

Annex 3 ASIA FRUIT LOGISTICA Advertising Box

Through the Advertising Box, Global Produce Events 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® (=Online Catalogue).

Your basic entry in both the printed catalogue and the Virtual Market Place® will be handled by the Virtual Market Place® team. Your initial company data for both entries will 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. To do this, please get your personal access code by contacting:

ASIA FRUIT LOGISTICA Virtual Market Place
Email: content@vmp.asiafruitlogistica.com
Tel: +49 30 30382180, Fax: +49 30 30382172
Messedamm 22, 14055 Berlin, Germany

Your data is then automatically updated for both catalogues (printed catalogue and Virtual Market Place®) by the Virtual Market Place® editorial team.

	Primary Exhibitor Included in registration fee of HKD 3300	Co-Exhibitor Included in registration fee of HKD 2300
BASIC ENTRY	Printed Catalogue and Virtual Market Place® <ul style="list-style-type: none"> ■ Basic company entry (company name, postal address, hall and stand number, telephone, fax, email, website/link to homepage, branch codes and entry in the product key numbers). 	Printed Catalogue and Virtual Market Place® <ul style="list-style-type: none"> ■ Basic company entry (company name, postal address, hall and stand number, telephone, fax, email, website/link to homepage, branch codes and entry in the product key numbers).
	Exclusively on the Virtual Market Place® <ul style="list-style-type: none"> ■ 3 contact persons with telephone, email, photo ■ Company profile (max. 4,000 characters incl. spaces) ■ Company logo ■ Presentation of up to 5 products in text and picture with link to the products on the exhibitor's homepage (max. 4,000 characters incl. spaces per product) ■ Links to social media profiles (e.g. Facebook, Twitter, Youtube etc.) ■ Link to videos on the exhibitor's homepage ■ Entry of up to three keywords under which the exhibitor wishes to be found 	Exclusively on the Virtual Market Place® <ul style="list-style-type: none"> ■ 1 contact person with telephone, email, photo ■ Company profile (max. 4,000 characters incl. spaces) ■ Company logo ■ Presentation of up to 2 products in text and picture with link to the products on the exhibitor's homepage (max. 4,000 characters incl. spaces per product)
ADDITIONAL ENTRIES* (extra costs)	Printed Catalogue <ul style="list-style-type: none"> ■ Company / product description ■ Company logo option ■ Advertising opportunities 	Contact: Market Intelligence Ltd. Mon - Fri, CET 10:00-18:00 Tel: +44 20 7501 3707 Fax : +44 20 7501 0306 Email: marija@fruitnet.com
	Virtual Market Place® <ul style="list-style-type: none"> ■ Banner advertising ■ Upgrade co-exhibitor ■ Digital press box 	Contact: Editorial Team Virtual Market Place® Mon - Fri, CET 9:00-18:00 Tel: +49 30 3038 2180 Email: content@vmp.asiafruitlogistica.com

Duration of the Advertising Box:

All online Advertising Box services are active from **May 1st, 2018 – April 30th, 2019.**

* The order forms for add ons to your basic entry can be found in the Online Service Manual (OSM).