Berlin 4|5|6 Feb 2026

LET'S GROW!

ADVERTISING PORTFOLIO FOR EXHIBITORS

FRUIT LOGISTICA

FRUITNET

MESSE BERLIN

TABLE OF CONTENTS

ADVERTISING OPPORTUNITIES	PAGE
MEDIA PACKAGE & UPGRADES	4
FRUITFUL VISIBILITY PACKAGES	5
MIX & MATCH PACKAGES	7
SPECIALS	9
CONTACT & SUPPORT	18

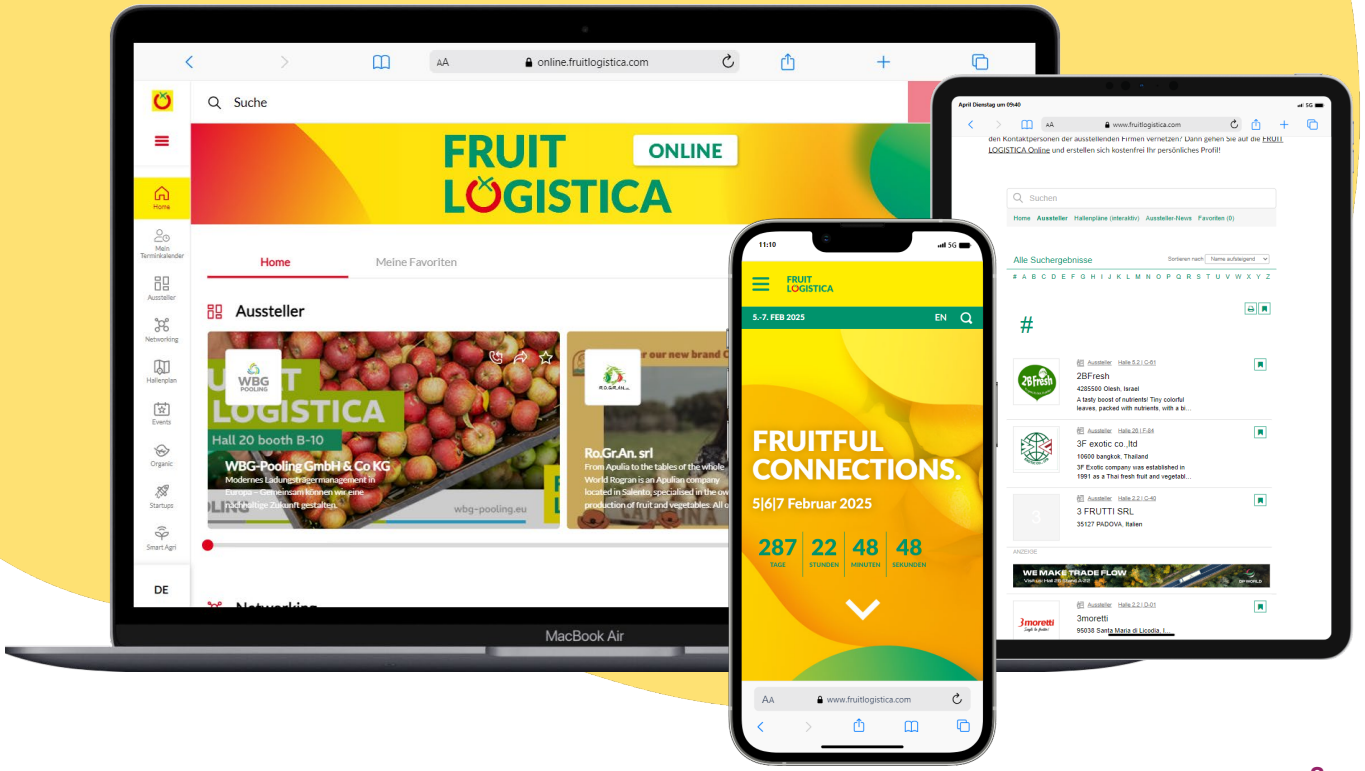
FRUIT LOGISTICA ONLINE

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.



MEDIA PACKAGE

Features	Co-Exhibitor	Primary Exhibitor
Company name & address	✅	✅
Tile view on platform	1/16 Tile	1/4 Tile
Hall & stand number	✅	✅
Telephone & email	✅	✅
Branch codes & entry in the product key numbers	1	10
Contact persons with email and telephone	✅	✅
Company profile (max. 4,000 characters) & company logo	✅	✅
Link to social media profiles (facebook, X, youtube etc.)	❌	✅
Link to homepage	✅	✅
Presentation of products in text (max. 4,000 char. Per product) and picture	1	10
Link to videos & pdfs	❌	✅
Business matching & calendar	✅	✅
Video & audio calls	✅	✅

270 €

CONTENT PLUS UPGRADE

- 5 products with description
- 5 exhibitor news under “Exhibitors”
- Video in the header of the company profile

UPGRADE TO PRIMARY EXHIBITOR PACKAGE FOR MORE PRODUCT & BRANDCODE LISTING

430 €

UPGRADE

FRUITFUL VISIBILITY PACKAGES

UPGRADE TO OUR READY-MADE VISIBILITY PACKAGES — MORE EXPOSURE, MORE VALUE, STILL WITHIN BUDGET.

WANT A MAXIMUM EXPOSURE?
SELECT FROM OUR COMPOSED CUSTOMIZED PACKAGES FOR MORE REACH!

FRUITFUL VISIBILITY PACKAGES

SPARKLE

2,700€

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 on the Online Platform**
- **1 Top Banner on the Online Platform**
- **1 Tab Bar Banner in the App**
- **1 Story in the App**

+ 1 Media Package Content Plus Upgrade incl.:

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

GLOW

4,400€

Onsite:

- **1 Mobile Half Screen Display on the exhibition grounds:** your advertising on 1 digital display, 1-sided without audio, in the vicinity of your hall

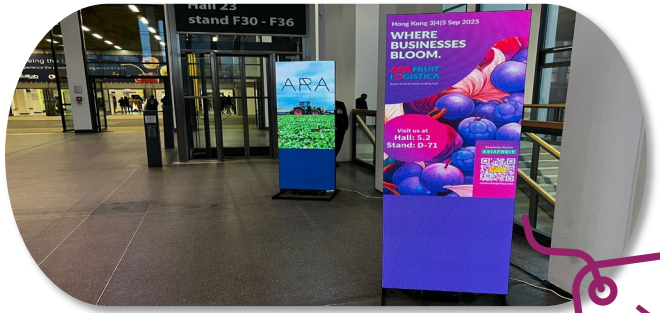
Online:

- **1 Sandwich Banner in the App**
- **1 Sandwich Banner on the Online Platform**
- **1 Gallery Logo in the App**
- **1 Gallery Logo on the Website**
- **1 Story in the App**

+ 1 Media Package Content Plus Upgrade incl.:

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

SHINE



7,300€

Onsite:

- **1 Mobile Full Screen Display on the exhibition grounds:** your advertising on 1 digital display, 1-sided without audio, in the vicinity of your hall

Online:

- **1 Sandwich Banner in the App**
- **1 Sandwich Banner on the Online Platform**
- **1 Gallery Logo in the App**
- **1 Gallery Logo on the Website**
- **1 Story in the App**
- **1 Top Banner in the App**
- **1 Top Banner on the Online Platform**

+ 1 Media Package Content Plus Upgrade incl.:

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

+ HIGHLIGHT:

1 Top Listing (out of 4) on the Online Platform and in the App

MIX & MATCH PACKAGES

CREATE YOUR PERFECT ADVERTISING PACKAGE!

START WITH A HIGH-IMPACT ONSITE PLACEMENT – CHOOSE FROM EYE-CATCHING OPTIONS LIKE POSTERS OR FLOOR GRAPHICS – AND BOOST YOUR VISIBILITY BY SELECTING POWERFUL ONLINE ADS TO AMPLIFY YOUR MESSAGE ACROSS ALL DIGITAL CHANNELS.

SELECT ONSITE & ONLINE ADS AND UNLOCK AN EXCLUSIVE DISCOUNT – MORE VISIBILITY MEANS MORE VALUE!

MIX & MATCH

Onsite Advertising Options	
2 Floor Graphics (each 1.00 x 1.00 m)	☐
2 Posters indoors	☐
1 Mobile Display Frame, 1-sided	☐
10 Graphics within Sanitary Facilities (on mirrors, dispensers or doors)	☐
1 UltraStrech Display in Middle Foyers	☐
1 Column Branding, 1-sided	☐

Create your own perfect package!

ORDER FORM

Online Advertising Options	
1 Top Banner on the Hall Plan Online Platform	☐
1 Top Banner Online Platform	☐
1 Top Banner App	☐
1 Sandwich Banner Online Platform	☐
1 Sandwich Banner App	☐
1 Tab Bar Banner App	☐
1 Stand Logo on the Hall Plan Online Platform, App & Onsite (from 50 m² booth space)	☐
1 Gallery Logo Website	☐
1 Gallery Logo App	☐

Package 1
Select
2 Onsite Options &
1 Online Option

Package 2
Select
1 Onsite Option &
2 Online Options

Package 3
Select
3 Online Options

SPECIALS

ONLINE ADVERTISING	PRICE
NEW Lead Scan Team	149 €
Top Listing Platform & App	1.500 €
Top Banner Platform	500 €
Top Banner App	500 €
Sandwich Banner in the exhibitor list	500 €
Sandwich Banner App	500 €
Tab-Bar-Banner App	500 €
Gallery Logo Website	500 €
Gallery Logo App	500 €
Story on the startpage App	500 €
Stand Logo on the Hall Plan Online Platform, App & Onsite (from 50 m² booth space)	350 €

ADVERTISING SHOP

SPECIALS
LEAD SCAN TEAM

With Lead Scan Team, you can easily capture the badges of all visitors using the SCCON app and benefit from cross-team collected data in real time.

Export all the contacts from your teammates for your company in a file. Ideal for seamless and cooperative lead capturing at the event.

- Cross-team data collection in real time
- Consolidated export of contact data (CSV file) for all scanned visitors in the app
- Extra: Export (CSV file) of web profile visitors with opt-in
- Efficient and comprehensive lead capture, ideal for larger teams or multiple booth staff

Good to know: With Lead Scan Team, all team members assigned to your exhibitor profile can scan visitor badges and collect contacts—regardless of whether they are visible in the exhibitor profile or not. The entire team will automatically collect leads together.

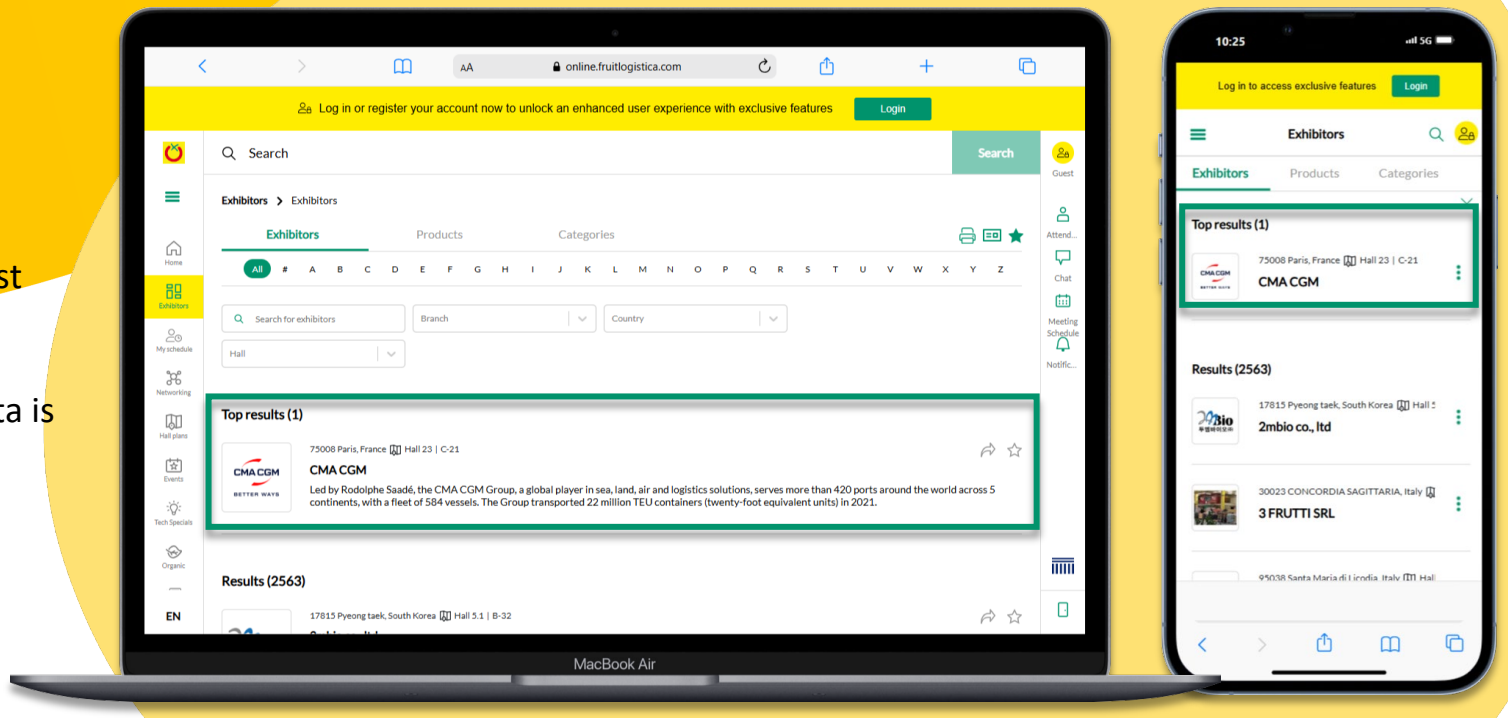
SPECIALS OVERVIEW
ADVERTISING SHOP

SPECIALS
TOP LISTING

Your company at the top of the list!

Present yourself in the exhibitor list as one of the top exhibitors with a direct link to your company profile.

- Media channel: Platform & App
- Top positioning at the beginning of the exhibitor list
- Sorting in alphabetical order
- Service: Ad remains visible until the next event data is updated



EXHIBITOR LIST

SPECIALS OVERVIEW

ADVERTISING SHOP

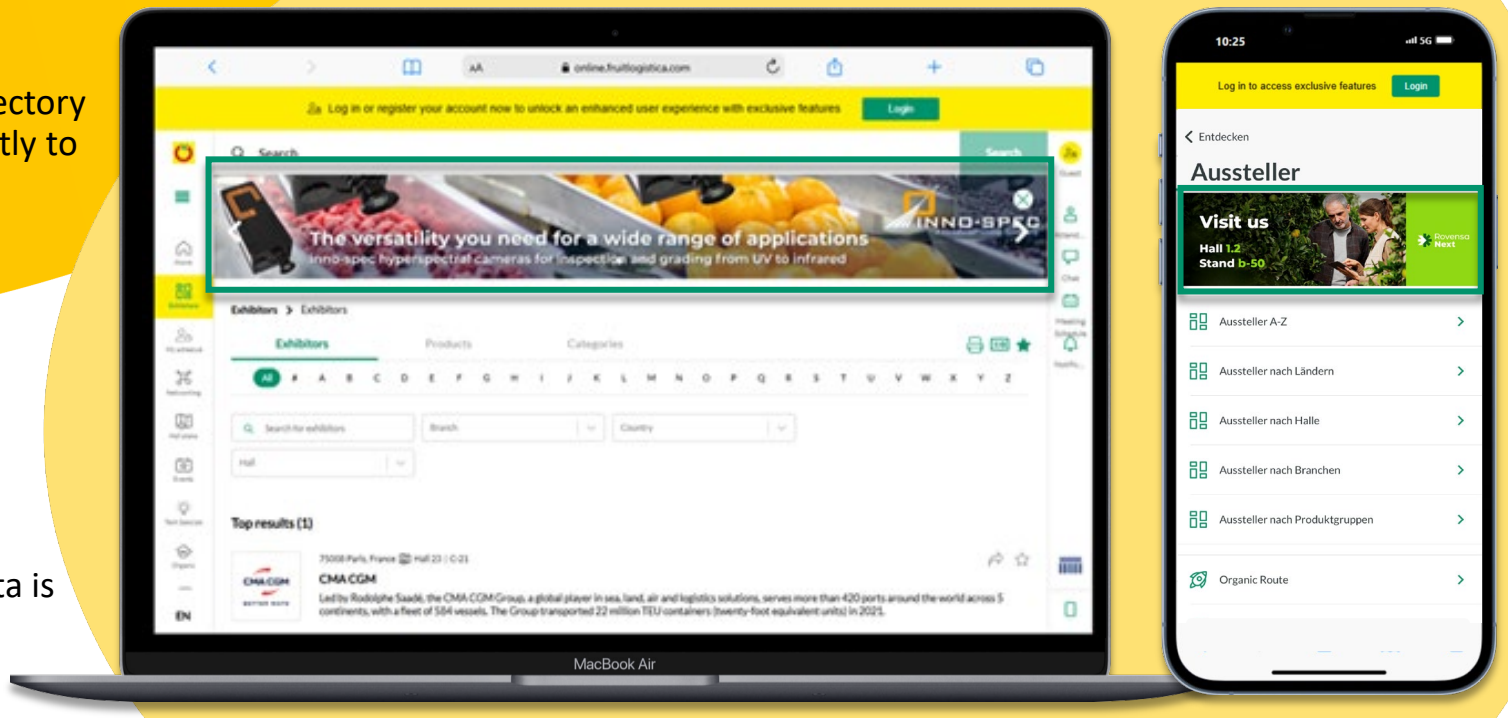
SPECIALS
TOP BANNER

More visibility directly in the exhibitor list!

Present your company exclusively in the exhibitor directory - with an eye-catching banner that leads visitors directly to your profile.

- Media channel: Platform/ App
- Link: Company profile
- Dimensions: 2560 x 320 px
- Format: JPEG or PNG
- Data submission via mail
- Service: Ad remains visible until the next event data is updated

EXHIBITOR LIST



SPECIALS OVERVIEW

ADVERTISING SHOP

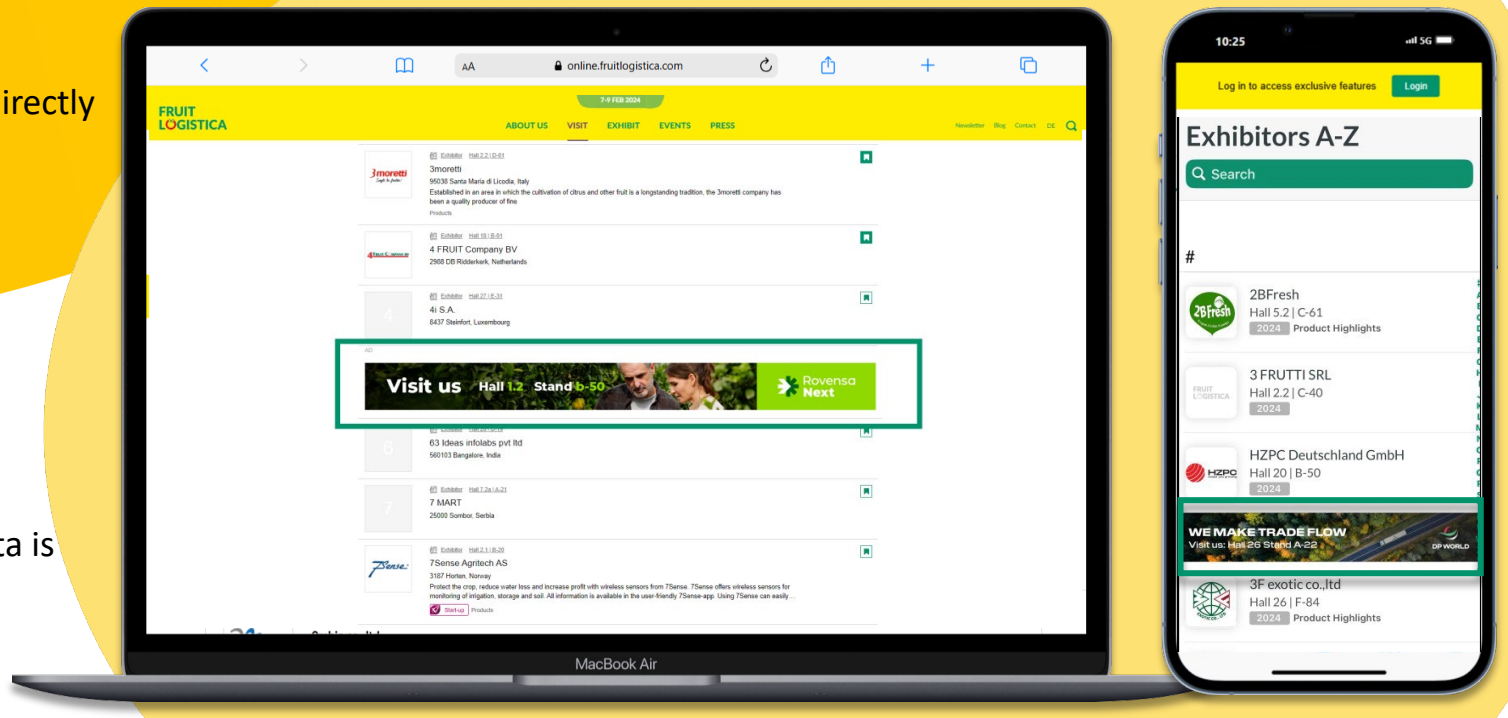
SPECIALS
SANDWICH BANNER

Your banner - in the middle of the search results!

Achieve maximum attention by placing your banner directly where your target group is searching.

- Media channel: Platform/ App
- Link: Company profile
- Dimensions: 2560 × 320 px
- Format: JPEG
- Data submission via mail
- Service: Ad remains visible until the next event data is updated

EXHIBITOR LIST



SPECIALS OVERVIEW
ADVERTISING SHOP

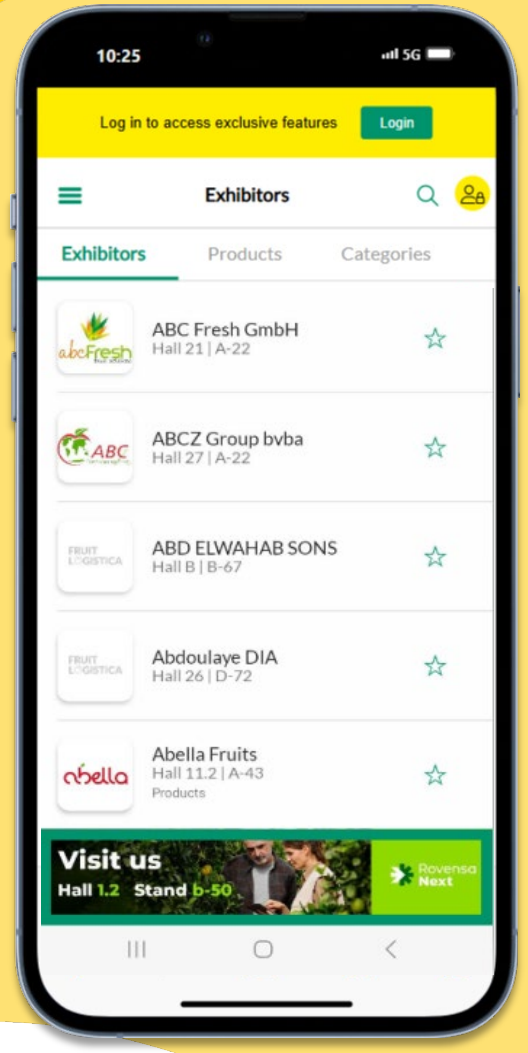
SPECIALS
TAB-BAR-BANNER

Strategically visible - directly above the menu bar!

Use one of the most visible app pages for brand placement. This advertising format ensures very high visibility and reach.

- Media channel: App
- Link: Company profile
- Dimensions: 1440 x 225 px
- Format: JPEG or PNG
- Data submission via mail
- Service: Ad remains visible until the next event data is updated

DOWNLOAD APP



SPECIALS OVERVIEW
ADVERTISING SHOP

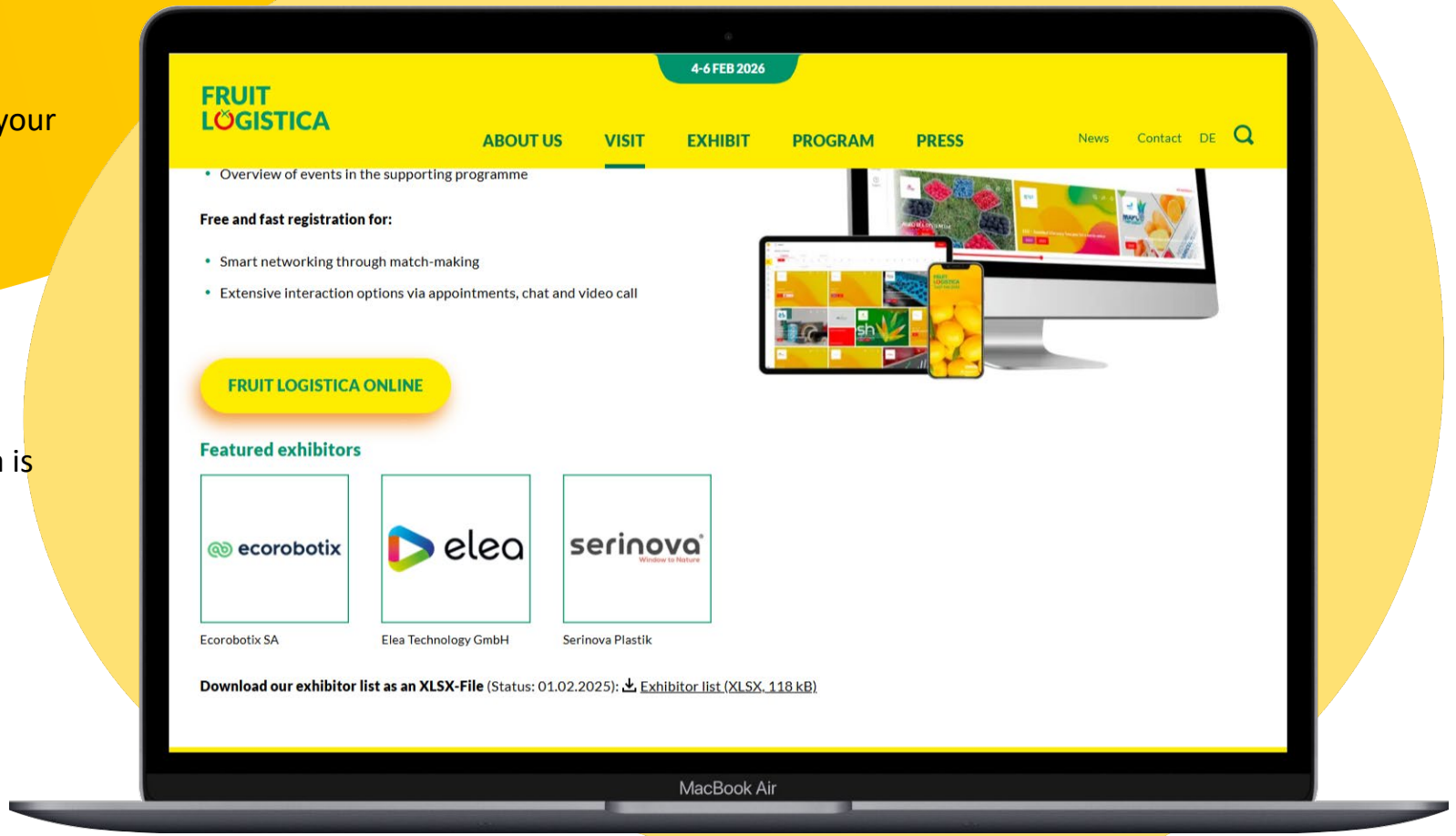
SPECIALS
GALLERY LOGO WEBSITE

Your logo prominently placed - on the website!

Increase your visibility with an exclusive placement of your company logo on the official Fruit Logistica website.

- Media channel: Website
- Link: Company profile
- Dimensions: SVG-Format (Scalable Vector Graphics)
- Data submission via mail
- Service: Ad remains visible until the next event data is updated

EXHIBITOR LIST



SPECIALS OVERVIEW
ADVERTISING SHOP

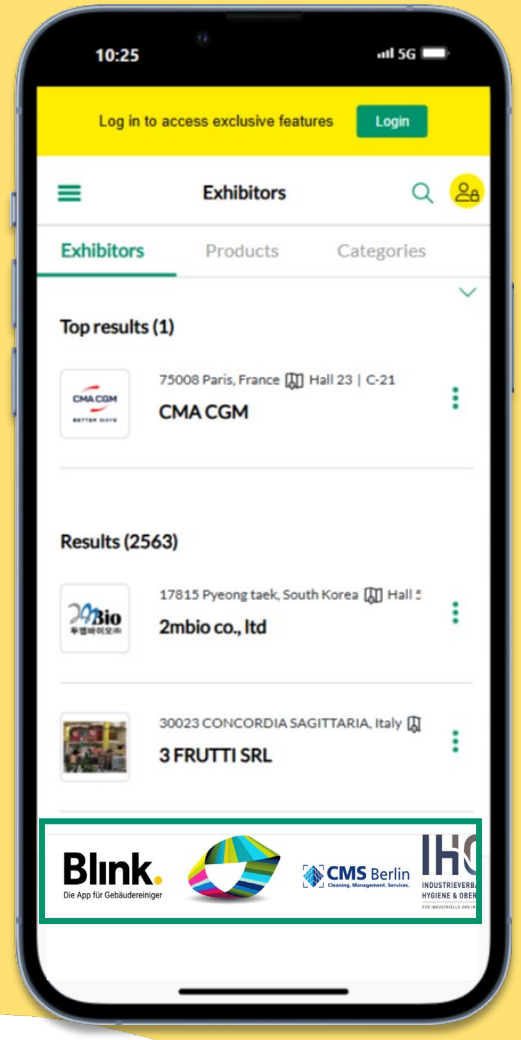
SPECIALS
GALLERY LOGO APP

Your logo in full focus!

Present your logo in a prominent, rotating gallery on one subpage of the app.

- Media channel: App
- Link: Company profile
- Dimensions: 450 x 315 px
- Format: JPEG, PNG
- Data submission via Mail
- Service: Ad remains visible until the next event data is updated

DOWNLOAD APP



SPECIALS OVERVIEW

ADVERTISING SHOP

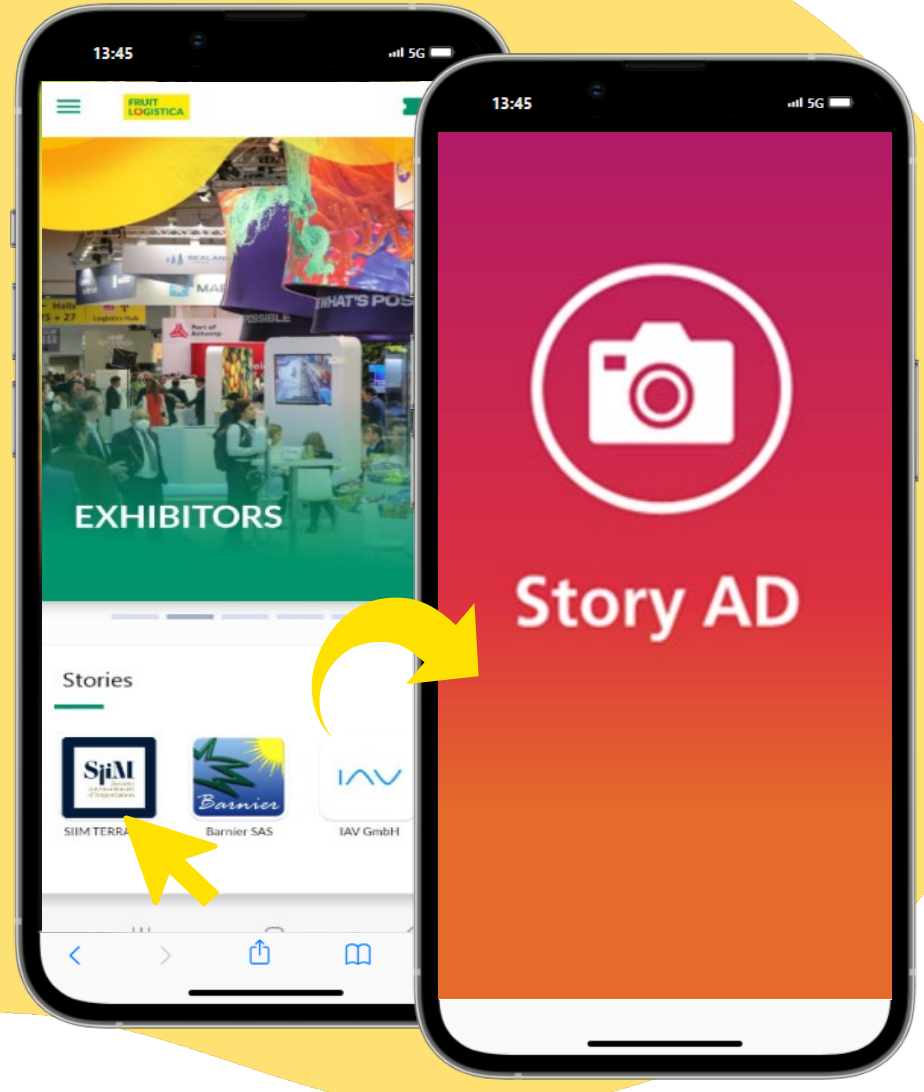
SPECIALS
STORY ON THE STARTPAGE

Share your story and reach your target audience.

Use the story for full-screen advertising with your video.
The stories can be viewed an unlimited number of times.

- Media channel: mobile app
- Publication on the homepage
- Recommendation max. 30 seconds
- Video: Portrait format 9:16, MP4
- Banner: 1080 x 1920 px, max. 50 MB
- Service: Ad remains visible until the next event data is updated

DOWNLOAD APP



SPECIALS OVERVIEW
ADVERTISING SHOP

CONTACT & SUPPORT

Your contact for questions about the platform :

Online Editorial Team :
Make an inquiry now

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

FRUIT LOGISTICA

FRUITNET

MESSE BERLIN

Important note on prices:
All indicated prices plus Value Added Tax. Subject to change. Subject to confirmation.
The indicated prices apply to the period of the exhibition. Prices for production and installation are subject to fluctuations due to the dynamic price development of some materials used and can thus only be offered without obligation. Agency commissions will not be accorded.
Prices do not include graphic design/layout.