Have you completed all your travel arrangements?

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 **Check list: orders, approvals, preparations**

- Hotel and travel arrangements booked?
- Virtual Market Place® entry checked?
- Complete stand or stand construction company ordered?
- Additional elements for stand construction ordered?
- Furniture ordered?
- Electrical connections / installations ordered?
- Water connection ordered?
- Additional technical services ordered?
- Approvals for special technical works obtained (e.g. welding)?
- Approval for structures subject to inspection applied for?
- Telecommunication services ordered (phones, ISDN, internet access)?
- Stand signage ordered?
- Decoration, carpeting, office equipment ordered?
- Advertising materials and displays ordered?
- Temporary stand staff / set-up and take-down assistance recruited?
- Construction / dismantling passes ordered?
- Additional exhibitor passes ordered?
- Parking vouchers ordered?
- Container / lorry parking spaces ordered?
- Environment Zone badges for vehicles organized?
- Special events, prize draws etc. arranged?
- Special events on stand registered with organizers?
- Notification to GEMA (German performing rights authority) sent?
- Catering services for stand and special events ordered?
- Exhibits and stand equipment insured?
- Transport services ordered?
- Waste disposal declaration sent?
- Waste disposal arrangements ordered?
- Stand cleaning services ordered?
- Security staff ordered?
- Meeting record forms prepared?
- Information and promotional materials ready?
- Business cards and name badges printed?
- Press advertisements booked? Press releases sent?
- Staff duty roster planned?
- Stand manager appointed?
- Stand personnel briefed?
- Entry vouchers for clients ordered, customer invitations sent?
- Appointments with press and customers arranged?
- Press materials produced?
- Press box booked?
- Virtual Market Place® entry regularly updated?
- Media monitoring / clipping service ordered?
- Photo services ordered?

Staffing your stand (October – January)

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The more motivated and well-prepared your stand personnel are, the better your chances of making successful business contacts and achieving the best possible results from your participation at the fair. Careful selection and detailed briefing of stand personnel are just as important as the effective presentation of your products.

- ! **Make sure that you will have an adequate number of staff on the stand so that they too can have the opportunity to experience FRUIT LOGISTICA from a visitor's perspective. Consider the possibility of hiring an interpreter to help deal with visitors from abroad.**

Additional stand staff

- 🌐 If you do not have enough staff, you can recruit additional temporary staff through MB Capital Services GmbH, a subsidiary of Messe Berlin GmbH. You can use the forms online at www.fruitlogistica.com >Exhibitor Service to contact them.

Access for exhibitors

- 🌐 To be able to enter the exhibition grounds before 9 a.m. or after 6 p.m., stand staff require exhibitor passes. For access during normal opening hours, staff can also use the admission ticket vouchers for clients. Order forms to obtain these passes and vouchers can be found on the FRUIT LOGISTICA website at www.fruitlogistica.com >Exhibitor Service.

Planning travel and accommodation

- 🌐 Information on travel and accommodation is available on the FRUIT LOGISTICA website at www.fruitlogistica.com >Hotel & Travel. Together with our service partner visitBerlin we can also assist you with hotel bookings and other travel preparations.




Marketing and advertising (October – January)


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FRUIT LOGISTICA attracts over 50,000 trade visitors from more than 120 countries to Berlin. Clearly focused advertising activities will help you to attract greater attention from customers and business partners to your stand at the exhibition.

FRUIT LOGISTICA offers exhibitors a wide range of free and paid media and marketing services. These will enable you to keep your customers and business contacts informed about your participation at the fair in the weeks before the event. Information about individual media


 services together with order forms are available online at www.fruitlogistica.com>Exhibitor Service. The following media and marketing services are available:


- Free visitor brochures, posters and correspondence stickers
- Correspondence stickers preprinted with your hall and stand number (at extra cost)
- Admission ticket vouchers for clients (you are charged only for the vouchers actually used)
- FRUIT LOGISTICA logo designs and site plans
- Indoor and outdoor advertising on the exhibition grounds
- Advertising in the official FRUIT LOGISTICA exhibition catalogue
- Catalogue entry and entry in the FRUIT LOGISTICA Virtual Market Place (included in the Advertising Box)
- Advertising on the Virtual Market Place®


 **Include details of the hall in which you are situated, your stand number and the best entrance to reach your stand on all information.**

 **Use ticket vouchers to invite important customers and business associates. These can be ordered from FRUIT LOGISTICA. Your customers can then visit the trade fair free of charge. You will be charged only for the vouchers actually used.**

Receptions and events at your stand

 **Organize a reception or other special events at your stand. Invite your customers and business partners well in advance in writing to make sure that they plan their schedule accordingly.**

 Catering can be arranged for you by Capital Catering GmbH, a subsidiary of Messe Berlin GmbH. Forms to order catering facilities can be found online at www.fruitlogistica.com>Exhibitor Service.

 Special events on your stand involving music, shows, moderations etc. are only permitted after 5.30 p.m. They must also be registered with the organizers using the forms available online at www.fruitlogistica.com>Exhibitor Service. Events exceeding the normal daily opening hours must also be registered using this form.

Advertising Box

The Advertising Box is a package of important marketing tools which Messe Berlin provides exhibitors in order to optimize and promote their presence at the exhibition. The services of the Advertising Box include the publication of company information in the printed exhibition catalogue as well as a detailed entry in the FRUIT LOGISTICA Virtual Market Place. The Advertising Box forms part of the initial stand registration.



Further tips for advertising and marketing



- Make use of the many possibilities offered by the FRUIT LOGISTICA Virtual Market Place® (www.virtualmarket.fruitlogistica.com) to present your company and your products throughout the year. The Virtual Market Place also gives visitors the opportunity to request specific appointments at your stand.
- An advertisement and/or premium entry or company logo in the official FRUIT LOGISTICA exhibition catalogue will help to focus attention on your company's participation at the fair.
- Advertisements and editorial articles in specialized trade magazines will also draw attention to your appearance at FRUIT LOGISTICA.



Indoor and outdoor advertising

With indoor and outdoor advertising at well frequented points on the Berlin exhibition grounds, you can communicate your presence at FRUIT LOGISTICA effectively on-site and stand out from your competitors.

Advertising space is available throughout the exhibition grounds, in the entrance areas and on the main transport routes. Opportunities include large format banners, advertising towers and poster displays. Further information and examples can be found at www.fruitlogistica.com.



FRUIT LOGISTICA year-round on the internet:

FRUIT LOGISTICA Virtual Market Place

Your presence in the FRUIT LOGISTICA Virtual Market Place will attract the attention of trade visitors and press to your participation in the fair well ahead of the event. Exhibitors benefit from a global presentation of their company and products 365 days of the year.

Your entry in the Virtual Market Place® is included in the Advertising Box. Your basic entry, based on the details contained in your stand application form, is automatically included in the Virtual Market Place®. You will then be provided with your own personal access code to enable you to edit your data and enter pictures and text.



Co-exhibitors have fewer presentation possibilities in the Virtual Market Place®, but by purchasing an upgrade, they can enjoy the same service package as main exhibitors.



Contact details and further information are available at the website www.fruitlogistica.com or www.virtualmarket.fruitlogistica.com.

Making appointments via the Virtual Market Place®

The Virtual Market Place® provides a "scheduler" for visitors. This allows them to contact you directly to make appointments at FRUIT LOGISTICA. Enquiries from visitors will be forwarded automatically to your registered e-mail address. Please make sure you reply to them speedily.

- ! Your entry in the Virtual Market Place® is posted online in November preceding the trade fair and can be edited for a whole year. You are advised to update your entry during this period regularly and pay special attention to requests for appointments from visitors in advance of the exhibition.

The official FRUIT LOGISTICA exhibition catalogue

Your entry in the official printed exhibition catalogue is also already included in the Advertising Box. Registered exhibitors at FRUIT LOGISTICA are automatically included. The basic data for your catalogue entry is also taken automatically from the Virtual Market Place®.

- ! The closing date for catalogue entries is 21st November.

The information already entered in the Virtual Market Place® up to that date will be used for the production of your basic entry in the print catalogue. If you have not edited your entry in the Virtual Market Place® by this date, your entry in the print catalogue will be based on the details contained in your stand application form.

The print version of the catalogue will be made available online as a PDF file several weeks before the start of the exhibition. The printed version of the catalogue will be distributed at FRUIT LOGISTICA and is included in the visitor entry fee.



FRUIT LOGISTICA
Innovation Award

FRUIT LOGISTICA INNOVATION AWARD

The FRUIT LOGISTICA Innovation Award (FLIA) is presented annually by Messe Berlin and FRUCHTHANDEL MAGAZINE for outstanding innovation in the international fruit trade and service sectors. Entry for the award is open to all companies exhibiting at FRUIT LOGISTICA, which have launched a new product commercially in the twelve month period 1st November to 31st October immediately preceding the exhibition.

A specialist jury selects the ten best innovations from the products submitted. The nominated products are then presented in a special exhibition during FRUIT LOGISTICA and visitors to the exhibition vote for the best innovation of the year. The winner is announced during an award ceremony on the last day of the exhibition. Application forms for entry are available on the FRUIT LOGISTICA website www.fruitlogistica.com between August and mid-November.



Exhibitor Forum

The Exhibitor Forum is a special conference area in the exhibition halls which provides exhibitors with the opportunity to make company and product presentations in a workshop/seminar environment within the exhibition area. The Exhibitor Forum is equipped with seating, a stage and lectern, and audio-visual technical systems. Exhibitors can book a specific time slot for their presentations in advance. For further information please contact fruitlogistica@messe-berlin.com.

Market research during the exhibition

To gather detailed information from trade visitors about their awareness of your company, the impact of your presentation, or other reactions, you can commission market research companies to carry out surveys of visitors at your stand. An order form is available at www.fruitlogistica.com>Exhibitor Service.



Press relations and press services

Press relations are an efficient, cost-effective way of attracting public attention to your company. When using press information, always consider your specific target group and which media can best be used to attract attention to your company. In your PR activities, always inform the consumer and trade press about your participation at FRUIT LOGISTICA. Before the exhibition, send targeted press information to the daily, trade and financial press. The trade press in particular is always keen to hear about your planned activities at FRUIT LOGISTICA at an early stage.

FRUIT LOGISTICA can support your PR activities through

- advice on effective press relations
- rental of rooms for press conferences
- provision of press photographers for professional photographic services
- provision of a press box in the Press Center
- FRUIT LOGISTICA logo designs and signets
- a digital press service in collaboration with “news aktuell”

FRUIT LOGISTICA logos and signets

FRUIT LOGISTICA logos are available to download free of charge in colour and black & white from www.fruitlogistica.com.



FRUIT LOGISTICA digital press service and “news aktuell”

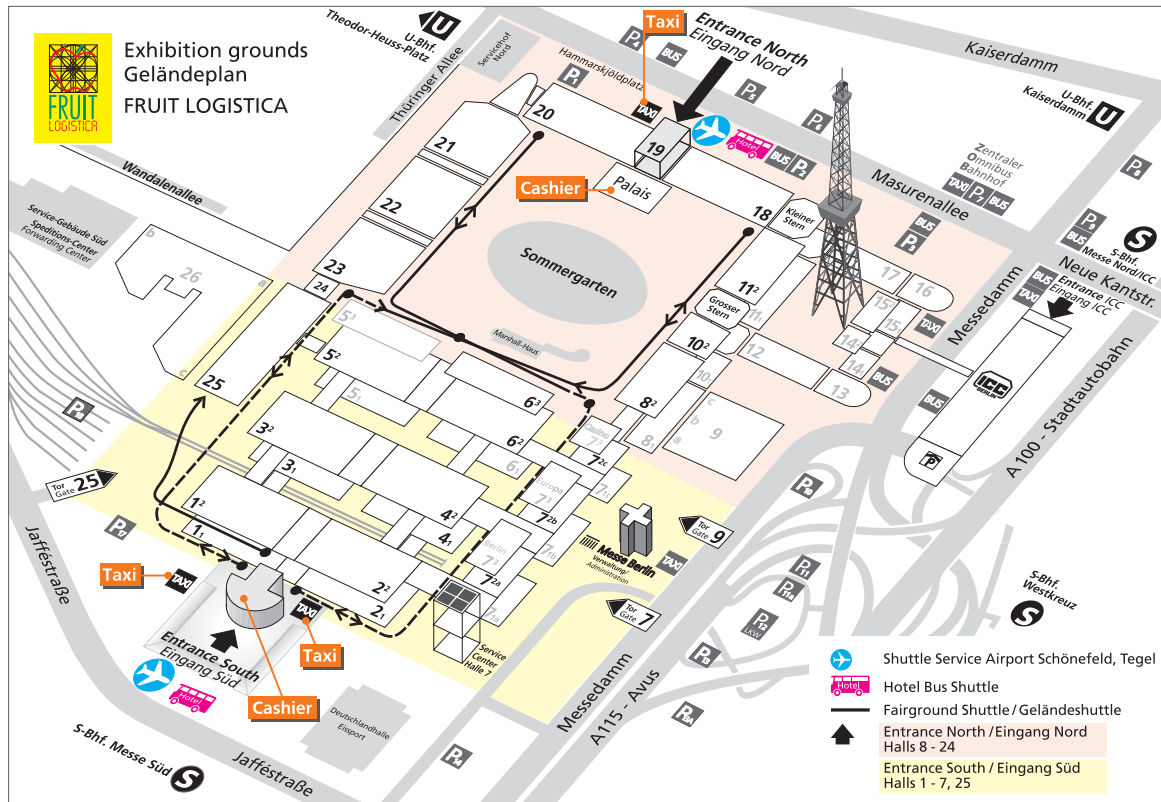
If you require support in distributing your press information, make use of the “news aktuell” press service. The DPA (German Press Agency) subsidiary “news aktuell” distributes your press releases and photos to daily newspapers and trade journals. For international distribution in Europe, Asia and America it uses the distribution network of national news agencies established by PR Newswire.

Further information about planning and organising your press relations and the holding of formal press conferences are available for download from our website at www.fruitlogistica.com.



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General information

Arriving at FRUIT LOGISTICA – The North and South Entrances

The FRUIT LOGISTICA site plan shows you the quickest and most convenient entrance from which to reach your stand. The South Entrance is best for Halls 1-7 and 25. The North Entrance is ideal for Halls 8-24.

⚠ Always inform your business partners and invited visitors about which entrance to use and the most direct way to your stand.

On-site bus shuttle service – Two routes –

FRUIT LOGISTICA provides a regular on-site bus shuttle service between the entrances and various hub points on the exhibition site on the final set-up day and during the entire fair.

Access to the site during set-up / take-down

During the set-up and take-down days, the exhibition grounds are open for exhibitors and stand staff from 7 a.m. to 10 p.m. You will need the appropriate construction/dismantling passes to obtain access to the site during these times.

We will automatically send you a fixed number of construction/dismantling passes together with your official confirmation in good time before the start of the fair. Additional construction/dismantling passes can be ordered free of charge using the form additional construction/dismantling passes available at www.fruitlogistica.com>Exhibitor Service.



Access to the site during the opening days of the fair

To be able to access the exhibition grounds from 8 a.m. during the fair, stand personnel will require exhibitor passes. These passes are not transferable.

Normal opening hours for visitors are from 9 a.m. to 6 p.m. Stand staff who will only be on site during normal visitor opening hours can access the exhibition grounds with admission ticket vouchers for clients.

You will be sent a fixed number of exhibitor passes together with your official confirmation before FRUIT LOGISTICA, based on your stand area. You can order additional exhibitor passes using the form additional exhibitor passes available at www.fruitlogistica.com>Exhibitor Service or when you register onsite at the exhibition.



Parking / vehicle access to the exhibition grounds

During the exhibition, parking spaces are available for FRUIT LOGISTICA exhibitors on site. Parking vouchers can be ordered online at www.fruitlogistica.com>Exhibitor Service or at the Exhibitor Service counter in Hall 7. A charge is made for the parking vouchers and they are valid only for the duration of the fair.



Without a parking voucher, vehicular access to the site to make deliveries to stands is possible only before and after the official visitor opening times and on payment of a deposit. The deposit regulations also apply to the set-up and take-down days and are explained in greater detail in the traffic information guide (see next page).

Internet access

You can order different types of internet access, including WLAN accounts, from Messe Berlin at extra cost. An overview of the various access possibilities and the order form is provided online at www.fruitlogistica.com>Exhibitor Service.



Exhibitor Service Center

To order stand construction elements, additional furniture, or electrical and water connections on-site during the set-up period, please contact the Exhibitor Service Center (MB Capital Services GmbH) in Hall 7.

Business Center

The FRUIT LOGISTICA Business Center in Hall 7 provides various facilities including computer and internet access, telephones, or the ability to charge mobile phones and send faxes. A list of services and prices can be found at www.fruitlogistica.com.



Press Center

The FRUIT LOGISTICA Press Center is located in Hall 6.3. It is equipped with the latest technology, and is open throughout the exhibition with all the necessary working and service facilities for registered members of the press. Exhibitor press information is also distributed from the Press Center, together with official press releases and press photos. The majority of press conferences take place in this area.

During the trade fair, exhibitors can hire a press box in the Press Center. They can use this to provide press information and photographs. A charge is made for rental. An order form is available online at www.fruitlogistica.com>Exhibitor Service.



Fair management

The fair management office is located in Hall 6.3 and is open during the set-up and take-down phases and for the duration of the exhibition.



Construction and approval of your stand

Deliveries

Always quote the name FRUIT LOGISTICA, your company name, your stand number and the hall number in the address details for deliveries to your stand.

- ⚠ Please note that Messe Berlin staff are not authorized to accept deliveries for your stand. When receiving deliveries, ensure that you or a member of your stand staff is available on site.

If you are unable to have anyone present on site to receive a delivery, contact one of the official logistics partners of FRUIT LOGISTICA. They will be able to arrange temporary storage of materials for you at a charge. Contact details are given on the forms available online at www.fruitlogistica.com>Exhibitor Service.



Traffic information guide for the exhibition grounds

Published about 2 months before the start of the exhibition, the traffic information guide provides an overview of vehicle access arrangements, together with details of access deposit regulations and permitted access times for vehicles during FRUIT LOGISTICA. All vehicles weighing more than 3.5 tonnes must report first to the Log-Point at Car Park 18 (Jafféstrasse, Gate 25) before entering the exhibition grounds. Exhibitors are recommended to register all vehicle deliveries and collections in writing before the exhibition begins. For further details go to www.fruitlogistica.com>Exhibitor Service.



FRUIT LOGISTICA site plans

A plan of the FRUIT LOGISTICA exhibition site as well as information on technical and infrastructural facilities on the exhibition grounds are provided at www.fruitlogistica.com.



Approval of stand construction

- By your stand manager – In good time before the start of the fair, the stand manager should make sure that the entire stand has been built to plan and in accordance with the technical guidelines of Messe Berlin; that the equipment, design and signage are in order; that advertising materials and meeting facilities are ready; and that all connections and equipment are working properly. You should provide your stand personnel with a final on-site briefing on the eve of the trade fair.
- By the construction supervisors of Messe Berlin – Approval of the basic technical and structural aspects of your stand is carried out by Messe Berlin's construction supervisors two days before the start of the fair. A further check on the final construction is carried out on the day preceding the exhibition.

Construction and set-up:
5 days – Friday to Tuesday before the start of the fair

Dismantling and take-down:
On the evening of the last day of the exhibition plus 3 days after the end of the fair

Please note the take-down times!

Stand dismantling commences with the official end of FRUIT LOGISTICA at 6 p.m. You are not allowed to start dismantling your stand before the end of the fair. Any such action is subject to a conventional penalty of EUR 5,000 per day.

Your stand must be completely dismantled and cleared away no later than 3 days after the event. Dismantling after this time is not permitted.



Visiting the fair and participating in events

No other exhibition offers you such a comprehensive overview of the international fresh produce sector. Take advantage of this unique event to observe the market and talk to other exhibitors!

- ⚠ **Allow yourself and your staff time to make use of and experience the fair from a visitor's perspective. Plan the number of staff at your stand accordingly, so that your stand remains adequately staffed at all times.**

Event programme

FRUIT LOGISTICA provides an extensive programme of events, receptions, conferences and seminars that are also open to exhibitors.



Information about the FRUIT LOGISTICA event programme is posted from October onwards and can be consulted using the Event Search facility at www.fruitlogistica.com.

Opening Reception

The official opening reception, held on the evening before the first day of the exhibition, is an excellent opportunity for exhibitors and their invited guests to network and make business contacts. Exhibitors will automatically receive an invitation for up to four persons in advance.

FRUIT LOGISTICA Fresh Produce Forum

The Fresh Produce Forum is a major conference event held every year on the Tuesday afternoon before the exhibition opens, directly preceding the official opening reception. The Forum looks at the latest issues affecting the international fresh produce business. It is attended regularly by more than 300 leading trade representatives from around the world and is organized in cooperation with FRUCHTHANDEL MAGAZINE.

FRUIT LOGISTICA exhibitors have the opportunity to obtain tickets for the Fresh Produce Forum at a special rate. Details of this offer are sent to exhibitors by post well in advance of the event.



FRUIT LOGISTICA Event Programme

FRUIT LOGISTICA provides exhibitors and visitors with a comprehensive programme of accompanying events including seminars, presentations on specific themes, informal receptions and other activities.

The Hall Forum, organized in cooperation with FRUCHTHANDEL MAGAZINE, offers a series of seminars and presentations on current industry issues right in the heart of the exhibition.

The Exhibitor Forum offers exhibitors the opportunity to present their company and its products to trade visitors in a workshop environment.

Exhibitors' receptions and events



Attend evening receptions at other exhibitors' stands and organize your own to make new business contacts and develop existing ones. If your event is open to all visitors, please notify us, so that we can include it in the official programme of events.

FRESHCONEX

FRESHCONEX, the international trade fair for Fresh Produce Convenience, takes place parallel to FRUIT LOGISTICA. Exhibitor passes for FRUIT LOGISTICA are also valid for admission to FRESHCONEX.

FRESHCONEX Event Programme

The FRESHCONEX Business Forum offers a range of presentations and workshops on many interesting topics of special relevance to the fresh produce convenience sector. Admission is free to exhibitors and visitors.



FOLLOW UP

- 31 • After the exhibition
 - 31 • A final word
-

There is a lot of important work to be done immediately after FRUIT LOGISTICA. Right from the start, you should plan what measures are to be taken to follow up your trade fair contacts effectively after the show.

A written evaluation of contacts and meeting records provides an effective basis for all follow-up activities.

- ! You should start your evaluation of your participation as soon as possible after the trade fair, and respond promptly to potential customers' enquiries. A great deal of information is still fresh in your memory and a quick response to discussions during FRUIT LOGISTICA will give you a competitive advantage.

The effective follow-up for your participation at FRUIT LOGISTICA should include:

- Responding to customer enquiries
- Maintaining and developing contacts made at the fair
- Press releases on the results of your participation
- Account settlement, budget audit
- Assessment of the achievement of your aims and objectives

A final word

- ! Your participation at FRUIT LOGISTICA will be particularly successful
- if your preparations for the fair are carefully planned and targeted
 - if your stand personnel sees the trade fair presence as an effective sales platform
 - if your follow-up activities after the fair are carried out efficiently.



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