

4. FRUIT LOGISTICA Advertising Box

Through the advertising box, Messe Berlin GmbH offers exhibitors a package of marketing tools to optimize their presence at the fair and in the market. The advertising box includes detailed company information in the printed and online catalogue=Virtual Market Place®.

Your basic entry in both the printed catalogue and the Virtual Market Place® will be handled by the Virtual Market Place team. Your company data for both entries will automatically be taken from your stand registration form. Please check, update and complete your data in the Virtual Market Place®, as this data will also be used for the printed catalogue.

Your data for the Virtual Market Place® can be input and updated by your company at any time or through the Editorial Team of Messe Berlin, Mon.-Fri., C.E.T. 09:00-18:00 h, Tel.: +49 (0)30/3038-2180, email: content@virtualmarket.fruitlogistica.de. Your details can be viewed by visiting www.fruitlogistica.com > Exhibitor Search > Info for Exhibitors.

Duration:

All online Advertising Box services are active from **1 November 2012** until **31 October 2013**.

	Primary exhibitor 499.– EUR excluding VAT	Co-exhibitor 90.– EUR excluding VAT
BASIC ENTRY	Printed Catalogue and Virtual Market Place® <ul style="list-style-type: none"> ■ Basic company entry (company name, postal address, hall and stand number, telephone, fax, email, branch codes, entry in the product group index). 	Printed Catalogue and Virtual Market Place® <ul style="list-style-type: none"> ■ Basic company entry (company name, postal address, hall and stand number, telephone, fax, email, branch codes, entry in the product group index).
	Exclusively in the Virtual Market Place® <ul style="list-style-type: none"> ■ Additional entry (stand telephone, contact person and email) ■ Company profile (max. 4,000 letters) ■ Company logo ■ Meeting planner ■ Link to homepage ■ Presentation of up to 10 products in text and picture with link to the products on the exhibitor's homepage (max. 4,000 letters per product). Please note: Only products and services in accordance with the product group index are admitted. ■ Biz chances (max. 4,000 letters) ■ Link to videos on the exhibitor's homepage ■ Entry of up to three keywords under which the exhibitor wishes to be found 	Exclusively in the Virtual Market Place® <ul style="list-style-type: none"> ■ Additional entry (stand telephone, contact person and email) ■ Company profile (max. 4,000 letters) ■ Company logo ■ Meeting planner
ADDITIONAL ENTRIES (with costs)	Printed Catalogue <ul style="list-style-type: none"> ■ Advertisements ■ Premium entry/logo 	Contact: FRUCHTHANDEL MAGAZIN Mon.-Fri., CET 09:00-16:30 h Tel.: +49 (0)211/9910440 Fax: +49 (0)211/6911746 Email: katalog@fruchthandel.de
	Virtual Market Place® <ul style="list-style-type: none"> ■ Banner advertising ■ Upgrade co-exhibitor ■ Additional product entries 	Contact: Editorial Team Virtual Market Place® Mon.-Fri., CET 09:00-18:00 h Tel.: +49 (0)30/3038-2180 Fax: +49 (0)30/3038-2172 Email: content@virtualmarket.fruitlogistica.de
For detailed information about upgrades and additional services, please visit www.fruitlogistica.com > Exhibitor Search > Info for Exhibitors		