



**ASIA FRUIT LOGISTICA 2022**  
**2-4 November 2022**  
**Queen Sirikit National Convention Center, Bangkok**

**Overview**

<u>Form #</u>	<u>Service Description</u>	<u>Deadline</u>
<b>ADVERTISING AND SPONSORING</b>		
A1	Visitor Guide	23 September 2022
A2	Online Exhibitor Catalogue	23 September 2022
A3	Virtual Platform	23 September 2022
A4	Onsite Advertisement	23 September 2022
A5	Official Partnerships	23 September 2022
<b>EXHIBITION PREPARATION</b>		
B1	Online Entrance Vouchers for Clients (at costs)	20 October 2022
B2	Meeting Room Request by Exhibitors / Press Conference Room (at costs)	12 October 2022
B3	Visa Invitation Letter	20 October 2022
C1	Individual Free Exhibitor Passes	20 October 2022
C2	Additional Exhibitor Passes (at costs)	20 October 2022
C3	Temporary Pass During Set Up and Dismantle ONLY (Not For Contractor)	20 October 2022
C4	Registration Form: Shows and Events during Exhibition Hours	20 October 2022
C5	Special Stand Design (Raw Space Exhibitor ONLY)	10 September 2022



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**Contact Information**

**ADVERTISING AND SPONSORING:**

VISITOR GUIDE (Form A1)

**Market Intelligence Australia**

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ONLINE EXHIBITOR CATALOGUE (Form A2)

**Organiser Team**

VIRTUAL PLATFORM (Form A3)

**Phone:** +86 21 8028 6040

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ONSITE ADVERTISEMENT (Form A4)

**Organiser Team Operation Department**

OFFICIAL PARTNERSHIPS (Form A5)

**Phone:** +662 9414600

operations@gp-events.com

**EXHIBITION PREPARATION:**

Online Entrance Vouchers for Clients (Form B1)

**Organiser Team Operation Department**

Meeting Room Request by Exhibitors / Press Conference Room  
(Form B2)

**Phone:** +662 9414600

operations@gp-events.com

Visa Invitation Letter (Form B3)

Individual Free Exhibitor Passes (Form C1)

Additional Exhibitor Passes (Form C2)

Temporary Pass During Set Up and Dismantle ONLY (Form C3)

Registration Form: Shows and Events during Exhibition Hours  
(Form C4)

Special Stand Design (Form C5)



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## **1. ADVERTISING AND SPONSORING**

ASIA FRUIT LOGISTICA 2022 is an excellent way to promote your company, products and services to your clients. In this manual we offer our exhibitors online and onsite marketing opportunities to ensure your commercial success.

### **1.1 Visitor Guide**

Stand out from the other exhibitors! Choose from the following options

- A company logo next to your entry gives your company greater visibility and differentiation which significantly increases traffic volume to your stand.
- A premium entry provides more information about your company's offer and helps visitors to make decisions on who to visit.
- A prominently placed advertisement focuses attention even more effectively and provides more information about your company.

For full details and prices, please see order form A1.

### **1.2 Online Exhibitor Catalogue**

Highly frequented throughout the year and the number one online gateway for visitors to get first information on all AFL exhibitors before, during and after the show. Your online banner ad here is directing the attention to your company! Please see form A2 for the price information.

### **1.3 Virtual Platform**

More exhibitor information and direct contact persons are found on our virtual platform to network with, communicate and meet online. Present more products and highlight your company to all online attendees with one of the available virtual ad options! Please see form A3 for detailed position descriptions and price information.

### **1.4 Onsite Advertisement**

Be quick to choose, onsite ads are in high demand and sell out fast! ASIA FRUIT LOGISTICA offers a wide range of options for your brand to be seen. We offer big banners, flags, light boxes, pillar wraps, visitor bag insertions, LED TV ads and more.

You may also sponsor free WIFI, mobile charging stations, hand sanitizer stands or facemasks and ensure high impact and cost efficiency with our bundle offers such as the "Get Connected" or "Clean & Safe" advantage package.

You look for something more sociable? Become the AFL happy hour sponsor on each given day or advertise in the AFL buyer lounge.

Please see form A4 for more package details.

### **1.5 Official Partnerships**

The prestigious official AFL partnership ensures that the exhibitor is in the spotlight across all AFL-related media and AFL channels, with major brand exposure both onsite and online from the moment the partnership is sealed until after the show.

There are only 3 official partnerships available, each exclusive in their category.

Apply now and become the Official Partner Country, the Official Fresh Produce Partner or the Official Fresh Produce Technology Partner, Logistics Partner or Service Partner of ASIA FRUIT LOGISTICA 2022!

Please see Form A5 for more information and do not miss the chance!

## **2. Exhibition Preparation**

Participating in trade show involves considerable organizational effort and resources. We prepared some guidelines and services to help you to concentrate on event preparation, and to attract more visitors to your stand.

### **2.1 Online Entrance Vouchers for Clients**

As a service to exhibitors, the organiser is pleased to supply very special rate vouchers, which enable exhibitors to invite their customers to visit the exhibition free of charge. Only redeemed vouchers will be charged to the exhibitor at a reduced



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price at the end of the event. This gives your company the opportunity not only to attract clients and potential customers but encourages them to visit your stand. More details please see form B1

### 2.2 Meeting Room Request by Exhibitors / Press Conference Room

You can also personally relay your news to the press by hosting a press conference during ASIA FRUIT LOGISTICA 2022. Make sure to prepare a guest list and invitations, and to send these out well in advance. We advise that you follow-up with the journalists before the event to confirm their attendance which also acts as a reminder. To order the press conference room please fill in form B2

For meeting room request during the event, please also fill in this form and submit to the organiser team.

### 2.3 Visa Invitation Letter

Exhibitors/Visitors of ASIA FRUIT LOGISTICA can request an invitation letter from the organizer team. To receive an invitation letter, please use form B3. More information is available on our website ([www.asiafruitlogistica.com/visa](http://www.asiafruitlogistica.com/visa)).

### 2.4 Individual Free Exhibitor Passes

Number of badges will be given to exhibitors according to the rented space. Fill in form C1 to get the free badges. Please note that only the company names of registered Primary and Co-Exhibitors can be printed on the badges.

### 2.5 Additional Exhibitor Passes

If you need to order badges (which exceed your quota of free passes included in the stand packages), please fill in form C2 (order at cost). Any additional exhibitor badges request/replacement onsite will cost USD 80.00 each.

### 2.6 Temporary Pass During Set Up and Dismantle ONLY

Temporary passes are free of charge, reserved for company staff and allow for access to the fair ground as following set up and dismantle schedule only. Please see form C3 for more detailed information.

### 2.7 Shows and Events during Exhibition Hours

Shows, presentations and tours attract press, visitors and create opportunities for informal meetings. Events can take place within the opening hours of the exhibition on your assigned booth space. All events must be registered until 20 October 2022. Please see form C4 for more detailed information.

### 2.8 Special Stand Design

Exhibitors with own stand construction are obliged to provide detailed drawings, incl. dimensions, illustrating the design of their stand for the exhibition. The proposed stand design must be in line with all rules and regulations of the exhibition. Please see form C5 for more information.