

**INITIAL PREPARATIONS**  
May – October

**Deadline 31 July**  
- Define aims and objectives  
- Decide on participation

**Deadline 31 July**  
- Decide on size and shape of stand  
- Submit stand application at [www.fruitlogistica.com](http://www.fruitlogistica.com) >Exhibitor Service

**DETAILED PREPARATIONS**  
October – Mid-January

**Late September / Early October**  
Organizers' stand allocation proposal to be confirmed by exhibitor

**October**  
Receipt of official confirmation, initial invoice, Exhibitor Service order forms available online

**After official confirmation**  
Planning of stand construction and equipment, technical and promotional services, staff, advertising

**FRUIT LOGISTICA EXHIBITION**  
End of January – Beginning of February

**5 days stand set-up**  
- Stand set-up  
- Delivery of stand equipment and information material  
- Handover of stand  
- Staff briefing

**3 days FRUIT LOGISTICA**  
- Business contacts and appointments  
- Visit exhibition  
- Conference and networking events

**3 days stand dismantling**  
- Take down and handover of stand and rented equipment  
- Clearance and removal of all other exhibition materials

**FOLLOW UP**  
from February

- Review of fair contacts  
- Arrange appointments  
- Process customer enquiries  
- Send out materials and offers  
- Pay final invoice  
- Maintain contacts

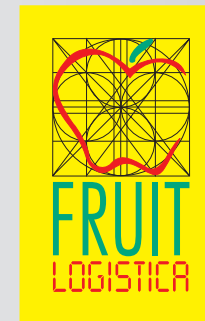
**Deadline 21 November** Registration of co-exhibitors

**May – October** Budget and project scheduling

**Ongoing** Update and recheck budget and schedule

**Ongoing** Hotel reservation and travel arrangements

**Mid December**  
Last minute check of all orders, approvals, budget and preparations



PLANNING + ORGANIZATION

**July – October**  
Planning of:  
- exhibits and information materials  
- advertising / promotional activities  
- press and PR activities

**October – January**  
- Invite customers and business partners to visit stand  
- Schedule appointments  
- Produce and order information materials and business cards  
- Prepare press releases / press materials  
- Book advertising space on trade fair grounds, in printed catalogue, in Virtual Market Place® and in trade press

**Ongoing**  
Edit entry in Virtual Market Place® (VMP) online or via VMP service hotline. (New exhibitors included in VMP from 1 November)

**Deadline 21 November**  
For printed catalogue entry:  
Edit your VMP entry since this will be used as the basis for your entry in the printed catalogue

**November – February**  
- Regularly update VMP online entry  
- Check VMP for appointments

**Until 31 October**  
Update VMP online entry

**Deadline Mid-November**  
Closing date for entries for FRUIT LOGISTICA Innovation Award

**December**  
Jury nominations for FRUIT LOGISTICA Innovation Award

Visitors vote for best innovation of the year. Presentation of winner of the FRUIT LOGISTICA Innovation Award

PROMOTION + MARKETING

VIRTUAL MARKET PLACE®

FLIA AWARD