



**ASIA FRUIT  
LOGISTICA**

Together with **ASIAFRUIT  
CONGRESS**  
亚洲水果国际果蔬大会

Supported by



**Asia's fresh  
produce  
trading hub**

## **Sponsorship Packages 2023**

**Boost your visibility!**



# **ASIA FRUIT LOGISTICA**

**6-8 September 2023**

**AsiaWorld-Expo, Hong Kong**



[asiafruitlogistica.com](https://asiafruitlogistica.com)



# ONLINE EXHIBITOR CATALOGUE

ASIA FRUIT LOGISTICA offers you the option of a highly visible advertising placement at the online exhibitor catalog on the official website.

DESCRIPTION	AVAILABLE UNITS	UNIT COST (USD)
<b>Banner (rotating)</b> Large banner to be displayed at the top of the online exhibitor catalogue page on the website. Banner will be displayed until April 2024	5	\$ 4,500

- REMARKS**
- Exact location and dimension will be provided upon request.
  - 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.
  - By placing this order, the exhibitor confirms that he has read and agrees to GPE HK's General Terms and Conditions for Fairs and Exhibitions and the Exhibition Terms and Conditions for ASIA FRUIT LOGISTICA 2023.



# VISITOR GUIDE

DESCRIPTION	AVAILABLE UNITS	UNIT COST (USD)
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## Company Logo

A company logo next to your entry gives your company greater visibility and differentiation which significantly increases traffic volume to your stand.

Delta Agrar



∞

\$ 206

Demir Fresh Gida San Ve Tic Ltd. Sti

## Premium Entry

A premium entry provides more information about your company's offer and helps visitors to make decisions on who to visit.

Surexport

Sweet Potatoes Australia  
Premium Australian sweet potato growers supplying to South East Asia fresh produce all year round



Sweet Seasons

∞

\$ 137

## Advertisement

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

## REMARKS

- Advertising in the ASIA FRUIT LOGISTICA Visitor Guide is restricted to registered exhibitors.
- 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.
- The Visitor Guide is published by Global Produce Events (HK) Co., Limited and is produced by Fruitnet Media International GmbH, the official cooperation partner of ASIA FRUIT LOGISTICA.



# ONSITE ADVERTISING AND PLACEMENTS

ASIA FRUIT LOGISTICA offers you numerous possibilities to increase your brand exposure during and throughout the event.

## 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 the exhibitor. Exhibitor to insert company brochure in all visitor bags (max 2 pages/max A4 size); materials provided by the 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

Ticket Type: 3 Day Exhibition Ticket  
Event Date: ASIAFRUIT LOGISTICA2023  
6-8 September 2023, 10h00-17h00  
Venue: West Entrance, AsiaWorld-Expo  
(HK International Airport)  
Lantau Island, Hong Kong



#### Remark:

1. This badge is for personal use only, nontransferable and non-refundable, and is subject to routine checks by our security staff at the entrance.
2. For trade and business visitor/delegate only. For security and safety reasons, the general public and minors below age of 18 will not be allowed. The organizer reserves the right to refuse entry without being required to give reasons.

**1**  
(exclusive)

**\$25,000**

## DESCRIPTION

## AVAILABLE UNITS

## UNIT COST (USD)

**Buyer Lounge Sponsor**

- Buyer Lounge functions as central meeting and resting point for selected high-level buyers
- Food and beverages will be provided during all 3 exhibition days inside the buyer lounge
- 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)

**\$20,000**

**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 3 and 5
- 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)

**\$18,000**

**Visitor Bag Insertion**

Insert your company brochure in the visitor bags (max 2 pages/ max. A4), materials provided by the exhibitor

**4**

**\$5,000**



# ONSITE ADVERTISING AND PLACEMENTS

## 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 trade visitor Wifi login
- Login password to include sponsor brand name (e.g. "sponsor@AFL2023")
- 10 roll-up banners/signages in public areas (i.e. entrances, information counter, in halls etc.)



**1**  
(exclusive)

**\$28,500**

### Mobile Phone Charging Station

Sponsor branding on mobile phone charging stations at high-traffic areas such as meeting points and/or other traffic hot spots



**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**

DESCRIPTION	AVAILABLE UNITS	UNIT COST (USD)
<p><b>Facemasks</b></p> <ul style="list-style-type: none"> <li>– Facemasks in custom-branded wrapping/bag, distributed/inserted in the visitor bag and at the Information counter</li> <li>– Facemasks will be produced by the organizer</li> </ul>	<p><b>1</b> (exclusive)</p>	<p><b>\$12,000</b></p>
<p><b>Disinfection Gel/Spray</b></p> <ul style="list-style-type: none"> <li>– Custom-branded disinfection gel/spray, inserted to visitor bags</li> <li>– Disinfection Gel/Spray will be produced by the organizer</li> </ul>	<p><b>1</b> (exclusive)</p>	<p><b>\$15,000</b></p>
<p><b>Hand Sanitizer Stand</b></p> <p>Location: Registration counter and near Hall Entrances</p>	<p><b>6</b></p>	<p><b>\$2,850</b></p>



DESCRIPTION	AVAILABLE UNITS	UNIT COST (USD)
<p><b>Big Banner at East Entrance</b>            East Entrance            Size : 3000 mmW x 6000 mm H or            4000 mmW x 6000 mmH (depend            the position of big banner)</p>	3	\$40,000
<p><b>Hanging Banner (Concourse Level)</b>            Central Concourse Hall 3B-D and Hall            5B-D            Size : 990 mmW x 3980 mmH</p>	6	\$8,000
<p><b>Lamppost Banner (5 per set)</b>            East entrance or west entrance            Size: 0.3 mW x 3.5 mH</p>	2 sets	\$7,000
<p><b>Balustrade Banner</b>            East entrance ballustrade            Size: 10 mW x 1 mH</p>	1 (exclusive)	\$7,000
<p><b>Balustrade Glass Sticker (3 per set)</b>            Central concourse level 1            Size: 3105 mmW x 1140 mmH</p>	10 sets	\$8,000

DESCRIPTION	AVAILABLE UNITS	UNIT COST (USD)
<p><b>Floor Sticker 1 (Level 1)</b>            3 locations: In front of escalators at Level 1 on the way to the exhibition entrance            Size: 2 mW x 1 mH</p>	3	\$8,000
<p><b>Floor Sticker 2 (Hall entrances, G Level)</b>            Different locations on concourse level            Size: 3 mW x 1.5 mH</p>	9	\$3,000
<p><b>Light Box</b>            1-sided light box near Information counter, central concourse Level 1 or inside the exhibition hall            Size: 1.5 mW x 2.5 mH</p>	10	\$3,500
<p><b>LED Screen Ads</b>            One slide company presentation on large LED screen, exact location and size to be confirmed later            Size: 16/9 ratio</p>	10 slides / location	\$5,000
<p><b>Pillar Wrap (2 pillars / set ) 1 foyer can have 2 sets</b>            4-side pillar wrap at exhibition foyer            Size: 1.5 mW x 3 mH</p>	6 sets	\$7,000

# ADVANTAGE PACKAGE DEALS

DESCRIPTION	AVAILABLE UNITS	UNIT COST (USD)
<b>"Get Connected" Advantage Package:</b> Wifi Sponsor + Mobile phone charging stations (3) + Mobile fibre cleaner	1	\$45,000
<b>"Clean and Safe" Advantage Package:</b> 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.
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 (artwork of visitor bag, lanyard, water bottle, mobile fibre cleaner, facemask, disinfection gel/spray : 6 weeks before the show).
4. Onsite advertising will be allocated on first come first serve basis.
5. By placing this order, the exhibitor confirms that he has read and agrees to GPE HK's General Terms and Conditions for Fairs and Exhibitions and the Exhibition Terms and Conditions for ASIA FRUIT LOGISTICA 2023.



# OFFICIAL PARTNERSHIPS

ASIA FRUIT LOGISTICA offers up to 3 exclusive and official partnerships that effectively highlight the exhibitor before, during and after the show.

DESCRIPTION	AVAILABLE UNITS	UNIT COST (USD)
<p><b>Official Partner Country / Region</b> (available for governmental organisations/associations only)</p> <p>Onsite Benefits:</p> <ul style="list-style-type: none"> <li>– 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 materials where applicable</li> <li>– Partnership featured in media preview</li> <li>– Senior official to participate in opening ceremony on day 1 (ribbon cutting) and to give a brief welcome address</li> <li>– Partner country to receive 500 one-day visitor passes granting access to the event</li> <li>– Full-page "word of welcome" in the visitor guide</li> <li>– Full-page ad in visitor guide</li> <li>– Premier positioning of partner country pavilion</li> <li>– Official partner country pavilion to be first stop of inaugural VIP tour on day 1</li> <li>– Discount pricing on onsite advertising opportunities</li> <li>– One souvenir insertion in visitor bag</li> <li>– Highlight of partner country pavilion on floorplan</li> </ul> <p>Virtual Benefits:</p> <ul style="list-style-type: none"> <li>– Logo presence on official website &amp; all marketing collaterals, social media banner, and on eNewsletter banner</li> <li>– One dedicated press release after signing of MOU</li> <li>– One dedicated social media post of partner country announcement</li> <li>– One dedicated newsletter to entire database to announce official partner country</li> <li>– Top-Level Banner on online catalog</li> </ul>	1 (exclusive)	\$45,000



Previous Official Partner Country: Peru

DESCRIPTION	AVAILABLE UNITS	UNIT COST (USD)
<p><b>Official Fresh Produce Partner</b> <b>NEW</b></p> <p>For example:</p> <ul style="list-style-type: none"> <li>– Official Apple Partner</li> <li>– Official Citrus Partner</li> <li>– Official Grapes Partner</li> </ul> <p>Onsite Benefits:</p> <ul style="list-style-type: none"> <li>– Branded as "Official Partner", the sponsor's logo will be displayed prominently on welcome backdrop in the exhibiting hall and on printed materials where applicable.</li> <li>– Partner to receive 300 one-day visitor passes granting access to the event</li> <li>– Half-Page "Word of Welcome" in visitor guide</li> <li>– Half-Page ad in visitor guide</li> <li>– Preferential positioning of partner booth</li> <li>– Partner booth to be included in inaugural VIP tour on day 1</li> <li>– Discount pricing on onsite advertising opportunities</li> <li>– One visitor bag insertion</li> </ul> <p>Virtual Benefits:</p> <ul style="list-style-type: none"> <li>– Logo presence on official website &amp; marketing collaterals, social media banner, and on eNewsletter banner</li> <li>– One press release announcing partnership</li> <li>– One dedicated social media post of partner announcement</li> <li>– One dedicated newsletter to entire database to announce official partnership</li> <li>– Top-Level Banner on online catalog</li> </ul>	<p><b>1</b> (exclusive)</p>	<p><b>\$28,500</b></p>



DESCRIPTION	AVAILABLE UNITS	UNIT COST (USD)
<b>Official Fresh Produce Technology, Logistics or Service Partner</b> <span>NEW</span> For example: <ul style="list-style-type: none"> <li>– Official Cooling Tech Partner</li> <li>– Official Greenhouse Technology Partner</li> <li>– Official Produce Transport Partner</li> <li>– Official Quality Certification Partner</li> </ul> Onsite Benefits: <ul style="list-style-type: none"> <li>– Branded as "Official Partner", the sponsor's logo will be displayed prominently on welcome backdrop in the exhibiting hall and on printed materials where applicable.</li> <li>– Partner to receive 300 one-day visitor passes granting access to the event</li> <li>– Half-Page "Word of Welcome" in visitor guide</li> <li>– Half-Page ad in visitor guide</li> <li>– Preferential positioning of partner booth</li> <li>– Partner booth to be included in inaugural VIP tour on day 1</li> <li>– Discount pricing on onsite advertising opportunities</li> <li>– One visitor bag insertion</li> </ul> Virtual Benefits: <ul style="list-style-type: none"> <li>– Logo presence on official website &amp; marketing collaterals, social media banner, and on eNewsletter banner</li> <li>– One press release announcing partnership</li> <li>– One dedicated social media post of partner announcement</li> <li>– One dedicated newsletter to entire database to announce official partnership</li> <li>– Top-Level Banner on online catalog</li> </ul>	<b>1</b> (exclusive)	<b>\$28,500</b>

#### 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 exhibitor confirms that he has read and agrees to GPE HK's General Terms and Conditions for Fairs and Exhibitions and the Exhibition Terms and Conditions for ASIA FRUIT LOGISTICA 2023.



## CONTACT US



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#### Global Produce Events (HK) Co., Limited

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 43-59 Queen's Road East, Wanchai  
 Hong Kong, China

#### Support in your own language

For details of our representative in your country, go to  
[asiafruitlogistica.com](http://asiafruitlogistica.com) > Contact