

LET'S GROW!

Innovation. Interaction. Inspiration.

You have been successfully allocated a stand and can now begin preparing for your trade fair appearance. You will find detailed information on all the points listed on our website. The following overview is intended to serve as a checklist for exhibitors and stand builders to ensure that you have thought of everything. Our [timeline](#) provides further guidance. We hope you enjoy the preparations!

Your FRUIT LOGISTICA project team

**FRUIT
LOGISTICA**

The leading trade show for the
global fresh produce business.

YOUR PROJECT TEAM

Give us a call, we're happy to help!
During the trade show, you will find us
at the trade show management office
in Hall 6.3.

FRUIT LOGISTICA Project Team
fruitlogistica@messe-berlin.de
030-3038-1111

FRUITNET

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GENERAL INFORMATION FOR EXHIBITORS



OPENING HOURS

For exhibitors:

Wednesday and Thursday: 8:00 a.m. – 7:00 p.m.

Friday 8:00 a.m. – 5:00 p.m.

For trade visitors:

Wednesday and Thursday: 9:00 a.m. – 6:00 p.m.

Friday 9:00 a.m. – 4:00 p.m.



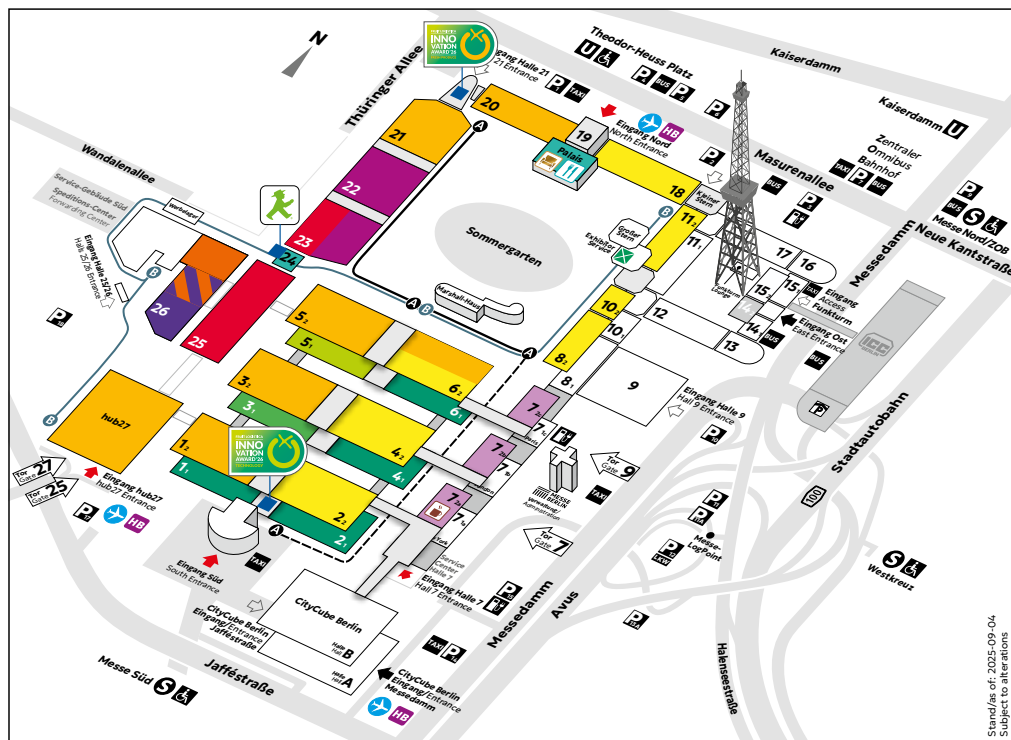
ENTRANCES

Halls 1–6: South Entrance (Jafféstr.)

Halls 7–11: Entrance Hall 7 (Messedamm)

Halls 18–24: Entrance North (Masurenallee)

Halls 25–27: Entrance Hall 27 (Jafféstr.)



Fresh Produce

- Mediterranean Europe
- Europe
- Africa
- Americas
- Asia
- MENA

Machinery & Technology

- Machinery & Technology
- Greenhouse Technology, Smart Agri, Cultivation Equipment
- Agricultural Machinery, Cultivation Equipment

Logistics

- Events & Specials

Entrances

- ▲ Entrance South - Halls 1–6
- ▲ Entrance Hall 7 - Halls 7–11
- ▲ Entrance North - Halls 18–24
- ▲ Entrance Hall 27 - Halls 25–27

- ✈ Shuttle Service Airport Berlin Brandenburg BER

- HB Hotel Bus Shuttle

- A-B Fairground Shuttle

- P Parking

- E Exhibitor Service

- FLIA FLIA

- FLIA Technology FLIA Technology

- MEET & EAT Meet & Eat Area

- GOLD LOUNGE Gold Lounge

- SOUVENIRSHOP Souvenirshop

- WELCOME COFFEE Welcome Coffee

[DOWNLOAD THE HALL PLAN](#)

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GOOD TO KNOW



TICKET SHOP

In our Online Ticket Shop you can redeem your exhibitor, setup, and dismantling passes. Tickets for the Welcome Party and trade visitor tickets can also be purchased here. Voucher codes for your customers can be purchased via the BECO WEBSHOP.

[GET YOUR TICKET](#) ➡



TRAVEL & ACCOMMODATION

Visas, travel, accommodation – We recommend that you find out about the visa requirements for your country and book accommodation well in advance, as the German capital Berlin is almost fully booked during the trade fair.

[PLANNING & PREPARATION](#) ➡



WELCOME PARTY

Save the date: **February 3, 2026!** Celebrate the start of FRUIT LOGISTICA with us: Enjoy signature drinks in a spectacular location and take advantage of the relaxed atmosphere to network with our exhibitors and trade visitors. Then round off the evening in a lively atmosphere with DJ and band music. Tickets can be purchased in the ticket shop.



REGISTRATION OF CO-EXHIBITORS

Would you like to register additional co-exhibitors? You can do so directly via the exhibitor portal. Co-exhibitors registered by **November 30, 2025**, can still be listed in the printed Exhibition Guide in the printed Exhibition Guide and FRUIT LOGISTICA Online.

[EXHIBITOR PORTAL](#) ➡

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BECO WEBSHOP



ORDER ADDITIONAL SERVICES

The **BECO Webshop** is the central platform for exhibitors to order all products and services for their trade fair appearance – from tickets, parking spaces, and security services to cleaning and waste disposal, stand construction, furniture, and technology.

In addition, you can order **ticket vouchers** in the BECO Webshop, which you can use to **invite your customers to the trade fair free of charge and without any hassle**. You will only be billed for the number of vouchers actually redeemed after the event.

Please note: Place your orders in the BECO Shop by January 6, 2025, for later orders a 20% surcharge will be added to the listed prices.

[BECO WEBSHOP](#) 

Do you need help?

beco-support@messe-berlin.de



Sustainability is important to us. Please note: Each exhibitor is responsible for avoiding and disposing of their own waste – during setup, during the event, and during dismantling. Appropriate cleaning services can be booked via the BECO Webshop.

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MARKETING AND MEDIA SERVICES



YOUR MEDIA PACKAGE

The Media Package ensures comprehensive visibility on all digital channels and in the print media of FRUIT LOGISTICA: **FRUIT LOGISTICA Online**, **FRUIT LOGISTICA App**, and the **Exhibition Guide**. The Media Package is automatically included in your booth registration. The costs for this are charged in the form of a mandatory flat fee and invoiced to the main exhibitor.

[MAINTAIN YOUR DIGITAL PROFILE](#) ➤



FRUIT LOGISTICA ONLINE

The digital extension of your trade fair appearance is already included in your Media Package. Maintain your company and product presentations here. As a registered exhibitor, you will receive a link to the **Content Manager** at the beginning of November, which you can use to conveniently complete your profile. Please note: The data you provide will form the basis for your entry in the printed **Exhibition Guide**. To ensure your entry is complete, please update your profile by **early December**.

[DISCOVER FRUIT LOGISTICA ONLINE](#) ➤

Do you need help?

Support hotline +49 (0)30/30382500, support@messe-berlin.de



EXHIBITION GUIDE

The Exhibition Guide is the official exhibitor directory and helps trade visitors find their way around the exhibition grounds. A basic entry with essential information about your company is already included in your Media Package. Would you like your company to stand out in the guide or present additional information about your service portfolio? The following options are available to you:

- Entry with colored company logo
- Premium entry
- Advertisements

[BOOK UPGRADES FOR THE EXHIBITION GUIDE](#) ➤

Contact

Fruitnet Media International GmbH, +49 (0)211/9910440, katalog@fruchthandel.de

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MARKETING AND MEDIA SERVICES



ADVERTISING & SPONSORSHIP

Take advantage of FRUIT LOGISTICA's international reach to increase the visibility of your company in a targeted manner. With our wide range of marketing and sponsorship options, you can reach your target group across all channels – whether digitally, on site or at networking events.

[EXPLORE OUR MARKETING PORTFOLIO](#) ➤

Contact

MB Capital Services, +49 (0)30 / 3038 2525, advertising@messe-berlin.de



PRESS

Maximize your PR value in advance. We offer support in organizing your press conference, digital press boxes, arranging experienced photographers, and actively approaching national and international media.

Contact

Susanne Tschenisch, PR Manager FRUIT LOGISTICA, Susanne.tschenisch@messe-berlin.de



FREE ADVERTISING MATERIALS

Social media, logos, and banners

Actively promote your trade fair appearance by generating your personalized email banner with hall and booth number free of charge via our website. You can also use our sharepics to draw your customers' attention to your trade fair participation.

Our hashtag: #FL26

[FREE ADVERTISING MATERIALS](#) ➤

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PROGRAMMES & SPECIAL FORMATS – JOIN IN!



FRUIT LOGISTICA INNOVATION AWARD (FLIA)

The FRUIT LOGISTICA Innovation Award (FLIA) honors outstanding innovations in two categories: “Fresh Produce” and “Technology.” The winners of the FLIA not only receive an award, but also international visibility – in the industry, in the media and among trade visitors from all over the world. **Has your company launched an innovation between November 1, 2024 and October 31, 2025? Then we cordially invite you to submit it to the competition!**

[APPLY NOW VIA OUR WEBSITE](#) ➡

Application deadline: October 31, 2025



Insights Stage **NEW**

With a timeslot on our Insights Stage, you can present your highlights live to our trade visitors from all over the world. Whether it's new products, technical solutions, or marketing concepts – the stage is yours.

[BOOK YOUR TIMESLOT](#) ➡

Deadline: November 15, 2025



New Product Showcases **NEW**

The New Product Showcases is a curated special area at FRUIT LOGISTICA where our exhibitors can showcase their new products – complemented by a digital presence and targeted communication via our channels. Do you have an innovative fresh product, technology or solution? Take this opportunity to present your innovation to our more than 67,000 international trade visitors.

[BOOK NOW VIA OUR WEBSITE](#) ➡

Deadline: December 12, 2025



Organic-Route

The Organic Route offers trade visitors the opportunity to quickly and directly reach exhibitors with certified organic products. Do you have a fresh organic product in your portfolio that you would like to showcase at FRUIT LOGISTICA? Then register by email.

[MORE ABOUT ORGANIC ROUTE](#) ➡

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FOR STAND BUILDERS

ALL IMPORTANT INFORMATION AND DEADLINES ABOUT STAND CONSTRUCTION, SET-UP AND DISMANTLING ARE NOTED UNDER EXHIBITION PLANNING. THERE YOU WILL FIND DETAILED EXPLANATIONS AND RELEVANT CONTACT PERSONS.



SET-UP AND DISMANTLING

You will need a pass to access the fair ground for setup and dismantling. Setup and dismantling passes are available in the [BECO WEBSHOP](#). 

START OF SET-UP

For ALL halls:

30 January – 2 February 2026 | 7 a.m. to midnight

For halls 1.1, 2.1, 3.1, 4.1, 5.1 and 6.1:

29 January – 2 February 2026 | 7 a.m. to midnight

Unfortunately a set-up before 29 January 2026 is not possible due to other events on the exhibition grounds.

DISMANTLING

6 February 2026 | 4 p.m. to midnight
No dismantling permitted before 4 p.m.

7 – 9 February 2026 | 7 a.m. – 10 p.m.

END OF STAND CONSTRUCTION

2 February 2026 | midnight

After this deadline no machines or equipment are permitted for setup.

END OF DECORATIVE INSTALLATION & STAND CONSTRUCTION APPROVAL

3 February 2026 | 10 p.m.

END OF DISMANTLING

9 February, 2026 | 10 p.m.



TRAFFIC & LOGISTICS

Book a loading zone via VISIFAIR

Our space management system VISIFAIR offers bookable loading zones at the desired time for faster, more efficient delivery and collection – reliably at the desired location. **Please note: Access to the exhibition grounds for set-up and dismantling is only possible with a booking for a loading zone.**

[MORE INFORMATION ON OUR WEBSITE](#)

Traffic guide

Further access regulations can be found in our traffic guide, one of the most important documents for your arrival at the exhibition grounds.

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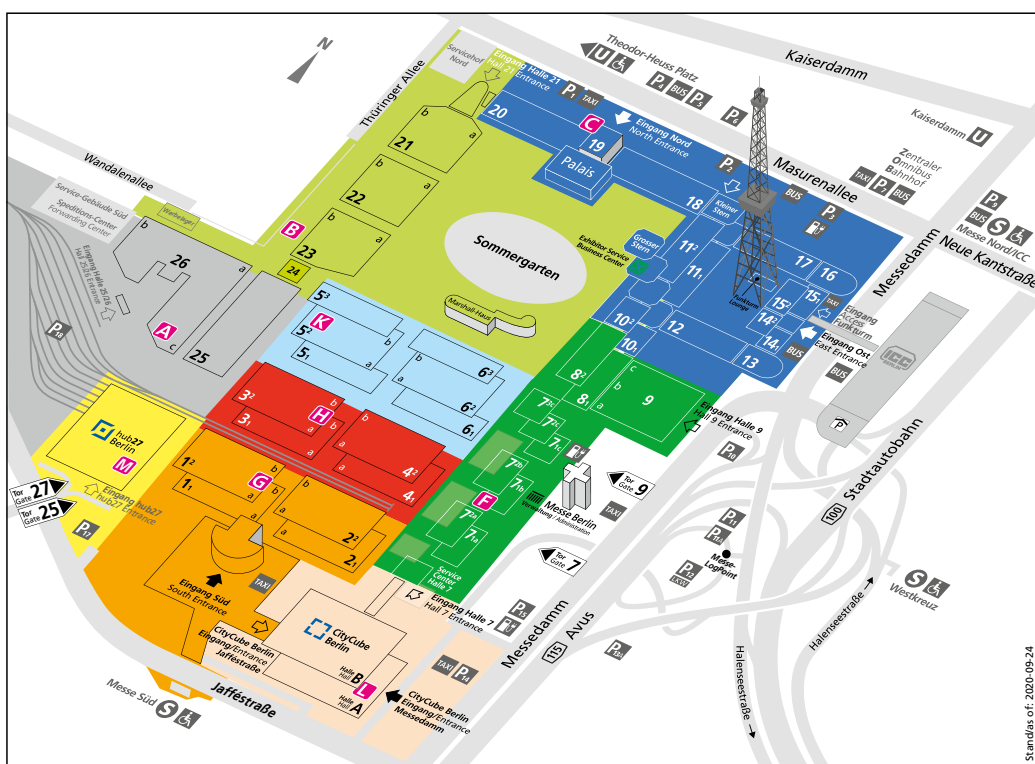
FOR STAND BUILDERS



TRAFFIC & LOGISTICS

Hall inspectors

Our hall inspectors are available in the halls as technical contacts directly on site.



Halleninspektoren

Hall Inspectors

Telefon Telephone	Bereich Area	Telefon Telephone	Bereich Area
A +49 30 3038 4149	25, 26, Freigelände/Outdoor Display	G +49 30 3038 4142	1.1, 1.2, 2.1, 2.2, Eingang Süd/South Entrance
B +49 30 3038 4148	21, 22, 23, 24, Sommergarten, Marshall-Haus	H +49 30 3038 4141	3.1, 3.2, 4.1, 4.2
C +49 30 3038 4147	10.1, 10.2, 11.1, 11.2, 12, 13, 14.1, 14.2, 15.1, 15.2, 16, 17, Kleiner Stern, Grosser Stern Funkturn, 18, 19, 20, Palais	K +49 30 3038 4140	5.1, 5.2, 5.3, 6.1, 6.2, 6.3
F +49 30 3038 4144	7.1, 7.2, 7.3, 8.1, 8.2, 9	L +49 30 3038 4037	CityCube Berlin
		M +49 30 3038 4143	hub27 Berlin

Contact Traffic & Logistics

Service Hotline Traffic

+49(0)30/3038-4888

Loading zone reservation

+49(0)30/3038-4334

traffic@messe-berlin.de

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YOUR CONTACT

You can find the contact details of our project team, service providers, and international offices on our website. Our international offices will also be present at the trade fair.

PARTNERS	SERVICE	CONTACT
Advertising & Sponsoring	Book online and onsite advertising.	Capital Services GmbH +49(0)30/3038-2525 advertising@messe-berlin.de
BECO webshop	Orders and services for your exhibition stand.	BECO webshop +49(0)30/3038-1400 fair-service@messe-berlin.de
Catering	Catering to your exhibition stand during the trade show.	Capital Catering GmbH T. +49(0)30/3038-2993 cateringservice@capital-catering.de www.capital-catering.de
Exhibitor Service Center	Orders and services for your exhibition stand on site during the event.	Exhibitor Service Center at "Großer Stern" upper floor. +49(0)30/3038-4200
Forwarding Services	Acceptance of consignments and delivery to your exhibition stand.	Schenker Deutschland AG +49(0)30/301 2995 420 fairs.berlin@dbschenker.com
List of Exhibitors and FRUIT LOGISTICA Online Entry	Online editorial entry for exhibitors on FRUIT LOGISTICA Online.	Capital Services GmbH +49(0)30/3038-2500
Logistic	Access to the exhibition grounds for exhibitors and contractors before, during and after the trade show.	Service Hotline Traffic: +49(0)30/3038-4888 Loading zone reservation: +49(0)30/3038-4334 traffic@messe-berlin.de Loading zone booking via VisiFair
Room booking	Book a room for a team meeting or a conference.	Team FRUIT LOGISTICA fruitlogistica@messe-berlin.de
Stand Construction Approval & Technical Questions regarding the Stand	Stand construction approval is only mandatory for individual stands with a double storey!	Messetechnik messetechnik@messe-berlin.de
System Stand Orders & Stand Construction Services by Messe Berlin	Order a system stand (Basic/Classic/Special).	Capital Services GmbH +49(0)30/3038-1415 systems@mb-capital-services.de
Tickets & Vouchers	Tickets, redemption of codes for exhibitor and set-up/dismantling passes.	Capital Services GmbH tickets@messe-berlin.de

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EXHIBITOR TIMETABLE

REGISTRATION DEADLINES			
31 July	Registration deadline for main exhibitors and exhibitors of Startup World. Late registrations will be considered subordinate and will be placed according to the availability of stand space.	https://asp.fruitlogistica.com/	
1 September until 31 October	Application for FRUIT LOGISTICA Innovation Award (FLIA)	www.fruitlogistica.com/en/events/innovation-award-(flia)/	
September until 15 November	Registration as speaker on the Insights Stage	www.fruitlogistica.com/en/exhibit/open-calls/registration-insightsstage	
October until 12 December	Booking period for a space in the innovation area "New Product Showcases"	www.fruitlogistica.com/en/exhibit/open-calls/registration-newproductshowcases	
30 November	Registration deadline for co-exhibitors. Late registrations cannot be taken into account for the printed Exhibition Guide.	https://asp.fruitlogistica.com/	
ORGANISATIONAL MATTERS REGARDING YOUR STAND REGISTRATION			
Earliest possible	- Make your travel arrangement, including flight & hotel bookings - Apply for visa if required - Select stand construction company, noting all relevant regulations Register events at your stand free of charge (obligated)	Booking a CSG system stand	
Note cancellation deadlines	New cancellation policy for the stand area must be noted (§4). Until 30 November - 50% of stand rental fee From 1 December - 100% of the stand rental fee	www.fruitlogistica.com/specialconditions	
From October	Acceptance of the placement proposal. Stand applications submitted after 31 July are expected to receive a placement proposal from November.	https://asp.fruitlogistica.com/	
October until middle of December	Book services in the BECO-Webshop	https://beco.messe-berlin.de/de/inhalte/serviceangebot/index.html?_event=FRUIT+25	
From November	Receive admission invoice including stand number.	Electronic invoice delivery from the sender: no-reply-finance@messe-berlin.de	
	Book services in the Webshop - Order free construction and dismantling passes, if required - Send invitations to customers and business partners - Order entry vouchers for customers and business partners		
From December	Receive codes for free exhibitor passes.	The codes will be send by email from tickets@messe-berlin.de	
From April 2026	Receipt of the final invoice.	Electronic invoice delivery from the sender: no-reply-finance@messe-berlin.de	

As of: 8 September 2025

Subject to change. Please note: further information may follow at a later date at www.fruitlogistica.com

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EXHIBITOR TIMETABLE

STAND CONSTRUCTION, EQUIPMENT AND LOGISTICS			
1 October until 25 November	Approval is mandatory for individual stand construction with double storey. For all other stand constructions, compliance with the Technical Guidelines and the and the Special Conditions of Participation (§8 stand design/appearance for individual stands) is sufficient.	messetechnik@messe-berlin.de	
From 15 December	Book time slot for loading zone via VisiFair.	www.fruitlogistica.com/traffic-and-logistics traffic-visifair@messe-berlin.de	
Until 6 January 2026	Book services in the Webshop • Order of stand equipment (electrical/ water connections, etc.) • Organize transport of exhibition materials • Booking Parking lot for vehicles • Book waste disposal (mandatory), and if necessary cleaning service if required (note new regulations!) • Order of security services, insurance, storage goods • Order catering • Book additional staff for the Stand • Order night construction if necessary	Orders placed from 7 January 2026 will contain a surcharge of 20% of the listed prices.	
29 January 2026	Start of stand construction for halls 1.1, 2.1, 3.1, 4.1, 5.1, 6.1	29 January – 2 February 2026: night construction possible; Order at least 1 day in advance	
From 30 January 2026	Stand construction in all halls: daily 7 a.m. to midnight	30 January – 2 February 2026: night construction possible; Order at least 1 day in advance	
2 February 2026	End of construction: at midnight (construction inspection/acceptance). After this deadline no machines or equipment are permitted for setup.		
3 February 2026	End of decorative installation: 10 p.m.		
6 February until 9 February 2026	Dismantling in all halls from 6 February, 4 p.m. Attention: No entry before 8 p.m.	Each exhibitor is obligated to ensure that their exhibition stand is fully equipped and staffed with expert staff for the entire duration of the event, daily from 9 a.m. to 6 p.m. It is not permitted to dismantle the stand before 4 p.m. on Friday, 6 February 2026.	
COMMUNICATION SERVICES			
From September	Booking of Advertising On-Site and Online as well as Sponsoring.	www.fruitlogistica.com/advertising-sponsoring	
From 1 November	Order digital press box . Announcement of press events to fruit_logistica-pr@messe-berlin.de .	www.fruitlogistica.com/en/press/	
Until 8 January 2026	Update exhibitor entry for main exhibitors and co-exhibitors on FRUIT LOGISTICA Online. The data will be used for the printed Exhibition Guide.	https://online.fruitlogistica.com/ The content-manager link to update the profile will be sent by e-mail to all exhibitors.	
19 December	Advertising deadline for the printed Exhibition Guide. Deadline for printing materials is 6 January 2026.	www.fruitlogistica.com/de/aussteller/marketing/exhibition-guide/	

As of: 8 September 2025