

Berlin 4|5|6 Feb 2026

LET'S GROW!

Exclusive Sponsorship
Packages

FRUIT
LOGISTICA

As of: June 2025

FRUITNET

**MESSE
BERLIN**



BECOME A SPONSOR OF FRUIT LOGISTICA!

Take the opportunity to showcase your company at one of the **most important events** in the fresh produce industry – the **FRUIT LOGISTICA**! **Be part of a strong network! LET'S GROW** together!

Your benefits at a glance:

Professional trade show infrastructure

- ✓ Present yourself in a high-quality, well-organized environment with ideal conditions for networking and business development.

Extensive marketing activities

- ✓ Benefit from our targeted media outreach, strong online presence, and communication across all relevant channels – before, during, and after the trade show.

Strong industry network

- ✓ Connect with key decision-makers, planners, municipalities.



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.



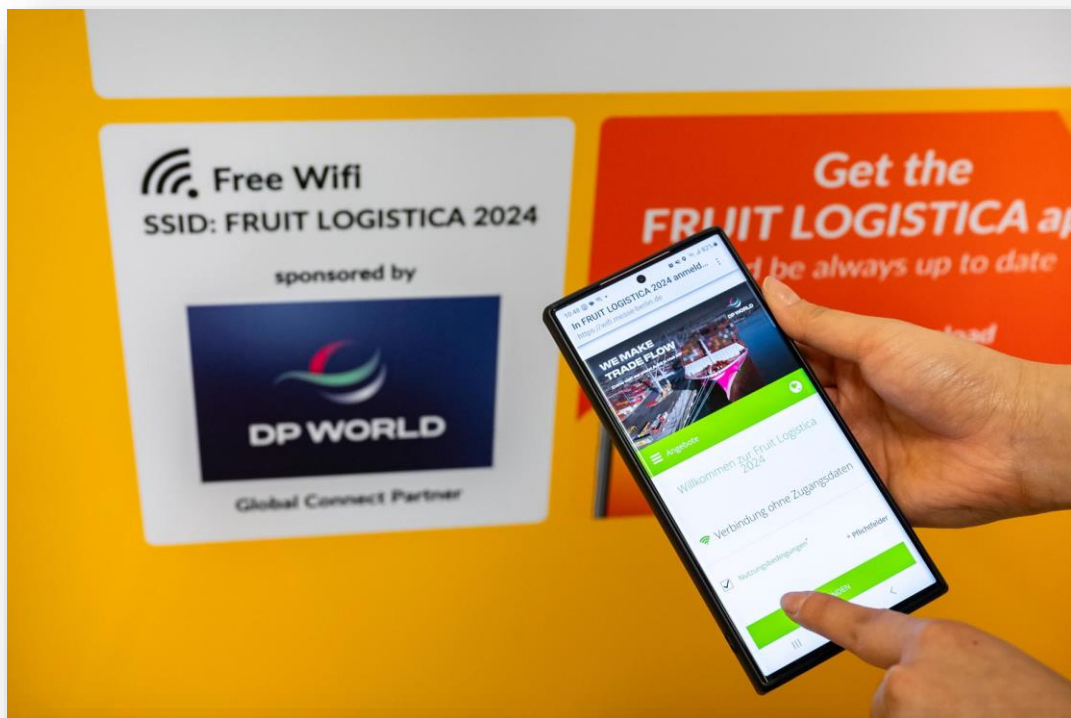
Bronze Sponsors

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.



GOLD SPONSORSHIP PACKAGE



Exclusive booking (only one sponsor)



Naming as „Gold Sponsor of FRUIT LOGISTICA“



Naming in social media posts or newsletter



Full-page ad within the Exhibition Guide



Logo on the FRUIT LOGISTICA website



Ticket voucher codes



Sponsoring of the WIFI

60,000.00 € net

SILVER SPONSORSHIP PACKAGE



- ✓ Exclusive booking (only one sponsor)
- ✓ Naming as „Silver Sponsor of FRUIT LOGISTICA“
- ✓ Naming in social media posts or newsletter
- ✓ Full-page ad within the Exhibition Guide
- ✓ Logo on the FRUIT LOGISTICA website
- ✓ Ticket voucher codes
- ✓ Sponsoring of the Welcome Party

40,000.00 € net

BRONZE SPONSORSHIP PACKAGE



- ✓ 2 sponsors only
 - ✓ Naming as „Bronze Sponsor of FRUIT LOGISTICA“
 - ✓ Full-page ad within the Exhibition Guide
 - ✓ Logo on the FRUIT LOGISTICA website
 - ✓ Ticket voucher codes
 - ✓ Option 1: Welcome Coffee or
Option 2: Branding of shuttle buses on the exhibition grounds
- 20,000.00 € net each**

DETAILED OVERVIEW SPONSORSHIP PACKAGES

	GOLD	SILVER	BRONZE
RIGHT/ PRIVILEGE	1x	1x	2x
Naming	Gold Sponsor of FRUIT LOGISTICA	Silver Sponsor of FRUIT LOGISTICA	Bronze Sponsor of FRUIT LOGISTICA
Pre-Booking and Special Conditions on Advertising	✓	✓	✓
PRINT			
Exhibition Guide: 1 full-page AD	✓	✓	✓
Logo in printed Trade Visitor Flyer (for booking before July 11, 2025)	✓	✓	-
Logo in Hotel Bus Shuttle Flyer	✓	✓	✓
Logo in European Statistics Handbook	✓	✓	✓

DETAILED OVERVIEW SPONSORSHIP PACKAGES

	GOLD	SILVER	BRONZE
ONLINE			
Media Package „Content Plus Upgrade“	✓	✓	✓
Logo on the FRUIT LOGISTICA website	✓ Naming as "Gold Sponsor" in Footer	✓ Naming as "Silver Sponsor" in Footer	✓ Naming as "Bronze Sponsor" in Footer
Logo in 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	✓	✓	-
Interview in FRUIT LOGISTICA Podcast (recording during the event and publication afterwards)	-	✓	-
Naming in the FRUIT LOGISTICA Newsletter with 60.000 international subscribers	✓	✓	-

DETAILED OVERVIEW: GOLD SPONSORSHIP

	GOLD	SILVER	BRONZE
BRANDING/EVENTS/ON-SITE			
Exclusive Sponsoring of WIFI	✓	-	-
Branding and Logo on WIFI portal page	✓	-	-
Branding area on the information counter	✓	-	-
Logo integration on the exhibition maps	✓	-	-
Logo integration on the 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	✓	-	-

DETAILED OVERVIEW: SILVER SPONSORSHIP

	GOLD	SILVER	BRONZE
BRANDING/EVENTS/ON-SITE			
Exclusive Sponsoring of Welcome Party 1,000 invited guests, target group: trade visitors & exhibitors	-	✓	-
Naming in pre and post show communication channels 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	-	✓	-

DETAILED OVERVIEW: BRONZE SPONSORSHIP

	GOLD	SILVER	BRONZE
BRANDING/EVENTS/ON-SITE			
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 or giveaways	-	-	✓
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)	-	-	✓

DETAILED OVERVIEW SPONSORSHIP PACKAGES

	GOLD	SILVER	BRONZE
TICKETS			
Voucher for FRUIT LOGISTICA trade visitor ticket (permanent)	50	30	20
Welcome Party Tickets	20	30	15
Voucher for Promotion Licenses	3	2	1
PACKAGE PRICE	60,000.00 EUR	40,000.00 EUR	20,000.00 EUR

If you have further wishes, we're open to your ideas and happy to explore how we can make them work together.

GET IN TOUCH WITH OUR EXPERIENCED MARKETING TEAM...

GIVE US A CALL OR WRITE US AN E-MAIL:

PHONE: +49(0)30 3038-2525

E-MAIL: ADVERTISING@MESSE-BERLIN.DE

OUR SPONSORSHIP PACKAGES PROVIDE THE PLATFORM TO

- ✓ CONNECT,
- ✓ PROMOTE AND
- ✓ GROW.

LET'S MAKE YOUR BRAND THE CENTER OF ATTENTION.

FRUIT
LOGISTICA

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**MESSE
BERLIN**

