

SPONSORSHIP PACKAGES 2022

**ASIA FRUIT
LOGISTICA**

Together
with

**ASIAFRUIT
CONGRESS**
亚洲水果国际果蔬大会

Official
Supporter

THAILAND
MICE
MEET THE MAGIC



**Asia's fresh
produce
trading hub**

Queen Sirikit
National
Convention
Center,
Bangkok

2 - 4 November 2022 **New**

ASIA FRUIT LOGISTICA



asiafruitlogistica.com



ONLINE EXHIBITOR CATALOGUE



DESCRIPTION

AVAILABLE UNITS

UNIT COST (USD)

Banner (rotating)

Large banner to be displayed at the top of the online exhibitor catalogue page on the AFL website. Banner will be displayed until April 2023.

5

\$ 4,500

REMARKS

1. Exact location and dimension will be provided upon request.
2. Exhibitor needs to provide the artwork in exact dimension indicated for each item and submit to the organiser at least one month before the show.
3. By placing this order, the sponsor confirms that he has read and agrees with the GPE HK General Terms of Business for Trade Fairs and Exhibitions and the Exhibition Terms and Conditions for AFL 2022.

VIRTUAL PLATFORM

(open to virtually exhibiting sponsors)

DESCRIPTION

AVAILABLE UNITS

UNIT COST (USD)

Top Banner (rotating)

Large banner to be displayed at the top of the AFL 2022 Virtual Platform pages, including the main page.

8

\$ 3,850

In-between Banner (rotating)

Medium size banner to be displayed in the attendants main view section on the AFL Virtual Platform. Banner displayed in between the contents of the pages.

8


\$ 1,750

DESCRIPTION	AVAILABLE UNITS	UNIT COST (USD)
5 Additional product entries	∞	\$ 125
10 Additional product entries	∞	\$ 225
20 Additional product entries	∞	\$ 425

REMARKS

1. Exact location and dimensions will be provided upon request.
- 2.Exhibitors need to provide artwork in the exact dimensions indicated for each item and submit to the organiser by September 1. The exhibitor acknowledges that later entries lead to a delayed publication.
3. Virtual advertising space will be allocated on first come first serve basis.
4. By placing this order, the sponsor confirms that he has read and agrees with the GPE HK General Terms of Business for Trade Fairs and Exhibitions and the Exhibition Terms and Conditions for AFL 2022.



VISITOR GUIDE

DESCRIPTION	AVAILABLE UNITS	UNIT COST (USD)
A company logo next to your entry gives your company greater visibility and differentiation which significantly increases traffic volume to your stand.	∞	\$ 206
A premium entry provides more information about your company’s offer and helps visitors to make decisions on who to visit.	∞	\$ 137
A prominently placed advertisement focuses attention even more effectively and provides more information about your company.. 	∞	1/1 page – \$2,750 1/2 page – \$1,925 1/3 page – \$1,520 1/4 page – \$1,470



ONSITE ADVERTISEMENT



ONSITE ADVERTISING AND PLACEMENTS


DESCRIPTION	AVAILABLE UNITS	UNIT COST (USD)
Visitor Bag 1 side advertising on visitor bag (pp spun bond material with 4 spot colours) to distribute to all visitors. Artwork provided by exhibitor. Insert your company brochure in visitor bags (max 2 pages A4 size); brochure provided by exhibitor.	 1 (exclusive)	\$ 40,000
Lanyard Exhibitor branding on visitor lanyard and at lanyard/badge collection points at Asia Fruit Logistica.	 1 (exclusive)	\$40,000
Badge Exhibitor branding on reverse side of the visitor badge and at lanyard/badge collection points at Asia Fruit Logistica.	1 (exclusive)	\$ 25,000
Glass Panel Sticker 1 Front of main foyer gates, 13.76mLx2.28mH	1 (exclusive)	\$ 10,000
Glass Panel Sticker 2 Front of main foyer gates, 11mLx2.28mH	1 (exclusive)	\$ 15,000
Glass Panel Sticker 3 Front of main foyer gates, 16.8mLx2.28mH	1 (exclusive)	\$ 20,000
Glass Panel Sticker 4 Front of main foyer gates, 17.37mLx2.28mH	1 (exclusive)	\$ 20,000
Banner 1 At main foyer, 5.5mLx1mH	6	\$ 12,000
Banner 2 At metro foyer, 3mLx1mH	4	\$ 10,000
Pillar Wrap 1 At main foyer, 4.92mLx1.5mH	9	\$ 5,000
Pillar Wrap 2 Outdoors, exact location to be confirm later, 1.2mLx1.5mH	9	\$ 4,000
Light Box Exact location to be confirm later, Light box size 1.0mW x 2.5mH	10	\$ 3,500

DESCRIPTION	AVAILABLE UNITS	UNIT COST (USD)
Visitor Bag Insertion Insert your company brochure in visitor bags (max 2 pages A4 size), material provided by exhibitor.	4	\$ 5,000
One Slide Company Presentation on LED Screen Around registration area, exact location to be confirmed later	10 slides	\$ 5,000
Buyer Lounge Sponsor – Sponsor's logo to be prominently displayed inside the walls of the buyer lounge – Sponsor logo/artwork to be displayed on table/wind flags at/inside buyer lounge; materials will be produced by the organizer – Sponsor has option of small table top stand inside the buyer lounge to display products or promotion materials – Buyer lounge highlighted as "powered by sponsor" with sponsor logo on all printed and digital floor plans	1 (exclusive)	\$ 12,500
Happy Hour Sponsor – Sponsor to feature a happy hour in the afternoon of either exhibition day (3.30-4.30pm) – Soft drinks, wines and beers to be offered for free in dedicated serving areas of hall 1 and 3 – Happy hour to be announced as "powered by sponsor" (or similar) through hall audio system – Sponsor logo to be displayed at/around happy hour serving area; materials will be produced by the organizer – Happy hour(s) will be highlighted with sponsor logo in the visitor guide	3 (1 per day)	\$ 12,000

ONSITE ADVERTISING AND PLACEMENTS

(open to virtually exhibiting sponsors)

DESCRIPTION	AVAILABLE UNITS	UNIT COST (USD)
Water Bottle Sponsor Exhibitor branding on water bottles, widely distributed in visitor bags, at information counter and other locations. 	1 (exclusive)	\$ 15,000
Free Wifi Sponsor – Branded landing page with Sponsor logo + booth number (static and non-interactive) for AFL trade visitor Wifi login – 10 roll-up banners/signages in public areas (i.e. entrances, information counter, in halls etc.) 	1 (exclusive)	\$ 28,500

DESCRIPTION	AVAILABLE UNITS	UNIT COST (USD)
Mobile Phone Charging Station Sponsor branding on mobile phone charging stations at meeting points and/or different locations	3	\$ 7,000
Mobile Fibre Cleaner Microfibre mobile cleaner (business card size with 1 side customer's advertising (4 colours) and distributed/inserted in the visitor bag and at Information counter (artwork provided by the exhibitor).	1 (exclusive)	\$ 7,000
Facemasks – Facemasks in custom-branded wrapping/bag, distributed/inserted in the visitor bag and at the Information counter – Facemasks will be produced by the organizer. 	1 (exclusive)	\$ 12,000
Disinfection Gel/Spray – Custom-branded disinfection gel/spray, inserted to visitor bags. – Disinfection Gel/Spray will be produced by the organizer.	1 (exclusive)	\$ 15,000
Hand Sanitizer Stand Location: Registration counter and near Hall Entrances	6	\$ 2,850

ADVANTAGE PACKAGE DEALS

DESCRIPTION	AVAILABLE UNITS	UNIT COST (USD)
"Get Connected" Advantage Package Wifi Sponsor + Mobile phone charging stations (3) + Mobile fibre cleaner	1	\$ 45,000
"Clean and Safe" Advantage Package Facemasks + disinfection gel/spray + hand sanitizer stands (6)	1	\$ 40,000

REMARKS

1. All onsite advertising rates include production and advertising space rental at venue (except WIFI Sponsor, landing page and self-stand sign).
2. Location, exact dimensions and quantity will be provided upon request.
3. Exhibitors need to provide artwork in the exact dimensions indicated for each item and submit to the organiser at least one month before the show (visitor bag artwork: 6 weeks before the show).
4. Onsite advertising will be allocated on first come first serve basis.
5. By placing this order, the sponsor confirms that he has read and agrees with the GPE HK General Terms of Business for Trade Fairs and Exhibitions and the Exhibition Terms and Conditions for AFL 2022.

OFFICIAL PARTNERSHIPS

DESCRIPTION	AVAILABLE UNITS	UNIT COST (USD)
<p>Official Partner Country / Region (exclusive; available for governmental organisations/ associations only)</p> <p>Onsite Benefits:</p> <ul style="list-style-type: none"> – Branded as "Official Partner Country (or Region)", the sponsor's logo will be displayed prominently on major welcome backdrop(s) in the exhibiting hall and on printed AFL materials where applicable – Partnership featured in media preview – Senior official to participate in AFL opening ceremony on day 1 (ribbon cutting) and to give a brief welcome address – Partner country to receive 500 one-day visitor passes granting access to the event – Full-page "word of welcome" in the visitor guide – One full-page ad in visitor guide – Official partner country pavilion to be first stop of inaugural VIP Tour on Day 1 – Discount pricing on onsite advertising opportunities – One souvenir insertion in visitor bag – Floorplan highlight of pavilion <p>Virtual Benefits</p> <ul style="list-style-type: none"> – Logo presence on official AFL website & all marketing collaterals, social media banner, eNewsletter banner and AFL Virtual Platform – One dedicated press release after signing of MOU – One dedicated social media post of partner country announcement – One dedicated newsletter to entire AFL database to announce official partner country – Top-Level Banner on the AFL Virtual Platform 	<p>1 (exclusive)</p>	<p>\$ 45,000</p>





DESCRIPTION

AVAILABLE UNITS

UNIT COST (USD)

Official Fresh Produce Partner (exclusive)

For example:

- Official Apple Partner
- Official Citrus Partner
- Official Grapes Partner

Onsite Benefits:

- Branded as "Official Partner" of AFL 2022, the sponsor's logo will be displayed prominently on welcome backdrop in the exhibiting hall and on printed AFL materials where applicable.
- Partner to receive 300 one-day visitor passes granting access to the event
- Half-Page "Word of Welcome" in visitor guide
- Half-Page ad in visitor guide
- Partner Booth to be included in inaugural VIP Tour on Day 1
- Discount pricing on onsite advertising opportunities
- One visitor bag insertion

Virtual Benefits:

- Logo presence on official AFL website & marketing collaterals, social media banner, eNewsletter banner and AFL Virtual Platform
- One press release announcing partnership
- One dedicated social media post of partner announcement
- One dedicated newsletter to entire AFL database to announce official partnership
- Top-Level Banner on the AFL Virtual Platform

1
(exclusive)

\$ 28,500

DESCRIPTION

AVAILABLE UNITS

UNIT COST (USD)

Official Fresh Produce Technology, Logistics or Service Partner (exclusive)**For example:**

- Official Cooling Tech Partner
- Official Greenhouse Technology Partner
- Official Produce Transport Partner
- Official Quality Certification Partner

Onsite Benefits:

- Branded as "Official Partner" of AFL 2022, the sponsor's logo will be displayed prominently on welcome backdrop in the exhibiting hall and on printed AFL materials where applicable.
- Partner to receive 300 one-day visitor passes granting access to the event
- Half-Page "Word of Welcome" in visitor guide
- Half-Page ad in visitor guide
- Partner Booth to be included in inaugural VIP Tour on Day 1
- Discount pricing on onsite advertising opportunities
- One visitor bag insertion

Virtual Benefits:

- Logo presence on official AFL website & marketing collaterals, social media banner, eNewsletter banner and AFL Virtual Platform
- One press release announcing partnership
- One dedicated social media post of partner announcement
- One dedicated newsletter to entire AFL database to announce official partnership
- Top-Level Banner on the AFL Virtual Platform

1
(exclusive)

\$ 28,500

REMARKS

1. All Onsite Advertising rates include production and advertising space rental at the venue.
2. Location, exact dimensions and quantities will be provided upon request.
3. Exhibitors need to provide artwork in exact dimensions indicated for each item and submit to the organiser at least one month before the show.
4. By placing this order, the sponsor confirms that he has read and agrees with the GPE HK General Terms of Business for Trade Fairs and Exhibitions and the Exhibition Terms and Conditions for AFL 2022.

CONTACT US**Event management**

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Support in your own language

For details of our representative in your country go to
asiafruitlogistica.com > Contact