

4. FRUIT LOGISTICA Advertising Box

Through the advertising box, Messe Berlin offers exhibitors a package of marketing tools to optimise their presence at the fair and in the market. The advertising box includes detailed company information in the printed catalogue and a presence on the 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 optimise its use for the benefit of our exhibitors.

Primary Exhibitor	Co-Exhibitor
Printed Catalogue <ul style="list-style-type: none"> Basic company entry (company name, postal address, hall and stand number, telephone, fax, e-mail, key sector listing, entry in the product group index) 	Printed Catalogue <ul style="list-style-type: none"> Basic company entry (company name, postal address, hall and stand number, telephone, fax, e-mail, key sector listing, entry in the product group index)
FRUIT LOGISTICA Virtual Market Place <ul style="list-style-type: none"> Basic company entry (name, address, hall and stand number) Additional entry (telephone, fax, e-mail, stand telephone, contact person and e-mail) Company profile (max. 4,000 letters) Company logo Entry in main category of the product group index Meeting planner Link to homepage Entry in up to 10 categories of the product group index Presentation of up to 10 products in text and picture with link to homepage (max. 4,000 letters per product) Biz Chances (max. 4,000 letters) Link to videos on the exhibitor's homepage Entry of up to three keywords under which the exhibitor wishes to be found 	FRUIT LOGISTICA Virtual Market Place <ul style="list-style-type: none"> Basic company entry (name, address, hall and stand number) Additional entry (telephone, fax, e-mail, stand telephone, contact person and e-mail) Company profile (max. 4,000 letters) Company logo Entry in main category of the product group index Key sector listing Meeting planner
<p>Your details for the Virtual Market Place® can be inputted and updated by your company at any time or through the Service-Hotline of Messe Berlin, Mo.–Fr., C.E.T. 9 a.m.– 6 p.m., Tel.: +49 /30 /3038-2180, e-mail: more.fruitlogistica@fruitlogistica.de. Your details can be viewed by visiting www.fruitlogistica.com.</p>	
Cost <ul style="list-style-type: none"> 499.00 Euro (excluding VAT) 	Cost <ul style="list-style-type: none"> 90.00 Euro (excluding VAT) Upgrade to Primary Exhibitor Package 409.00 Euro (excluding VAT)
Option: Upgrade individual Services*: <ul style="list-style-type: none"> Further entries in the product group index Further product entries 	Option: Upgrade individual Services*: <ul style="list-style-type: none"> Primary Exhibitor Package in addition <ul style="list-style-type: none"> Further entries in the product group index Further product entries
<p>For Detailed Information about the additional services please contact the Service-Hotline of Messe Berlin, Mo.-Fr., C.E.T. 9a.m.-6 p.m., Tel.: +49/30/3038-2180, e-mail: more.fruitlogistica@fruitlogistica.de.</p>	

Duration of the Advertising Box

All online Advertising Box services are active from 1 November 2008 until 31 October 2009.

*The order forms for add ons to your basic package can be found in the Communication Service Manual.