

ASIA FRUIT LOGISTICA Official Visitor Guide 2023 **2023 亚洲国际果蔬展览会官方观众指南**

The ASIA FRUIT LOGISTICA Official Visitor Guide is the ideal information source for all visitors to the exhibition.
亚洲国际果蔬展览会官方观众指南是所有展会观众的理想信息来源。

The Guide highlights:

指南亮点:

- provides quick orientation on the exhibition grounds
快速定位展馆内展商及活动区的准确位置
- contains useful exhibitor information including company name, country, hall and stand number, as well as hall plans, the event programme and other useful information
包含重要的参展商信息, 包括公司名称、国家/地区、展厅和展位号, 以及展厅平面图、会议活动日程和其他有用信息
- 8,000 copies are distributed free to all exhibition visitors
向所有展会观众免费派发8,000份

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

在以下选项中做出选择, 可以从众多参展商中脱颖而出!

- A **company logo** next to your entry gives your company greater visibility and differentiation which significantly increases traffic volume to your stand.
在展商名录的公司名称旁印有**logo**, 提升贵公司的知名度, 引起观众注意, 从而大大增加展位的人流量。
- A **premium entry** provides more information about your company's offer and helps visitors to make decisions on who to visit.
在展商名录的公司名称下方印有精简的**公司介绍**, 协助观众决定拜访哪家企业。
- A prominently placed **advertisement** focuses attention even more effectively and provides more information about your company.
显眼位置的**广告**可以更有效地吸引注意力, 并展示有关贵公司更多信息。

For full details, prices and order form, see pages 3 and 4.

更多关于价格及预订表格的详细信息, 请查看第3和第4页。

Please note

请注意

- Advertising in the ASIA FRUIT LOGISTICA Visitor Guide is restricted to registered exhibitors
亚洲国际果蔬展览会观众手册广告投放仅面向注册展商开放
- 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.
观众指南由亚洲国际果蔬展览会官方合作伙伴 Fruitnet Media International 媒体集团制作, 并由 Global Produce Events (HK) Co., Limited 出版。

Facts and dates 要求与日期

Print run 印量

8000 copies | 8000 份

Deadlines

截止日期

Advertising deadline 4th August 2023

广告预订截止日期: 2023 年 8 月 4 日

Artwork submission deadline 11th August 2023

广告设计提交截止日期: 2023 年 8 月 11 日

Catalogue format

目录规格

148mm wide x 210mm high

148mm 宽 x 210mm 高

Bleed format

出血规格

Additional trim on each edge 3mm (see page 2)

图片四周增加 3mm 出血线 (见第 2 页)

Artwork format (for printing)

设计规格 (印刷)

Supplying artwork - accepted formats:

广告设计规格:

- Print ready PDF

- 可直接印刷的 PDF 文件

(All fonts must be outlined and/or supplied. All images must be supplied/embedded)

(所有字体必须曲线化并/或提供字体文件。所有图像必须提供或嵌

入)

Logos

标志

Please supply your logo in a vector format saved as an eps/ai file.

All fonts outlined and in CMYK – no Pantone colours

请提供 logo 的矢量图并保存为 eps/ai 文件。

所有字体曲线化并使用 CMYK 颜色——无潘通色

Data transmission

文件接收邮箱

design@fruitnet.com

Value Added Tax

增值税

Prices quoted are excluding Value Added Tax (VAT)

报价不包含增值税 (VAT)

Terms of payment

付款条件

Invoices must be paid on receipt in full prior to publication of the catalogue

收到发票后, 请在指南出版前全额支付

Contact

联系人

Market Intelligence Australia

Kate Riches

kate@fruitnet.com

Tel 电话: +61-3-9040 1601

Publisher

出版方

Global Produce Events (HK) Co., Limited

(Organiser of ASIA FRUIT LOGISTICA)

(亚洲国际果蔬展览会主办方)

1) Colour advertisement

彩色广告

For advertising formats in the ASIA FRUIT LOGISTICA Official Guide, please see page 3.

亚洲国际果蔬展览会官方指南广告规格的详细信息, 请查看第 3 页。

- | | |
|--|---|
| <input type="checkbox"/> 1/1 page – USD \$2,750
整版 – 2,750 美元 | <input type="checkbox"/> 1/3 page – USD \$1,520
1/3 版 – 1,520 美元 |
| <input type="checkbox"/> 1/2 page – USD \$1,925
半版 – 1,925 美元 | <input type="checkbox"/> 1/4 page – USD \$1,470
1/4 版 – 1,470 美元 |

2) Company logos and premium entry

公司 logo 和公司介绍

- ☐ Logo in alphabetical index USD \$206
在展商名录的公司名称旁印有 logo: 206 美金

- ☐ Premium entry in the alphabetical index (includes 3 lines of free text) USD \$137

Please enter your Premium entry text here (3 lines max 32 characters or spaces per line)

展商名录的公司名称下方精简的公司介绍(包括3行以内的介绍文字): 137 美元

请在下方输入您公司介绍文字（不超过3行，每行不超过20字）

[illegible]



ASIA FRUIT LOGISTICA 2023
6-8 September 2023 | 2023 年 9 月 6-8 日
AsiaWorld-Expo, Hong Kong | 香港亚洲国际博览馆

A1

Deadline | 截止日期
4 Aug | 8 月 4 日

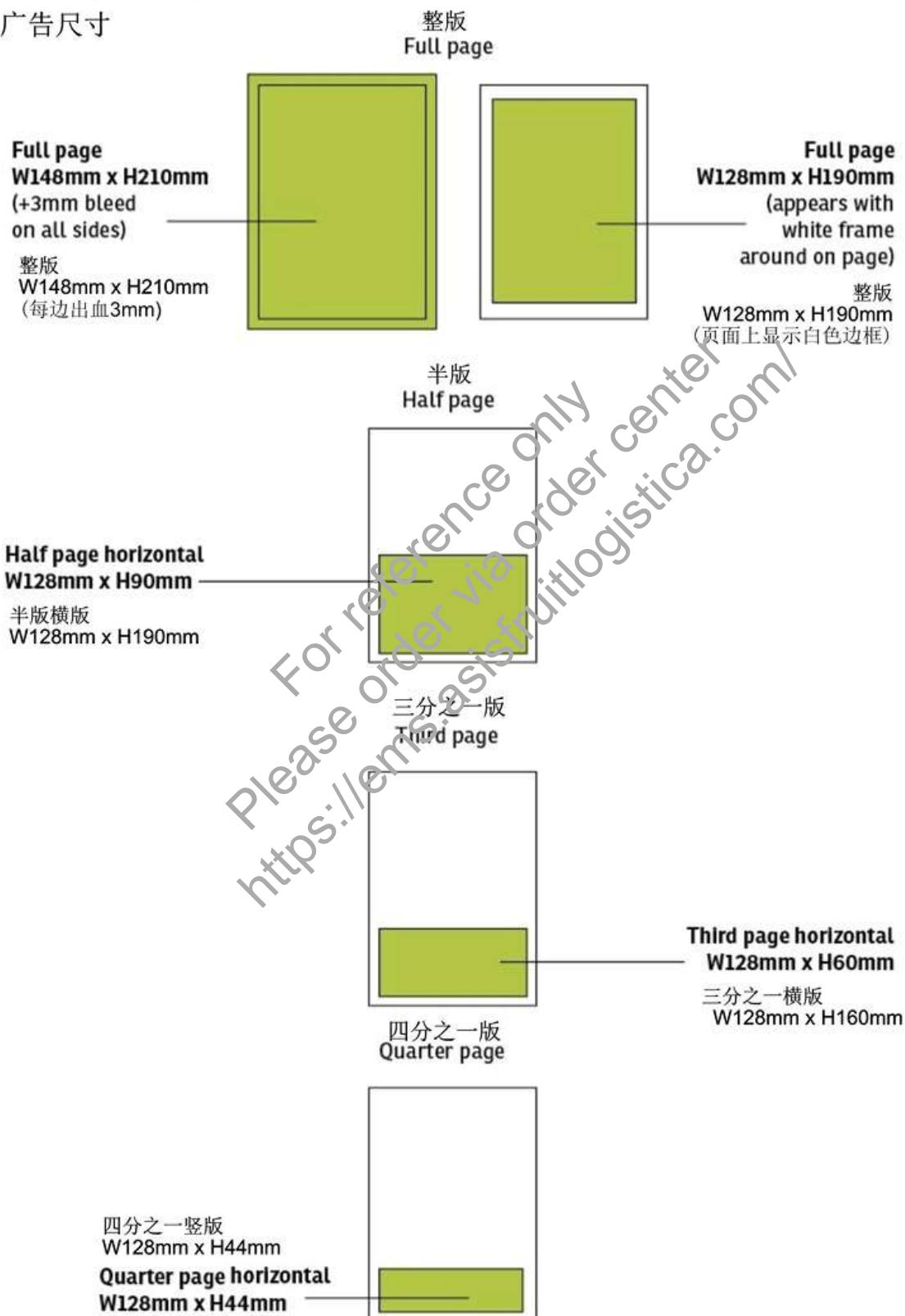
Company details

公司信息

Company/Exhibitor 公司名称/参展商名称	
Contact person 联系人	
Address 地址	
Postal code/City/Country 邮编/城市/国家	
Telephone 电话	Email 邮箱
We are main exhibitors (yes/no) 我们是主要参展商 (是/不是)	We are joint exhibitors with 我们与以下企业联合参展
Invoice address (if different) 发票地址 (如有不同)	
VAT-ID-No (EU companies only) 增值税票号 (仅限欧洲公司)	
<p>We understand that orders are subject to the "Exhibition Catalogue – General conditions of business" and that invoices are issued prior to publication of the printed catalogue and are payable immediately without deduction.</p> <p>我们理解订单受《展览目录-普通业务条件》的约束，发票在印刷指南出版之前发出，必须立即全额支付。</p>	
Signature 签名	Date 日期

Advertisements sizes

广告尺寸



ASIA FRUIT LOGISTICA Official Visitor Guide 2023 – Terms & Conditions of Booking

2023年亚洲国际果蔬展览会官方观众指南 —— 预定条款和条件

1. Orders are subject to the Conditions of Market Intelligence Asia Pty Ltd (hereinafter referred to as “the Publisher”). Application of the customer’s own general conditions of business is specifically precluded.

订单受 Market Intelligence Asia Pty Ltd (以下简称“出版方”) 条件的约束。明确排除客户自身业务情况的变化。

2. An order as defined by these conditions of business is a contract concerning the production and/or publication of one or more advertisements, paid catalogue entries or paid company logos (hereinafter referred to jointly and separately as “advertising” or “advertisement(s)”) of only one advertiser in the official printed exhibition catalogue. This also applies to hyperlinks providing access to other advertising content belonging to the advertiser, which does not form part of the official printed exhibition catalogue.

本订单是关于制作和/或出版一个或多个广告、付费条目或付费公司标志 (以下统称“广告”) 的合同, 仅限官方印刷展览目录中单一广告商的广告。这也适用于提供对属于广告方的其他广告内容的访问的超链接, 这些内容不构成官方印刷展览目录的一部分。

The official printed exhibition catalogue is published by Global Produce Events (HK) Co., Limited. The acceptance of advertising in the official catalogues is subject to the acceptance of the customer as an exhibitor by Global Produce Events (HK) Co., Limited.

官方印刷的展览目录由 Global Produce Events (HK) Co., Limited 出版。接受官方目录中的广告须经 Global Produce Events (HK) Co., Limited 认可客户为参展商。

3. The contract is established only by confirmation of the order in writing or by email by the Publisher, or by publication of the advertising. Verbal or telephone confirmations are not legally binding. An order for additional services that are not part of the original contract must be accepted and confirmed by the Publisher in writing before they are deemed to be part of the contract.

本合同仅通过出版方书面或电子邮件确认订单, 或通过发布广告来确定。口头或电话确认不具有法律约束力。不属于原始合同一部分的额外服务订单必须由出版方以书面形式接受和确认, 然后才能被视为合同的一部分。

4. Orders are legally binding. If the Publisher does not refuse the order within four weeks of receiving it, the order shall be deemed to have been accepted.

订单具有法律约束力。如果出版方在收到订单后四周内未拒绝订单, 则视为订单已被接受。

5. If an order for advertising is received after the final deadline notified by the Publisher, the Publisher reserves the right to include it in the official catalogue or in an addendum to the catalogue if appropriate. Any obligation to pay shall continue to apply.

如果出版方在预定截止日期后收到广告订单, 出版方保留将其纳入官方目录或目录附录 (如适用) 的权利。任何支付义务继续适用。

6. In case of doubt, orders shall be processed within 12 months of the order being accepted. If a general order grants the right to several insertions, the order must be processed within 12 months of the appearance of the first advertisement.

订单将在被接受后的12个月内兑现。如果一份订单包含多次刊登的权利, 那么该订单的首次广告将在12个月内兑现。

7. The Publisher shall make every effort to execute the order with care. The Publisher guarantees the best possible reproduction of the advertising in accordance with the accepted technical standard at the time. The Publisher shall make every effort to carry out the order by the planned date, but cannot be made liable if the advertising does not appear on the agreed date. Neither the Publisher nor its employees, agents or other assistants or representatives guarantee that certain results can be achieved through the advertising.

出版方应尽一切努力谨慎执行订单。出版方保证按照当前公认的技术标准尽可能最好地呈现广告。出版方应尽一切努力在计划日期前完成订单, 但如果广告没有在约定日期出现, 出版方不承担责任。出版方及其员工、中介或其他助理或代表均不保证通过广告能够获得某些成果。

8. The prices that apply are those listed in the latest price list or in the latest official advertising rates and catalogue entry forms. The scope and cost of the advertising are found in the relevant price list or official advertising rates. Any offers made by the Publisher are subject to alteration.

广告价格即为最新价目表或最新官方广告和目录费率表中列出的价格。广告的范围和成本可在相关价目表或官方广告费率中找到。出版方提供的任何报价都可能发生变更。

The prices, surcharges and discounts listed in the advertising rates and price lists are applied uniformly to all customers in accordance with standard guidelines. Prices are subject to any applicable statutory VAT. The advertising rates and price lists are subject to alteration. Orders confirmed by the Publisher shall be subject to price changes only if the changes are announced by the Publisher at least three months before the advertising is published. In the event of a price increase, the customer has the right to cancel the order. The right to cancellation must be exercised within five working days following receipt of the announcement of the price increase.

广告费率和价目表中列出的价格、附加费和折扣根据标准规定统一适用于所有客户。价格需缴纳任何适用的法定增值税。广告费率和价目表可能会有变动。由出版方确认的订单只有在出版方在广告发布前至少三个月宣布价格变化时, 才会受到价格变化的影响。如果价格上涨, 客户有权取消订单。撤销权必须在收到涨价公告后五个工作日内行使。

9. Advertising agencies and other advertising intermediaries must abide by the Publisher’s price lists and advertising rates in their offers and contracts and in settling accounts with advertisers. The agency commission granted by the Publisher must not be passed on to customers either in full or in part. Orders from advertising agencies shall be accepted only for specifically named advertisers whose company address is known to the Publisher. Advertising intermediaries shall receive a commission from the Publisher only if they place the order directly, settle invoices, and supply printing material directly to the Publisher.

广告代理机构和其他广告中介机构在其报价和合同以及与广告商的结算中, 必须遵守出版方的价目表和广告费率。出版方授予的代理佣金不得全部或部分转嫁给客户。广告代理的订单仅接受指定的广告客户, 其公司地址为出版方所知。广告中介只有在直接下订单、结算发票并直接向出版方提供印刷材料时, 才能从出版方获得佣金。

10. The Publisher is entitled to assign services connected with the production and publication of advertising to third parties. This does not create any legal relationship between the service provider and the customer.

出版方有权将与广告制作和发布相关的服务转让给第三方。这不会在服务提供商和客户之间建立任何法律关系。

11. Collective advertising, i.e. joint advertising by several advertisers, is expressly precluded. Special authorisations require individual arrangement and written confirmation from the Publisher.

该订单不接受集体广告, 即几个广告商的联合广告。特殊授权需要出版方单独安排和书面确认。

12. There shall be no obligation on the part of the Publisher to examine and check the advertising before accepting the order. For this reason, the Publisher reserves the right, even in the case of legally binding accepted orders, to reject the advertising on grounds of content, origin or technical form in accordance with standard, objectively justifiable principles – even in the case of separate individual insertions within a general order. This also applies to advertising that is accepted by the Publisher’s representatives or other intermediaries. The Publisher is entitled to cancel the order without compensation if it is established that the content and/or form of the order contravenes basic principles, e.g. in the case of immoral content and/or violation of religious or political neutrality. This also applies to the hyperlinks that provide access to other advertising content belonging to the advertiser which does not form part

of the advertising. The customer shall be informed of the rejection of an order immediately.

在接受订单前，出版方没有检查和审核广告的义务。因此，出版方保留权利，即使是在具有法律约束力的已接受订单的情况下，也有权根据标准、客观合理的原则，以内容、来源或技术形式为由拒绝广告——即使是在一般订单中进行单独的个别刊登，这一点也适用。这也适用于出版方代理或其他中介机构接受的广告。如果确定订单的内容和/或形式违反基本原则，例如内容不道德和/或违反宗教或政治中立，出版方有权取消订单，且无需赔偿。这也适用于提供访问属于广告方但不属于广告范畴的其他广告内容的超链接。客户必须立即被告知订单被拒绝的情况。

13. In the event of an order being rejected, the customer shall be entitled to reimbursement of any payments already made to the Publisher. The assertion of any other claims is expressly precluded. If the advertising is published despite initial rejection, the customer's original payment obligation shall continue to apply.

如果订单被拒绝，客户有权报销已向出版方支付的任何款项。明确排除对任何其他权利要求的主张。如果广告在最初被拒绝的情况下发布，客户最初的付款义务应继续适用。

14. By reimbursing payments received, the Publisher shall not be bound by the order if, for any reason, the advertising fails to appear. In the event of force majeure, all performance and compensation obligations shall be nullified.

如果广告因任何原因未能出现，出版方通过偿还已收到的款项而不再受订单约束。如果发生不可抗力，所有的履约和赔偿义务均应无效。

15. The customer is liable for the content of the advertising, for all information contained in it and for any legal consequences arising from it. It is the customer's exclusive responsibility to clarify issues relating to competition laws, trademark laws, copyright, press laws, rights to the use of names and other issues before placing the order. By placing the order, the customer confirms that he has obtained all the necessary rights of use from the holders of copyright, trademark rights, ancillary copyright, rights of personality and other rights to the data files and materials supplied by him (for example texts, photos, graphics, audio and video recordings, etc.). The customer indemnifies the Publisher against any claims from third parties asserted against the Publisher because of an infringement of the rights of third parties or conduct in violation of legal or contractual obligations on the part of the customer in connection with fulfilment of the order, even if it is cancelled. In the event of claims by third parties, the customer shall be solely liable. The Publisher is not obliged to check advertising to see whether it infringes the rights of third parties.

客户对广告的内容、其中包含的所有信息以及由此产生的任何法律后果负责。在下订单之前，客户有责任澄清与竞争法、商标法、版权、新闻法、名称使用权和其他问题有关的问题。通过下订单，客户确认他已获得版权、商标权、附属版权、人格权和他提供的数据和材料（例如文本、照片、图形、音频和视频记录等）的使用权。订单履行过程中，如客户侵犯第三方权利或违反法律或合同义务，在第三方提出索赔的情况下，客户将承担全部责任，即使订单被取消也是如此。出版方无需检查广告是否侵犯第三方权利。

16. The customer may place advertising only to promote his own products, services or offers without mentioning other companies.

客户只能为推广自己的产品、服务或促销而投放广告，而不能提及其他公司。

17. Competition exclusions cannot be granted.

不允许排除竞争。

18. The customer is responsible for and bears the cost of supplying advertising content and/or print-ready production materials on time. The customer assumes the risk of transmitting the material intended for publication, in particular the risk of data loss. If the customer fails to deliver the necessary production materials for an advertisement on time, the Publisher is entitled to cancel the order and charge the customer for reimbursement of expenses amounting to 20% of the order value, unless the customer provides evidence of lower costs.

客户负责并承担按时提供广告内容和/或印刷制作材料的费用。客户承担传输用于发布的材料的风险，特别是数据丢失的风险。如果客户未能按时交付广告所需的制作材料，出版方有权取消订单，并向客户收取订单价值20%的费用，除非客户提供成本可以更低的证据。

19. The reproduction quality is determined by the quality of the printing materials. In the case of print advertisements in the official printed catalogue, the customer is obliged to provide a colour-accurate, industry standard certified digital proof (for example ISO/FOGRA). In the case of printing materials that are supplied in digital form, the Publisher accepts no liability with regard to the final published appearance of layout, text content, format or colour as the Publisher has no direct influence over the digital content of the advertising.

印刷质量由印刷材料的质量决定。对于官方印刷目录中的印刷广告，客户有义务提供色彩准确、行业标准认证的数字文件（例如ISO/FOGRA）。对于以数字形式提供的印刷文件，出版方对最终发布的版式、文本内容、格式或颜色不承担任何责任，因为出版方对广告的数字内容没有直接影响。

The cost of producing proofs that have not been supplied and of any necessary extra work arising because of incomplete or inadequate printing materials will be invoiced separately at the usual rates or according to cost after consultation with the customer.

未提供的校样制作成本以及因印刷材料不完整或不足而产生的任何必要额外工作的成本，将按照通常价格或与客户协商后的成本单独开具发票。

In the case of delivery of finished artwork, photos, etc. the production of final printing materials will be charged at the usual rates.

在交付成品图稿、照片等的情况下，最终印刷材料的制作将按正常费率收费。

Any changes subsequently requested by the customer will be charged to the customer. The Publisher accepts no liability for the accuracy of the reproduction in the case of orders or alterations requested verbally or by telephone.

客户随后要求的任何更改产生的费用都将由客户承担。对于口头或电话要求的订单或更改，出版方不对印刷的准确性承担任何责任。

In the case of paid catalogue entries, the customer accepts any necessary shortening of text content at the Publisher's absolute discretion and without consultation with the customer if the text exceeds the prescribed length.

对于付费目录条目，如果文本超过规定的长度，则客户接受出版方的决定对文本内容进行任何必要的缩短，而无需与客户协商。

If any deficiencies in the delivered printing materials are not immediately obvious, and are noticed only after printing or when the advertising is uploaded to the internet, the customer shall have no claim regarding inadequate publication quality.

如果交付的印刷文件中的任何缺陷不是立即明显的，并且仅在印刷后或将广告上传到互联网时才被发现，则客户无权就出版物质量不佳提出索赔。

20. If the printing material is larger than the confirmed advertisement format, the customer will be charged for the next larger size. If no particular size instructions are given, the next largest format closest to the actual size of the advertisement will be used to calculate the price.

如果印刷文件大于确认的广告格式，客户将被收取上一级更大尺寸的价格。如果没有给出具体尺寸说明，将使用最接近广告实际尺寸的上一级版式来计算价格。

21. Advertisements that are not immediately recognisable as advertisements because of their design will be clearly marked as such by the Publisher. This clause does not apply to paid catalogue entries or paid company logos.

由于其设计而无法被立即识别为广告的广告，将由出版方清楚地标记为广告。本条款不适用于付费目录条目或付费公司标志。

22. Correction proofs of paid catalogue entries or paid company logos will not be provided to the customer. Correction proofs of advertisements in the official printed catalogue will only be supplied for approval by the customer if specifically requested. If the customer fails to return by the agreed deadline proofs that were delivered to him on time, printing approval shall be deemed to have been given. The customer is responsible for ensuring that corrections are legible. Costs for changes to originally approved materials or for subsequent changes requested by the customer will be charged to the customer. In the case of orders or alterations requested verbally or by telephone, the Publisher accepts no liability for the accuracy of the reproduction.

付费目录条目或付费公司标志将不需客户确认。只有在客户特别要求的情况下，才会提供官方印刷目录中广告的校样以供批准。如果客户未能在约定的截止日期前回复是否确认，则视为已给予印刷批准。客户有责任确保内容清晰可辨。对最初批准的材料进行更改或

客户要求的后续更改的费用将由客户承担。如果通过口头或电话要求预定或修改，出版方对印刷的准确性不承担任何责任。

23. Colours are subject to standard industry technical deviations from the supplied printing materials and proofs. These do not justify any reduction in price.

印刷颜色受供应的印刷材料和样品的标准行业技术偏差的影响。这些偏差不影响广告的价格。

24. Except in the case of paid catalogue entries or paid company logos, the Publisher does not guarantee to place advertisements in particular positions within the catalogue, unless the customer has made this a specific condition of the order. Otherwise customers' positioning requests are subject to space availability. The Publisher reserves the right to change accepted positioning requests in the course of page layout if this becomes necessary. This does not affect the validity of the order.

除了付费目录条目或付费公司标志的情况外，出版方不保证在目录中的特定位置放置广告，除非客户已将此作为订单的特定条件。否则，客户的定位请求将取决于空间可用性。如果有必要，出版方保留在页面排版过程中更改已接受的定位请求的权利。这并不影响订单的有效性。

25. Unless a later right to cancellation has been specifically agreed, the latest cancellation deadline for print media is the advertising copy deadline. Cancellation requests must in all cases be addressed to the Publisher in writing. Cancellation shall be effective only if the Publisher expressly agrees in writing.

除非明确约定了之后享有取消权，否则最后取消截止日期为广告印刷截止日期。在任何情况下，取消请求都必须以书面形式发送给出版方。只有在出版方明确书面同意的情况下，取消才有效。

26. Complaints of any kind must be made in writing within 30 days of the publication of the advertising, otherwise any claim is nullified. If the ordered advertising is not published, either wholly or in part, or the content is altered, as a result of a mistake by the Publisher or by a third party commissioned by the Publisher, the customer shall be entitled only to a payment reduction or, if applicable, a replacement advertisement, paid catalogue entry or paid company logo but only to the extent that the purpose of the advertising was negatively affected and not in excess of the actual cost of the faulty advertising. Further claims, e.g. for a reprint of, insertion in, or holding-back of the publication, the sending of correction addenda, payment of compensation etc., are expressly precluded. Further liability on the part of the Publisher is expressly precluded even in the case of erroneous non-publication. Minor deficiencies in the fulfilment of the order shall not entitle the customer to a partial or full reduction of the price. If there are deficiencies in connection with the advertising, the customer is not entitled to refuse to pay the Publisher for other orders for which payment is required. Set-offs against other payments are admissible only if the customer's set-off claim is uncontested or legally established.

任何方面的不满必须在广告发布后30天内以书面形式提出，否则任何索赔都无效。如果由于出版方或出版方委托的第三方的错误，订购的广告未全部或部分发布，或内容发生了更改，则客户只有权获得款项减免或（如适用）替换广告，付费目录条目或付费公司标志，但仅限于广告目的受到负面影响的程度，且不超过错误广告的实际成本。明确排除进一步的索赔，例如重印、插入或扣留出版物、发送更正附录、支付赔偿金等。即使存在非出版物错误的情况下，出版方也明确排除了进一步的责任。在履行订单过程中的微小缺陷不应使客户有权部分或全额拒付。如果广告存在缺陷，客户无权拒绝对出版方支付其他需要付款的订单。只有在客户的抵消索赔没有争议或合法成立的情况下，才允许对其他付款进行抵消。

27. On receipt of complaints, the Publisher shall ensure that the deficiencies mentioned are rectified immediately, insofar as this is still possible. Any claims by the customer for damages are precluded, unless intent or gross negligence is established on the part of the Publisher.

收到投诉后，出版方应确保尽可能迅速地纠正所提到的错误。客户提出的任何索赔均无效，除非可以确定出版方有故意或重大过失。

28. The Publisher accepts no liability for technical faults (e.g. on the part of an internet server or email server), insofar as they do not fall within the area of responsibility of the Publisher. The Publisher accepts no liability for the internet service being continuously available and/or free of errors. Liability for other services guaranteed in writing by the Publisher remains unaffected and is limited to the amount to be paid by the customer.

出版方不对技术故障（例如互联网服务器或电子邮件服务器故障）等不属于出版方责任范围的问题承担任何责任。出版方对互联网服务持续可用和/或任何错误不承担任何责任。出版方以书面形式保证的其他服务的责任不受影响，仅限于客户支付的金额。

Asiafruit Magazine, Market Intelligence Asia Pty Ltd, Kensington, Melbourne, Victoria Vic 3031, Australia

Tel +61 3 904 01602 Fax +61 3 937 66052 www.fruitnet.com

29. In the event of interruptions to business or cases of force majeure, labour disputes, impounding, traffic disruptions, general raw material or energy shortages and the like – either in the Publisher's operations or in third-party operations used by the Publisher to fulfil its obligation – advertising may remain unpublished or be postponed without prior notification of the customer. Any obligation on the part of the Publisher to carry out orders and pay compensation shall be nullified. In particular, no compensation will be paid for advertising that is not published or is not published on time.

如果在出版方的运营或出版方为履行其义务而使用的第三方运营中出现业务中断或不可抗力、劳资纠纷、扣押、交通中断、一般原材料或能源短缺等情况，广告可能会推迟发布，而无需事先通知客户。出版方履行订单和支付赔偿的任何义务均应无效。特别是，未发布或未按时发布的广告将不予赔偿。

30. If the nature and scope of an advertisement order justify it, up to two tear sheets or complete voucher copies will be supplied. If copies cannot be obtained, they will be replaced by a legally binding certificate of publication from the Publisher. Voucher copies or tear sheets of paid catalogue entries or paid company logos will not be supplied.

如果广告订单的性质和范围需要，最多可提供两份撕页或完整的凭证副本。如果无法获得副本，则将由出版方提供具有法律约束力的出版证明。不会提供付费目录条目或付费公司标志的凭证副本或撕页。

31. Data storage devices and other printing material supplied by the customer will be returned to the customer only if specifically requested and at the customer's cost. The associated risk shall be borne by the customer. The materials will be returned in the normal post-production state. The Publisher's obligation to store the materials shall expire three months after completion of the order.

客户提供的数据存储设备和其他打印材料只有在客户特别要求时才会退还给客户，费用由客户承担。相关风险应由客户承担。材料将在正常的制作后返回。出版方保存材料的义务限订单完成后的三个月。

32. Where the customer does not pay in advance, invoices for advertising are issued prior to publication of the printed catalogue. The invoice is to be paid in full on receipt. In the event of late or deferred payment, interest will be charged at five per cent. Collection costs will also be charged. In the event of late payment, the Publisher may defer fulfilment of any remaining part of the current order until payment is made and may request advance payments for any remaining orders or parts of orders. In the case of bankruptcy and legal settlements in bankruptcy, any discounts shall be cancelled. If there is justifiable doubt about the solvency of the customer, the Publisher is entitled to make the publication of further advertising conditional on advance payment of the amount and settlement of any outstanding invoice amounts, even during the term of an order and regardless of any previously agreed payment deadline. The Publisher may also cancel the order without additional compensation in the event of justifiable doubt about the creditworthiness of the customer.

如果客户不提前付款，则在印刷目录出版之前开具广告发票。发票一经收到应立即全额支付。如果逾期或延期付款，将收取5%的利息。催收费用也将被收取。如果延迟付款，出版方可以推迟履行当前订单的任何剩余部分，直到付款，并可以要求预付任何剩余订单或部分订单的款项。在破产和破产法律解决方案的情况下，任何折扣都应取消。如果对客户的偿付能力有合理怀疑，出版方有权以预付款项和结算任何未付发票金额为条件发布进一步的广告，即使是在订单期限内，也不考虑之前约定的任何付款截止日期。如果对客户的信誉产生合理怀疑，出版方也可以取消订单，而无需额外补偿。

33. The customer expressly declares that he has read the terms and conditions and indicates his acceptance of them by placing his signature under the order or by sending an order by post, fax or email.

客户明确声明，其已经阅读了条款和条件，并通过在订单下签名或通过邮寄、传真或电子邮件发送订单来表示接受这些条款和条件。

If, for any reason, the customer has not confirmed the order in writing, the acceptance by the customer of the Publisher's written order confirmation shall be deemed to signify acceptance of the Terms & Conditions of Booking on the part of the customer, unless the order is immediately cancelled by the customer on receipt of the order confirmation.

如果由于任何原因，客户没有以书面形式确认订单，则客户接受出版方的书面订单确认应被视为表示客户接受预订条款和条件，除非客户在收到订单确认后立即取消订单。

34. Changes or additions to the contract, including additional agreements and amendments to this clause, must be made in writing. If



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Deadline | 截止日期
4 Aug | 8 月 4 日

one of the clauses in the contract is or becomes invalid, this shall not affect the validity of the remaining clauses. The invalid clause shall be reinterpreted to produce a valid clause that is as close as possible to the commercial objective of the invalid clause.

对合同的变更或补充，包括对本条款的附加协议和修订，必须以书面形式作出。如果合同中的一项条款无效，则不影响其余条款的有效性。应重新解释无效条款，以产生尽可能接近无效条款商业目的的有效条款。

35. The place of fulfilment and jurisdiction for both parties is London. Orders are governed exclusively by British law.

合同双方的履行地点和管辖权均为伦敦。订单受英国法律管辖。

For reference only
Please order via order center
<https://ems.asisfruitlogistica.com/>



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Deadline | 截止日期
21 Jul | 7 月 21 日

Online Exhibitor Catalogue
在线参展商名录

For more information on this subject, please contact
如需了解更多详情, 请联系

Organiser Team 主办团队
Tel.电话: + 86-21-5265 3251
berkefeld@messe-berlin-sh.com

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

ASIA FRUIT LOGISTICA 为您提供在官方网站的在线参展商名录中放置高度可见的广告选项:

Stand 展位号	Exhibitor Name 展商名称
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Description 服务描述	Available Units 可选数量	Unit Cost (USD) 单价(美元)	Total Cost (USD) 合计(美元)
Banner (rotating) 横幅 (轮播图) Large banner to be displayed at the top of the online exhibitor catalogue page on the website. Banner will be displayed until April 2024. 大型横幅将展示在官方网站在线参展商名录页面的顶部。横幅将展示至 2024 年 4 月。	5	\$4,500.00	□

Invoicing Address 发票信息

Company 公司名称	
Street 街	
Postal code/City/Country 邮政编码/城市/国家	
Contact Person 联系人	Date 日期 Name of customer (in block letters) 客户名称 (正楷)
Telephone 电话	
Telefax 传真	
Email 邮箱	Legally binding signature/company stamp 具有法律效力的签字/公司盖章



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Deadline | 截止日期
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REMARKS 备注:

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 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.
1. 主办方将根据要求向客户提供确切的位置、尺寸和数量。
2. 参展商需提供每个项目确切尺寸的图样，并在展会前至少一个月提交给主办方。
3. 通过下达此订单，参展商确认其已阅读并同意 GPE HK 的展览会一般条款和条件以及 ASIA FRUIT LOGISTICA 2023 的展览条款和条件。

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Deadline | 截止日期
21 Jul | 7 月 21 日

Onsite Advertisement
展会现场广告

For more information on this subject, please contact
如需了解更多详情, 请联系:

Organiser team, operation department 主办方运营团队
Tel. 电话: +66-2-9414600
Email 邮箱: operations@gp-events.com

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

ASIA FRUIT LOGISTICA 为您提供多种赞助和广告方案, 在整个展会期间大大提升您的品牌曝光率。

Stand 展位号	Exhibitor Name 展商名称
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Description 服务描述	Available Units 可选数量	Unit Cost (USD) 单价(USD)	Total Cost (USD) 合计 (美元)
Onsite Advertising and Placements 现场广告投放			
Visitor Bag 观众手提袋 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 观众手提袋上单面广告 (采用 4 种专色的 pp 纺粘材料), 向所有观众派发; 广告设计由参展商提供。参展商的公司宣传册将放入所有观众手提袋中 (手册最多 2 页/尺寸最大 A4); 宣传册由参展商提供。	1 (exclusive) (独家)	\$40,000.00	□
Lanyard 挂带 Exhibitor branding on visitor lanyard and at lanyard/badge collection points at ASIA FRUIT LOGISTICA 参展商 logo 展示在观众证的挂带上, 以及 ASIA FRUIT LOGISTICA 展会现场的挂带/证件领取点	1 (exclusive) (独家)	\$40,000.00	□
Badge 观众证件 Exhibitor branding on reverse side of the visitor badge and at lanyard/badge collection points at ASIA FRUIT LOGISTICA 参展商 logo 展示在观众证件的背面, 以及 ASIA FRUIT LOGISTICA 展会现场的挂带/证件领取点	1 (exclusive) (独家)	\$25,000.00	□

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Telephone 电话	
Telefax 传真	
Email 邮箱	Legally binding signature/company stamp 具有法律效力的签字/公司盖章

Buyer Lounge Sponsor 买家休息室赞助商 – 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 – 买家休息室是为高质量专业买家提供的会议中心和休息场所 – 三天展期内，买家休息室内将提供食品和饮料 – 赞助商 logo 在买家休息室墙上位置醒目展示 – 赞助商 logo/海报图片在买家休息室的桌子/风旗上旁展示；材料由主办方制作 – 赞助商可选择在买家休息室的桌面上展示产品或宣传物料 – 在所有印刷和电子展位图上，买家休息室将被突出标志为 "由赞助商提供支持"，并印有赞助商 logo	1 (exclusive) (独家)	\$20,000.00	<input type="checkbox"/>
Happy Hour Sponsor 欢乐时光派对赞助商 – 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 – 赞助商可在任意一个开展日的下午 (3:30-4:30pm) 举办欢乐时光派对 – 3 号馆和 5 号馆设有专门的饮料服务区，免费提供软饮、葡萄酒和啤酒 – 展馆内音响广播欢乐时光派对"由赞助商提供" (或类似形式) – 赞助商 logo 将在欢乐时光派对的举办区域内或周围展示；相关材料将由主办方制作 – 欢乐时光将在观众指南中突出展示赞助商 logo	3 (1 per day) (1 场 / 天)	\$18,000.00	<input type="checkbox"/>
Visitor Bag Insertion 观众手提袋放置宣传册 Insert your company brochure in the visitor bags (max 2 pages/max. A4), materials provided by the exhibitor 在观众手提袋中放入公司的宣传册 (最多 2 页/最大 A4)，宣传册由展商提供	4	\$5,000.00	<input type="checkbox"/>

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Telephone 电话	
Telefax 传真	
Email 邮箱	Legally binding signature/company stamp 具有法律效力的签字/公司盖章

Onsite Advertising and Placements 现场广告投放			
Water Bottle Sponsor 瓶装水赞助商 Exhibitor branding on water bottles, widely distributed in visitor bags, at information counter, and other locations 在水瓶印上参展商品牌，在观众手提袋领取点、咨询台和其他位置集中派发	1 (exclusive) (独家)	\$15,000.00	<input type="checkbox"/>
Free Wifi Sponsor 免费 Wifi 赞助商 – 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.) – 静态的 WIFI 登陆界面带有赞助商 logo 和展位号，供专业观众登录使用 – 登录密码包含赞助商品牌名（如 "sponsor@AFL2023"） – 在公共区域（如入口处、咨询台、展厅内等）放置 10 个易拉宝 / 标志牌	1 (exclusive) (独家)	\$28,500.00	<input type="checkbox"/>
Mobile Phone Charging Station 手机充电站 Sponsor branding on mobile phone charging stations at high-traffic areas such as meeting points and/or other traffic hot spots 手机充电站摆放在人流量大的地点，如会议地点和/或其他交通枢纽处；手机充电站上将显示出赞助商品品牌	3	\$7,000.00	<input type="checkbox"/>
Mobile Fibre Cleaner 手机屏幕清洁纤维布 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 手机屏幕纤维清洁维布（名片大小，单面印有客户广告（4 种颜色），分发/放入观众手提袋中，并摆放在咨询台；参展商提供图样	1 (exclusive) (独家)	\$7,000.00	<input type="checkbox"/>
Facemasks 口罩 – Facemasks in custom-branded wrapping/bag distributed/inserted in the visitor bag and at the Information counter – Facemasks will be produced by the organizer – 口罩装在定制的品牌包装或袋子中，放入或派发观众手提袋，摆放在咨询台 – 口罩将由主办方制作	1 (exclusive) (独家)	\$12,000.00	<input type="checkbox"/>
Disinfection Gel/Spray 消毒凝胶/喷雾剂 – Custom-branded disinfection gel/spray, inserted to visitor bags – Disinfection Gel/Spray will be produced by the organizer – 定制参展商品牌的消毒凝胶/喷雾剂，放入观众手提袋中 – 消毒凝胶/喷雾剂将由主办方负责提供	1 (exclusive) (独家)	\$15,000.00	<input type="checkbox"/>

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21 Jul | 7 月 21 日

Hand Sanitizer Stand 消毒洗手液架 Location: Registration counter and near Hall Entrances 位置: 注册柜台和展厅入口附近	6	\$2,850.00	<input type="checkbox"/>
Big Banner at East Entrance 东门入口大型横幅 East Entrance Size : 3000 mmW x 6000 mm H or 4000 mmW x 6000 mmH (depend the position of big banner) 东门入口处 尺寸: 3000 mmW x 6000 mmH 或 4000 mmW x 6000 mmH (根据大型横幅的位置而定)	3	\$40,000.00	<input type="checkbox"/>
Hanging Banner (Concourse Level) 悬挂横幅 (垂直向、中央走廊) Central Concourse Hall 3B-D and Hall 5B-D Size : 990 mmW x 3980 mmH 中央走廊 3B-D 和 5B-D 号馆电梯口 尺寸: 990 mmW x 3980 mmH	6	\$8,000.00	<input type="checkbox"/>
Lamppost Banner (5 per set) 灯柱广告 (每组 5 条) East entrance or west entrance Size: 0.3 mW x 3.5 mH 东门入口或西门入口 尺寸: 0.3 mW x 3.5 mH	2 sets 2 组	\$7,000.00	<input type="checkbox"/>
Balustrade Banner 栏杆横幅 East entrance balustrade Size: 10 mW x 1 mH 东门入口栏杆 尺寸: 10 mW x 1 mH	1 (exclusive) (独家)	\$7,000.00	<input type="checkbox"/>
Balustrade Glass Sticker (3 per set) 栏杆玻璃贴纸 (每组 3 张) Central concourse level 1 Size: 3105 mmW x 1140 mmH 1 楼中央走廊 尺寸: 3105 mmW x 1140 mmH	10 sets 10 组	\$8,000.00	<input type="checkbox"/>
Floor Sticker 1 (Level 1) 地板贴 1 (1 楼) 3 locations: In front of escalators at Level 1, on the way to the exhibition entrance Size: 2 mW x 1 mH 1 楼通往展会入口的自动扶梯前 (3 个不同位置) 尺寸: 2 mW x 1 mH	3	\$8,000.00	<input type="checkbox"/>

Invoicing Address 发票信息

Company 公司名称	
Street 街	
Postal code/City/Country 邮政编码/城市/国家	
Contact Person 联系人	Date 日期 Name of customer (in block letters) 客户名称 (正楷)
Telephone 电话	
Telefax 传真	
Email 邮箱	Legally binding signature/company stamp 具有法律效力的签字/公司盖章

Floor Sticker 2 (Hall entrances, G Level) 地板贴 2 (展厅入口处, G 层) Different locations on concourse level Size: 3 mW x 1.5 mH 展厅 G 层走廊 (9 个不同位置) 尺寸: 3 mW x 1.5 mH	9	\$3,000.00	□
Light Box 灯箱广告 1-sided light box near Information counter, central concourse Level 1 or inside the exhibition hall Size: 1.5 mW x 2.5 mH 靠近咨询台, 1 楼中央走廊或展厅内的单面灯箱 尺寸: 1.5 mW x 2.5 mH	10	\$3,500.00	□
LED Screen Ads LED 屏广告 One slide company presentation on large LED screen, exact location and size to be confirmed later Size: 16/9 ratio 大型 LED 屏幕上播放一张关于公司简介的幻灯片, 具体位置和尺寸稍后确认 尺寸比例: 16/9	10 slides / location 10 张幻灯片/位置	\$5,000.00	□
Pillar Wrap (2 pillars / set) 1 foyer can have 2 sets 包柱广告 (2 个柱子/组) 一个前厅有 2 组 4-side pillar wrap at exhibition foyer Size: 1.5 mW x 3 mH 展会前厅的 4 面包柱广告 尺寸: 1.5 mW x 3 mH	6 sets 6 组	\$7,000.00	□
Advantage Package Deals 特别组合套餐			
"Get Connected" Advantage Package “一网全通”特别套餐 Wifi Sponsor + Mobile phone charging stations (3) + Mobile fibre cleaner Wifi 赞助商 + 手机充电站 (3 个) + 擦手机屏幕纤维布	1	\$45,000.00	□

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"Clean and Safe" Advantage Package “安全洁净” 特别套餐:

Facemasks +
disinfection gel/spray +
hand sanitizer stands (6)
口罩+
消毒凝胶/喷雾剂 +
消毒洗手液架 (6 个)

1

\$40,000.00

□

REMARKS 备注:

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. □
1. 所有现场广告费包含制作费和展馆广告位置租赁费。
 2. 主办方将根据要求向客户提供确切的位置、尺寸和数量。
 3. 参展商需提供每个项目确切尺寸的图样，并在展会前至少一个月提交给主办方（请在展会前 6 周提供观众手提袋、挂带、水瓶、手机屏幕清洁纤维布、口罩和消毒喷雾剂的设计图样）。
 4. 现场广告将按照先到先得的原则分配。
 5. 通过下达此订单，参展商确认其已阅读并同意 GPE HK 的展览会一般条款和以及 ASIA FRUIT LOGISTICA 2023 的展览条款和条件。

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Postal code/City/Country 邮政编码/城市/国家	
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21 Jul | 7 月 21 日

Official ASIA FRUIT LOGISTICA 2023 Partnerships
ASIA FRUIT LOGISTICA 2023 官方合作伙伴

For more information on this subject, please contact
如需了解更多详情, 请联系:

Organiser team, operation department 主办方运营团队
Tel 电话: +66-2-9414600
Email 邮箱: operations@gp-events.com

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

ASIA FRUIT LOGISTICA 提供多达 3 个独家官方合作伙伴项目, 在展前、展中和展会后有效突出参展商品品牌。

Stand 展位号	Exhibitor Name 参展商名称
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Description 服务描述	Available Units 可用数量	Unit Cost (USD) 单价(美元)	Total Cost (USD) 合计 (美元)
<p>Official Partner Country / Region 官方合作国家/地区 (available for governmental organisations/associations only): (仅限政府组织或协会):</p> <p><u>Onsite Benefits 现场礼遇:</u></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 materials where applicable- Partnership featured in media preview- Senior official to participate in 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- Full-page ad in visitor guide- Premier positioning of partner country pavilion- 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- Highlight of partner country pavilion on floorplan- 作为"官方礼宾国(或官方礼宾地区)", 赞助商 logo 将在展厅的欢迎背景板和 AFL 的印刷材料上突出展示- 合作伙伴在媒体推介会中亮相- 高级官员可参加 AFL 第一天开幕式(剪彩仪式)并致欢迎致词- 礼宾国将获得 500 张一日票的观众证件, 持证可进入展会现场- 观众指南中的整页 "欢迎致词"- 观众指南中的整页广告- 礼宾国国家展团享有占据优势的展位位置- 礼宾国国家展团将成为展会首日 VIP 巡馆的第一站- 享受展会现场广告的优惠价格- 在观众手提袋中放入一份礼宾国的纪念品- 在展位平面图上突出显示礼宾国的国家展团	1 (exclusive) (独家)	\$45,000.00	□



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Virtual Benefits 线上礼遇:

- Logo presence on official website & all marketing collaterals, social media banner, and eNewsletter banner
- One dedicated press release after signing of MOU
- One dedicated social media post of partner country announcement
- One dedicated newsletter to entire database to announce official partner country
- Top-Level Banner on the online catalog
- 在官方网站、所有宣传物料、社交媒体横幅和电子新闻横幅上放置 logo
- 合作备忘录签署后，发布一篇专题报道
- 在社交媒体渠道发布官方礼宾国的公告
- 向整个数据库发布一篇电子新闻，宣布官方礼宾国
- 在线参展商名录顶部放置横幅

For reference only
Please order via order center
<https://ems.asiafruitlogistica.com/>



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<p>Official Fresh Produce Partner 官方新鲜果蔬合作伙伴</p> <p>For example 例如:</p> <ul style="list-style-type: none">– Official Apple Partner– Official Citrus Partner– Official Grapes Partner– 官方苹果合作伙伴– 官方柑橘合作伙伴– 官方葡萄合作伙伴 <p><u>Onsite Benefits 现场礼遇:</u></p> <ul style="list-style-type: none">– 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.– 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– Preferential positioning of partner booth– Partner booth to be included in inaugural VIP tour on day 1– Discount pricing on onsite advertising opportunities– One visitor bag insertion– 作为 "官方合作伙伴", 赞助商 logo 将在展厅的欢迎背景板和适用的印刷材料上突出显示– 合作伙伴将获得 300 张观众一日票, 持证可进入展会现场– 观众指南中的半页"欢迎致词"– 观众指南中的半页广告– 合作伙伴享有占据优势的展位位置– 官方合作伙伴的展位将成为展会首日 VIP 巡馆的其中一站– 享受展会现场广告的优惠价格– 在观众手提袋中放入宣传册 <p><u>Virtual Benefits 线上礼遇:</u></p> <ul style="list-style-type: none">– Logo presence on official website & marketing collaterals, social media banner, and on eNewsletter banner– One press release announcing partnership– One dedicated social media post of partner announcement– One dedicated newsletter to entire database to announce official partnership– Top-Level Banner on online catalog– 在官方网站、宣传物料、社交媒体横幅和电子新闻横幅上放置 logo– 发布一篇宣布合作关系的新闻通稿– 在社交媒体渠道发布合作伙伴的公告– 向整个数据库发布一篇电子新闻, 宣布官方合作伙伴– 在线参展商名录顶部放置横幅	<p>1 (exclusive) (独家)</p>	<p>\$28,500.00</p>	<p>□</p>
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Official Fresh Produce Technology, Logistics or Service Partner

官方新鲜果蔬技术、物流和服务合作伙伴

For example 例如:

- Official Cooling Tech Partner
- Official Greenhouse Technology Partner
- Official Produce Transport Partner
- Official Quality Certification Partner
- 官方冷却技术合作伙伴
- 官方温室技术合作伙伴
- 官方果蔬运输合作伙伴
- 官方质量认证合作伙伴

Onsite Benefits 现场礼遇:

- 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.
- 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
- Preferential positioning of partner booth
- Partner booth to be included in inaugural VIP tour on day 1
- Discount pricing on onsite advertising opportunities
- One visitor bag insertion
- 作为 "官方合作伙伴", 赞助商 logo 将在展厅的欢迎背景板和适用的印刷材料上突出显示
- 合作伙伴将获得 300 张观众一日票, 持证可进入展会现场
- 观众指南中的半页"欢迎致词"
- 观众指南中的半页广告
- 合作伙伴享有占据优势的展位位置
- 官方合作伙伴的展位将成为展会首日 VIP 巡馆的其中一站
- 享受展会现场广告的优惠价格
- 在观众手提袋中放入宣传册

Virtual Benefits 线上益处:

- Logo presence on official website & marketing collaterals, social media banner, and eNewsletter banner
- One press release announcing partnership
- One dedicated social media post of partner announcement
- One dedicated newsletter to entire database to announce official partnership
- Top-Level Banner on the online catalog
- 在官方网站、宣传物料、社交媒体横幅和电子新闻横幅上放置 logo
- 发布一篇宣布合作关系的新闻通稿
- 在社交媒体渠道发布合作伙伴的公告
- 向整个数据库发布一篇电子新闻, 宣布官方合作伙伴
- 在线参展商名录顶部放置横幅

1
(exclusive)
(独家)

\$28,500.00

□



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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.
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1. 所有现场广告费用包含制作费和展馆广告位的租赁费。
2. 主办方将根据要求向客户提供确切的位置、尺寸和数量。
3. 参展商需提供每个项目确切尺寸的图样，并在展会前至少一个月提交给主办方。
4. 通过下达此订单，参展商确认其已阅读并同意 GPE HK 的展览会一般条款和条件以及 ASIA FRUIT LOGISTICA 2023 的展览条款和条件。

Company 公司名称	
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