

Berlin 3|4|5 Feb 2027

EXCLUSIVE
SPONSORING
PACKAGES FOR
EXHIBITORS

Forever Fresh

If it's fresh, it's here.

AI GENERATED

**FRUIT
LOGISTICA**

The leading trade show for the
global fresh produce business.

fruitlogistica.com

FRUITNET

**MESSE
BERLIN**



Exclusive Sponsorship Packages

GOLD

SILVER

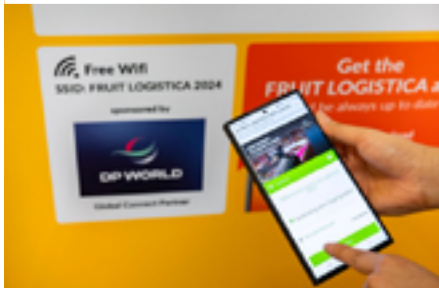
BRONZE

EXCLUSIVE SPONSORSHIP PACKAGES

Stand out and shine – discover our exclusive sponsorship packages!

We are excited to offer three special sponsorship opportunities designed to elevate your brand visibility and maximize your impact at our event: gold, silver and bronze. Each package is tailored to give your company unique advantages and exposure, from premium placements of advertisement to brand visibility across the event channels.

GOLD SPONSOR



*Maximum exposure,
prime positioning,
and exclusive benefits.*

Ideal for the one who wants to lead the conversation and be seen all-over the Exhibition Grounds – incl. benefits of the **WIFI Sponsoring**.

SILVER SPONSOR



*Strong presence
with valuable visibility perks.*

Perfect for the one brand that wants to make a notable impact and connect directly with a warm welcome with their target audience at the **Welcome Party**.

BRONZE SPONSOR



*Essential exposure
at a great value.*

A smart choice for two companies looking to be seen without a major investment. Select one out of two options like **Welcome Coffee** or **Shuttle Bus Brandings** on the Exhibition Grounds.

DETAILED OVERVIEW: SPONSORSHIP PACKAGES

PRE-BOOKING AND SPECIAL CONDITIONS ON ADVERTISING

	GOLD	SILVER	BRONZE
PRINT			
Exhibition Guide: 1 full-page AD	✓	✓	✓
Logo in Hotel Bus Shuttle Flyer	✓	✓	✓
Logo in European Statistics Handbook	✓	✓	✓
ONLINE			
Media Package „Content Plus Upgrade“	✓	✓	✓
Logo on the FRUIT LOGISTICA website	✓	✓	✓
Logo in the FRUIT LOGISTICA app + platform	✓	✓	✓
Logo in hall plan online	✓	✓	✓
PRESS/SOCIAL MEDIA			
Interview in the news blog ahead of FRUIT LOGISTICA	✓	–	–
Naming in social media posts	✓	✓	–
Naming in the FRUIT LOGISTICA Newsletter with 60.000 International subscribers	✓	✓	–

**60,000 EUR
NET**

GOLD SPONSOR

**NAMING AS “GOLD SPONSOR OF FRUIT LOGISTICA”
EXCLUSIVE BOOKING**



Exclusive Sponsoring of the WIFI



Branding area on the information counter



Logo integration on the exhibition maps and hall plans



Logo integration on Digital Displays in the Entrance Hall South



Logo integration on the Ultra Stretched Displays
in the Middle Foyers of Halls 1.2 to 6.2



Ticket voucher codes (50x trade visitors, 20x Welcome Party,
3x promotion licenses)



40,000 EUR
NET

SILVER SPONSOR

NAMING AS “SILVER SPONSOR OF FRUIT LOGISTICA”
EXCLUSIVE BOOKING



Exclusive Sponsoring of the Welcome Party



Naming in pre and post show communication channel
like newsletter promoting the Welcome Party



Logo integration on branded invitations for the Welcome Party



Opportunity to have a branded table inside the location for product demo,
giveaways etc.



Branding of the Welcome Party onsite



Opportunity to sponsor and name a signature welcome drink



Ticket voucher codes (30x trade visitors,
30x Welcome Party, 2x promotion licenses)



20,000 EUR
NET

BRONZE SPONSOR

NAMING AS “BRONZE SPONSOR OF FRUIT LOGISTICA”
EXCLUSIVE BOOKING

OPTION 1



Exclusive Sponsoring of Welcome Coffee



Branding opportunities in the area



Right to offer own products (e.g. fruits) or services as goodies



Opportunity to have a branded table inside the location for product demo, giveaways etc.



Ticket voucher codes (20x trade visitor, 15x Welcome Party, 1x promotion license)

OPTION 2



Sponsoring of shuttle buses on the exhibition site



Branding on up to 5 shuttles on the exhibition site



Opportunity of a magnetic advertising film (incl. production and installation)



Ticket voucher codes (20x trade visitor, 15x Welcome Party, 1x promotion license)

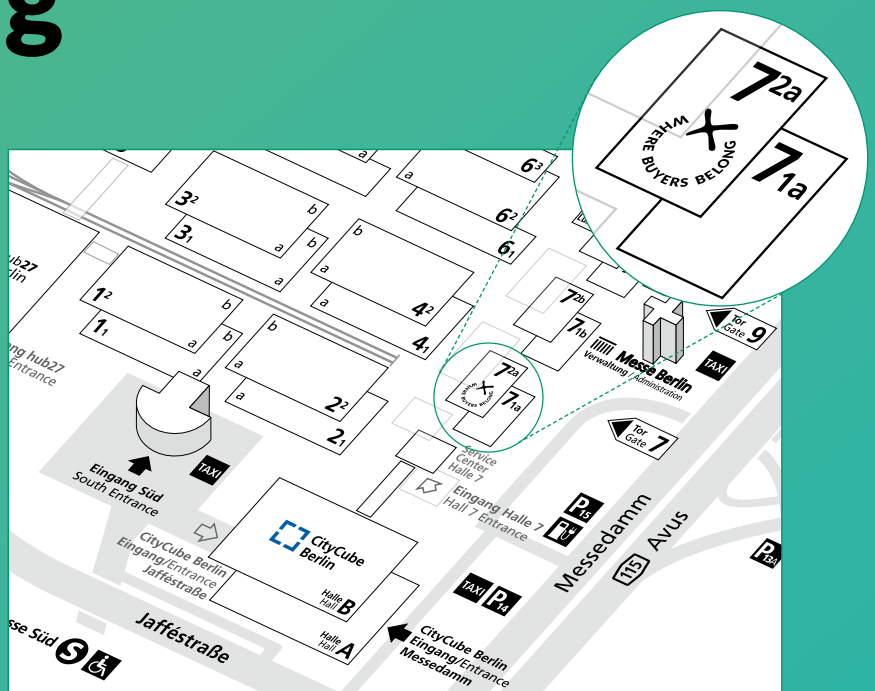


**BRAND
NEW**



FRUIT LOGISTICA

Buyers Club Sponsoring



REACH TOP BUYERS. CREATE LASTING CONNECTIONS.

Sponsor the FRUIT LOGISTICA Buyers Club and engage with hand-picked international purchasing leaders in an exclusive networking environment.

YOUR BENEFITS AS SPONSOR

**BUYERS
CLUB**



ONSITE

Brand Visibility in the FRUIT LOGISTICA Buyers Lounge

- Sponsor logo displayed on **one mobile display frame at the entrance to the lounge**
- logo placement „sponsored by + logo“ on **information counter**

On-site Presence

- **1 Mobile Display Frame in the Entrance Area (outside)**
- **table for networking** in the lounge
- Distribution of sponsor-provided **promotional materials and samples** on tables

Access for up to 10 employees from the sponsor

Possibility to bring **business partners as guests**, provided they enter the Lounge together

Short welcome address (3 minutes) at the **beginning of the exclusive Get-Together**

ONLINE

Sponsor's logo and link on fruitlogistica.com **website**
(Page: FRUIT LOGISTICA Buyers Club)

Text/ Image ad (sponsored ad) incl. text, picture, and link in the **FRUIT LOGISTICA Buyers Club Newsletter and infomails** (possible in every mail after signing the contract)

Mention of sponsor on social media within **FRUIT LOGISTICA Buyers Club post**

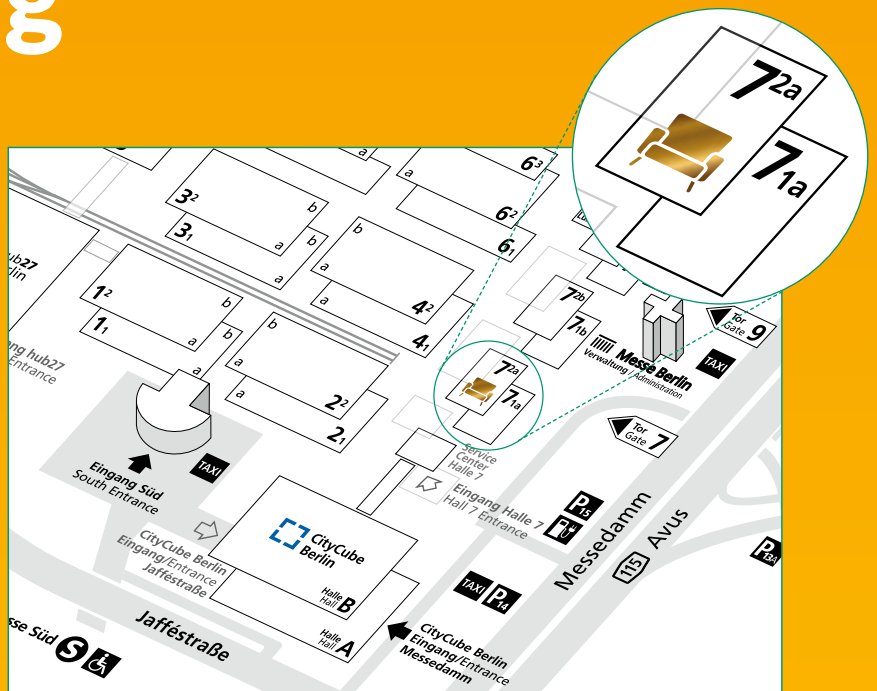
Logo on FRUIT LOGISTICA **Buyers Club ticket**

PRESS

Mention in the **digital press release** about FRUIT LOGISTICA Buyers Club

FOR MORE INFORMATION PLEASE CONTACT
advertising@messe-berlin.de

**PACKAGE PRICE
FOR EXHIBITOR:
25,000 EUR
NET**



HOST CONNECTIONS THAT MATTER.

Create meaningful conversations and strengthen relationships by hosting an **exclusive networking reception** in the FRUIT LOGISTICA Gold Lounge. Reserve your exclusive hosting opportunity.

YOUR BENEFITS AS SPONSOR

ONSITE

Brand Visibility in the FRUIT LOGISTICA Gold Lounge

- Sponsor logo displayed on a mobile display frame at the entrance to the **FRUIT LOGISTICA Gold Lounge**
- logo placement on information counter

On-site Presence

- Opportunity to host a **cocktail reception*** on all three days in the **FRUIT LOGISTICA Gold Lounge**
- Distribution of sponsor-provided **promotional materials and samples** in the lounge
- **table for networking** in the lounge

The sponsor can provide a **guestlist for up to 30 business partners** for free access to the Gold Lounge.

ONLINE

Sponsor's logo and link on fruitlogistica.com **website**
(Page: FRUIT LOGISTICA Gold Lounge)

Text/ Image ad (sponsored ad) incl. text, picture, and link in the **FRUIT LOGISTICA infomails**
(possible in every mail after signing the contract)

Mention of sponsor on social media within **FRUIT LOGISTICA Gold Lounge post**

PRESS

Mention in the **digital press release** about FRUIT LOGISTICA Gold Lounge

FOR MORE INFORMATION PLEASE CONTACT

advertising@messe-berlin.de

* Please note, catering and beverage costs for the reception are not included and will be calculated separately based on the final guest number and catering selection.

PACKAGE PRICE
FOR EXHIBITOR:
**20,000 EUR
NET**

**BRAND
NEW**



FRUIT LOGISTICA

Lanyard and Badge Sponsoring



PUT YOUR BRAND IN FRONT OF THOUSAND!

Maximize your brand visibility onsite with a combined Lanyard and Badge Sponsoring package, reaching visitors, journalists and exhibitors throughout the exhibition site and leave an unforgettable impact!

YOUR BENEFITS AS SPONSOR

ONSITE

Badge Back Branding: Individual design of the back of up to approx. 10,000 badges printed onsite for exhibitors, trade visitors and journalists at the various badge counters across the exhibition site

Logo on Badge Printing Stations: Your logo displayed on the onsite badge printing stations

Lanyards for Visitors, Journalists & Exhibitors: Sponsoring of 10,000 lanyards provided to exhibitors, trade visitors and journalists at the information counters and badge stations across the exhibition site

Logo on Lanyard Boxes: Your logo displayed on the boxes containing the lanyards

FOR MORE INFORMATION PLEASE CONTACT

advertising@messe-berlin.de

SPONSORING LICENSE
INCL. LANYARD PRODUCTION
BY THE SPONSOR
12,730 EUR NET

SPONSORING LICENSE
INCL. LANYARD PRODUCTION
BY FL TEAM*
22,515 EUR NET



* Deadline for submitting the data
is 13 November 2026

GET IN TOUCH WITH OUR EXPERIENCED MARKETING TEAM...

Give us a call or write us an e-mail:

phone: +49(0)30 3038-2525

advertising@messe-berlin.de

OUR SPONSORSHIP PACKAGES PROVIDE THE PLATFORM TO

- CONNECT,
- PROMOTE AND
- GROW.

LET'S MAKE YOUR BRAND
THE CENTER OF ATTENTION.



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