

# ONBOARDING GUIDE

FRUIT LOGISTICA Online

**FRUIT  
LOGISTICA**

The leading trade show for the  
global fresh produce business.

FRUITNET

Messe Berlin

# Agenda

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# FRUIT LOGISTICA Online & Exhibitor Profile

Maximize the visibility of your company on multiple platforms :

- Online Platform:** Complete profile with networking tools.
- App:** Compact company profile. Synchronization of favorites and contacts for easy connection

## Media Package: Key Features

- Main exhibitor :** Company logo, profile (4,000 characters), contact information, up to 10 products with images, multimedia and links to social media.
- Co-exhibitor :** Similar features with 1x product entry. Upgrade available!

 UPGRADES & ADD-ONS



## Edit exhibitor profile & back office

**1.Registration:** Use your e-mail address from your stand registration to access the platform.

**FRUIT LOGISTICA Online**

**2. Exhibitor area :** Edit company profile and update products, multimedia in the Content Manager.

**3.Go to back office:** Track engagement, view profile visitors and manage contact requests.

**4. Team:** Invite team members to join the platform and assign them as contact persons.

### Advertising Shop

Increase the visibility of your profile with advertising options such as banners and logo placements.

**ADVERTISING PACKAGES**

# FRUIT LOGISTICA Online Media Packages

Media Package  
included in  
the stand  
registration

## MEDIA PACKAGE - PRIMARY EXHIBITOR

- ✓ company name & address
- ✓ 1/4 tile view
- ✓ hall & stand number
- ✓ telephone & email
- ✓ 10 branch codes & entry in the product key numbers
- ✓ contact persons with email and telephone
- ✓ company profile (max. 4,000 characters) & company logo
- ✓ link to social media profiles (facebook, twitter, YouTube etc.)
- ✓ link to homepage
- ✓ presentation of up to 10 products in text (max. 4,000 char. per product) and picture
- ✓ link to videos & PDFs
- ✓ business matching & calendar
- ✓ video & audio calls

## MEDIA PACKAGE - CO-EXHIBITOR

- ✓ company name & address
- ✓ 1/16 tile view
- ✓ hall & stand number
- ✓ telephone & email
- ✓ 5 branch codes & entry in the product key numbers
- ✓ contact persons with email and telephone
- ✓ company profile (max. 4,000 characters) & company logo
- ✓ link to homepage
- ✓ presentation of 1 product in text (max. 4,000 char.) and picture
- ✓ business matching & calendar

## CONTENT PLUS UPGRADE

- ✓ 5 products with description
- ✓ 5 exhibitor news under "Exhibitors"
- ✓ 1 video in the header of the company profile

430 €

UPGRADE TO PRIMARY  
EXHIBITOR PACKAGE  
FOR MORE PRODUCT &  
BRANDCODE LISTINGS

270 €

UPGRADES & ADD-ONS

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## Access to the exhibitor area & Content Manager

The main contact who was specified during stand registration in the exhibitor portal will be granted access to the exhibitor area of the Fruit Logistica Online platform.

### How to access the Content Manager :

1. Register on the [Fruit Logistica Online Plattform](#) with the e-mail address of the main contact from the stand registration.
2. Edit your personal profile and save it. Then click on "Settings" in the top right-hand corner.
3. Open the "Exhibitor area" tab. You can also access the back office and content manager via your company profile.
4. Click on "Edit company profile", to open your Content Manager in a new tab. Here you can edit your company data.

**Note:** From the exhibitor area you can also access the back office, where you can view visitor requests and invite other team members.

5. Check the changes on the Fruit Logistica Online Platform & App

The screenshot displays the Fruit Logistica Online platform interface. The main header shows the event details: "Berlin 5|6|7 Feb 2025" and "FRUITFUL CONNECTIONS". The user profile of Melanie Hahn is visible in the top right corner. The main content area shows the exhibitor profile for "FRUIT LOGISTICA". The interface is annotated with numbered steps:

1. Search icon in the top right corner.
2. "Ausstellerbereich" (Exhibitor Area) tab in the left sidebar.
3. "FRUIT LOGISTICA" company profile in the main content area.
4. "Unternehmensprofil bearbeiten" (Edit company profile) button in the main content area.

### Please note :

- Only the main contact sees the "Content Manager" button. Other team members do not have access to it. To enable several people to edit the company profile, the link from the new tab can be shared.
- Browser zoom: If not all functions are displayed, reduce the zoom level in the browser settings



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## Editing data in the Content Manager

### Home page :

You can design your main entry on the start page:

1. Logo & background image
2. Basic data & company description
3. Social-Media

### Tips for the homepage :

- The background image must be uploaded in different sizes for the web and app view so that it looks good on all screens.
- We generally recommend using a wallpaper or mood image as the background image and advise against using an image with text.

The screenshot displays the 'FRUIT LOGISTICA' Content Manager interface. On the left is a navigation menu with options: Company Profile, Product Groups, Links, Products, Contact persons, Multimedia, Exhibitor News, Stories, and Media package & Advertising shop. The main content area is titled 'FRUIT LOGISTICA' and contains the text: 'Here you can start to edit and publish your company profile, i.e. your exhibitor entry. The navigation menu on the left side will guide you to further divisions.' Below this is the 'Logo and Background Image' section, which is divided into two columns: 'Company Logo' and 'Background Image for your Company Profile'. The 'Company Logo' column shows a yellow logo with 'FRUIT LOGISTICA' text and a 'Delete current image' button. The 'Background Image for your Company Profile' column shows a large image of lemons with the text 'Berlin 5|6|7 Feb 2025', 'FRUITFUL CONNECTIONS.', and 'FRUIT LOGISTICA'. It includes 'Browse files' and 'Delete current image' buttons. At the top right of the interface are 'Discard changes' and 'Publish' buttons. The browser address bar shows 'fruit-selfservice.event-cloud.com'.

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## Daten im Content Manager bearbeiten

### Product Groups

- Select the product groups relevant to your company. These will automatically appear in your profile on the Fruit Logistica online platform. You can update your selection anytime.
- To open the selected product groups, please click on the displayed name and not on the adjacent arrow.
- You can see the number of product groups already selected and those still available at the top right.

The screenshot displays the 'fruit-selfservice.event-cloud.com' interface. On the left is a navigation menu with the 'FRUIT LOGISTICA' logo and options: Company Profile, Product Groups (highlighted in red), Links, Products, Contact persons, Multimedia, Exhibitor News, Stories, and Media package & Advertising shop. The main content area is titled 'Product Groups' and shows 'Added (0) of 10'. Below this is a search bar and a list of product groups with checkboxes: 'Product groups', 'Fresh products', 'Technical systems', 'Logistics', and 'Services'. At the top right of the main area are 'Discard changes' and 'Publish' buttons. The bottom left of the page shows 'EN | DE'.

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## Editing data in the Content Manager

### Links:

- Click on "Add link" to open the editing area where you can enter and name a link.
- Please note that both languages must be edited.

The screenshot displays the 'Links' management interface in the Content Manager. On the left is a navigation sidebar with the 'FRUIT LOGISTICA' logo and menu items: Company Profile, Product Groups, Links (highlighted in red), Products, Contact persons, Multimedia, Exhibitor News, Stories, and Media package & Advertising shop. At the bottom of the sidebar are language options 'EN | DE'. The main content area shows the 'Links' section with a 'Publish' button and a 'Discard changes' button. Below the title, there is a description: 'You can add links to your websites and determine adequate displayed titles for them.' and language selection options: 'German translation' (unselected) and 'English translation' (selected). A table lists a link with the URL 'https://online.fruitlogistica.com/' and the displayed title 'FRUIT LOGISTICA Online'. A '+ Add link' button is located at the bottom right of the table.

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## Editing data in the Content Manager

### Products:

- Click on "Add product" and then on "Product" to open the editing area where you can edit the product information.
- In the lower part of the editing area you will find three further tabs: "Links", "Product groups", "Multimedia"

### Please note:

If you already have a completed entry from your participation in last year's Fruit Logistica, please still check the product groups entered for your existing products and update them if necessary. The product groups contribute significantly to the visibility of your products.

The screenshot displays the 'fruit-selfservice.event-cloud.com' interface. On the left, a sidebar lists navigation options: Company Profile, Product Groups, Links, **Products**, Contact persons, Multimedia, Exhibitor News, Stories, and Media package & Advertising shop. The main content area shows a 'Products' section with a list of products, including 'FRUIT LOGISTICA'. A modal window is open for editing a product, featuring a 'Product image' field with a 'Browse files' button and a 'Delete current image' button. The 'Product name\*' field contains 'FRUIT LOGISTICA'. The 'Publication starting' field is set to '13.02.2024', and the 'Publication ending' field is labeled 'Enter publication end date (English)'. The 'Product description' field contains text about the trade fair, and the 'Short teaser text' field contains 'Successful results for this year's FRUIT LOGISTICA in challenging global marketplace'. A bottom navigation bar includes tabs for 'Links', 'Produktgruppen', and 'Multimedia'.

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## Editing data in the Content Manager

### Multimedia:

- Under "Multimedia" you can upload additional information material about your company such as PDFs, images and videos.
- Please note that both languages must be edited.

The screenshot displays the 'FRUIT LOGISTICA' Content Manager interface. On the left is a navigation menu with the following items: Company Profile, Product Groups, Links, Products, Contact persons, **Multimedia** (highlighted in red), Exhibitor News, Stories, and Media package & Advertising shop. At the bottom of the menu, it shows 'EN | DE'. The main content area is titled 'Multimedia' and contains the text: 'Here you can attach further files to your company profile. You can add PDFs, images or short videos (recommended video format: MP4)'. Below this text are radio buttons for language selection: 'German translation' (unselected) and 'English translation' (selected). A large dashed box is provided for file uploads, with the text 'Drag your file here.' and 'maximum size: 50MB'. At the top right of the main area, there are two buttons: 'Discard changes' and 'Publish'. The browser's address bar shows the URL 'fruit-selfservice.event-cloud.com'.

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## Editing data in the Content Manager

### Exhibitor news:

Under "Exhibitor News" you can upload press releases.

- Click on "Add News" or so that the editing area opens where you can enter and edit your content.
- In the lower part of the editing area you will find three further tabs: "Links", "Product group", "Multimedia".

**CONTENT PLUS / EXHIBITOR NEWS (5X)**

The screenshot displays the 'FRUIT LOGISTICA' Content Manager interface. On the left is a sidebar with navigation options: Company Profile, Product Groups, Links, Products, Contact persons, Multimedia, Exhibitor News (highlighted with a red exclamation mark), and Stories. At the bottom of the sidebar are 'Media package & Advertising shop' and 'EN | DE'.

The main content area is titled 'Press Releases' and contains the text: 'Here you can add press releases. Please note that you can display as many press releases as included in your media package respectively as many as you have booked separately.' At the top right of this area are 'Discard changes' and 'Publish' buttons.

The 'News' editing form is visible, featuring a 'News image' section with a 'Drag your image here.' placeholder and a 'Browse files' button. Below the image section is a 'Delete current image' button. The form also includes a 'Title\*\*' field with a placeholder 'Enter news title (English)', a 'Date\*' field with the value '15.10.2024', and a 'News text' field with a placeholder 'You can enter your description here with max. 4000 characters.' and a character count '(0/4000)'. A 'Subtitle' field with a placeholder 'Enter your subtitle' is located at the bottom. Language selection options for 'German translation' and 'English translation' are also present.

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## Backoffice

### Exhibitor area, Go to back office and visibility of team members:

- In addition to access to the Content Manager, you will also find access "To the back office" and the option to show your personal profile as a contact for your company in the exhibitor area.
- In the back office, you have the option of entering additional company employees as contact persons for the company. (See page 13)



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## Contact person / Team members

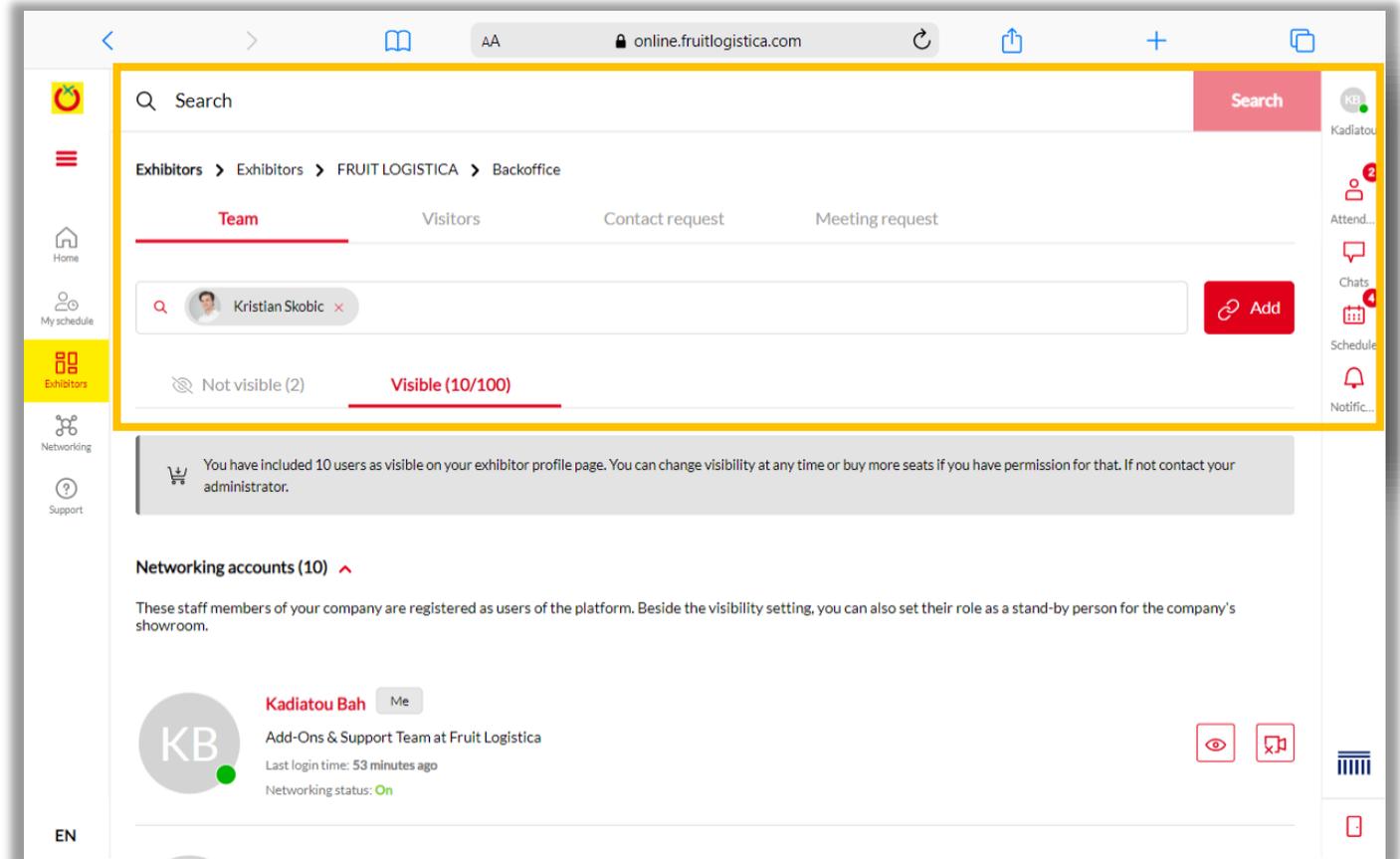
### Add contact person via the back office:

Start by inviting your team members to create a networking profile on the platform.

1. Search for the names of your team members under the "Team" tab using the search bar.
2. Select the person and click on "Add".
3. The person then appears in the company profile as a contact person for your company and can get in touch with other participants and make appointments for the trade fair.

### Further functions :

- In the back office, you can see who has clicked on your company profile under the "Visitors" tab.
- Under the tab "Contact request" and "Appointment request" you can view requests from visitors or companies who would like to get in touch with you.



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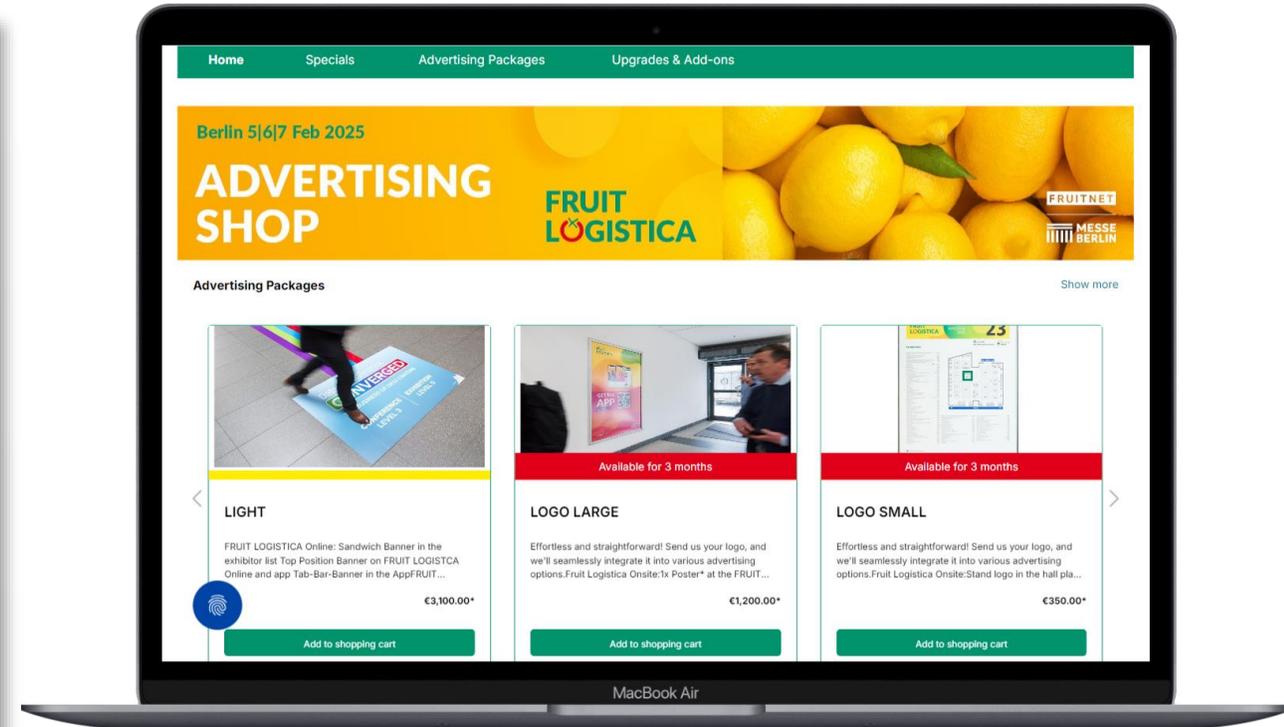
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## Fruit Logistica Online Advertising Shop

### More digital presence

Visit our Advertising Shop and be inspired by our highlights to find the right advertising for your company and stand out from the competition.

- To create an account in the Advertising Shop, please click [here](#) and then enter the e-mail address you entered under "Main contact" when you registered for the stand.
- You must also enter your customer number. You will find this next to the company name in our e-mail "Complete your online entry on the Fruit Logistica online platform!". If you have not yet received this e-mail or do not have it to hand, you can request your customer number from our support team ([support@messe-berlin.de](mailto:support@messe-berlin.de)).



# KONTAKT & SUPPORT

Ihr Kontakt für Fragen  
zur Plattform:

Online-Redaktion:

► [Jetzt Anfrage stellen](#)

**FRUIT  
LOGISTICA**

The leading trade show for the  
global fresh produce business.

Ihr Kontakt für  
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Link zum Advertising-Shop:  
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