

## 4. FRUIT LOGISTICA Advertising Box

Through the advertising box, Messe Berlin GmbH offers exhibitors a package of marketing tools to optimize their presence at the fair and in the market. The advertising box includes detailed company information in the printed and online catalogue (=Virtual Market Place®).

The internet as an information and communication platform - worldwide ♦ 365 days a year ♦ 24 hours a day – has an even greater meaning. Through **FRUIT LOGISTICA Virtual Market Place** we want to build on this potential and optimize its use for the benefit of our exhibitors.

Your basic entry in both the printed catalogue and the Virtual Market Place® will be handled by the Virtual Market Place team. Your company data for both entries will automatically be taken from your stand registration form. Please check, update and complete your data in the Virtual Market Place®, as this data will also be used for the printed catalogue.

	<b>Primary exhibitor 499.– EUR (excluding statutory VAT)</b>	<b>Co-exhibitor 90.– EUR (excluding statutory VAT)</b>
<b>BASIC ENTRY</b>	<b>Printed Catalogue and Virtual Market Place®</b> <ul style="list-style-type: none"> <li>■ Basic company entry (company name, postal address, hall and stand number, telephone, fax, e-mail, branch codes, entry in the product key numbers).</li> </ul>	<b>Printed Catalogue and Virtual Market Place®</b> <ul style="list-style-type: none"> <li>■ Basic company entry (company name, postal address, hall and stand number, telephone, fax, e-mail, branch codes, entry in the product key numbers).</li> </ul>
	<b>Exclusively in Virtual Market Place®</b> <ul style="list-style-type: none"> <li>■ Additional entry (stand telephone, contact person and e-mail)</li> <li>■ Company profile (max. 4,000 letters)</li> <li>■ Company logo</li> <li>■ Meeting planner</li> <li>■ Link to homepage</li> <li>■ Presentation of up to 10 products in text and picture with link to the products on the exhibitor's homepage (max. 4,000 letters per product). <u>Please note:</u> Only products and services in accordance with the product group index are admitted.</li> <li>■ Biz chances (max. 4,000 letters)</li> <li>■ Link to videos on the exhibitor's homepage</li> <li>■ Entry of up to three keywords under which the exhibitor wishes to be found</li> </ul>	<b>Exclusively in Virtual Market Place®</b> <ul style="list-style-type: none"> <li>■ Additional entry (stand telephone, contact person and e-mail)</li> <li>■ Company profile (max. 4,000 letters)</li> <li>■ Company logo</li> <li>■ Meeting planner</li> </ul>

Your data for the Virtual Market Place® can be input and updated by your company at any time or through the Editorial Team of Messe Berlin, Mon.-Fri., C.E.T. 09:00-18:00 h, Tel.: +49/30/3038-2180, email: [content@virtualmarket.fruitlogistica.de](mailto:content@virtualmarket.fruitlogistica.de). Your details can be viewed by visiting [www.fruitlogistica.com](http://www.fruitlogistica.com).

<b>ADDITIONAL ENTRIES (with costs)</b>	<b>Printed Catalogue</b> <ul style="list-style-type: none"> <li>■ Advertisements</li> <li>■ Premium entry/logo</li> </ul>	<b>Contact:</b> FRUCHTHANDEL MAGAZINE Mon.-Fri., CET 09:00-16:30 h Tel.: +49/211/991040 Fax: +49/211/6911746 E-mail: <a href="mailto:katalog@fruchthandel.de">katalog@fruchthandel.de</a>
	<b>Virtual Market Place®</b> <ul style="list-style-type: none"> <li>■ Banner advertising</li> <li>■ Upgrade co-exhibitor</li> <li>■ Additional product entries</li> </ul>	<b>Contact:</b> Editorial Team Virtual Market Place® Mon.-Fri., CET 09:00-18:00 h Tel.: +49(0)30/30 38-2180 Fax: +49(0)30/30 38-2172 E-mail: <a href="mailto:content@virtualmarket.fruitlogistica.de">content@virtualmarket.fruitlogistica.de</a>
For detailed information about upgrades and additional services please visit <a href="http://www.fruitlogistica.com">www.fruitlogistica.com</a> > Exhibitor Search > Info for Exhibitors.		

### Duration of the Advertising Box:

All online Advertising Box services are active from **1 November 2011** until **31 October 2012**.