



FRUIT LOGISTICA

The Leading Trade Fair for the International Fresh Produce Trade

FRUIT LOGISTICA is the most important business and communication arena of the international fresh produce trade. The industry's key decision makers are there as exhibitors and trade visitors and have the opportunity of approaching potential business partners with their services/products. With over 54,000 highly qualified trade visitors from over 125 countries and from all five continents, there is no better place in the world to make new contacts, find new business and conquer new markets.

This specialist trade fair offers the sectors connected with the fresh fruit and vegetable business an ideal opportunity to present their products across the entire added-value chain, from growing to the point-of-sale. Compact duration, focused appeal to target groups and maximum effectiveness are the key features of FRUIT LOGISTICA.

Once again FRESHCONEX, the international trade fair for Fresh Produce Convenience, will be held alongside FRUIT LOGISTICA. It is the place in Europe where the top players in the fresh produce world meet.

FRUIT LOGISTICA will take place from the 9th – 11th of February 2011.

What is the International Trade Press Stand?

The International Trade Press Stand is dedicated entirely to international trade press publications and aims to provide exhibitors and trade visitors with copies of the different fresh produce and associated trade publications available in different countries and regions of the world.

How can participation benefit you?

- Guarantee your magazine free distribution at the world's leading fresh produce trade fair – a useful argument for advertising sales in connection with the exhibition.
- Increase the awareness of your publication and the promotional opportunities it offers to potential readers and advertisers on an international level.
- Assist directly in driving subscription sales.

Interested? See details below!

What we offer:

- Placement of 200 copies of your publication on display on the International Trade Press Stand.

- A database of trade visitors who visited the Trade Press Stand.
- Listing in the official FRUIT LOGISTICA exhibition catalogue under the section International Trade Press with full contact details and publication of your logo.
- Listing on FRUIT LOGISTICA website under the menu item Visitor Info with full contact details, Logo and a hyperlink to your website and email address.
- Invitation to attend the official FRUIT LOGISTICA 2011 International Press Conference for a representative of your publication (Please note: This does not include the covering of any costs incurred in travelling to or residing in Berlin).
- Invitation to attend the FRUIT LOGISTICA 2011 Opening Reception for a representative of your publication (Please note: This does not include the covering of any costs incurred in travelling to or residing in Berlin).
- Free accreditation and access to the Press Centre and journalists' workstation.

What you provide in return:

- Printing of one FRUIT LOGISTICA 2011 advertisement in your publication.
- Publication of a report on the upcoming FRUIT LOGISTICA 2011 in an issue of your publication prior to the event (before February 2011).

We hope that you will take advantage of this special offer. Should you be interested, please complete and return the attached forms to this fax number: +49 30 280 49 85 29.

Should you have questions or require more information feel free to contact me.

Kind regards from Berlin,

Andreas Kinsky
General Manager

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