



ASIA FRUIT LOGISTICA 2025
3-5 September 2025 | 2025 年 9 月 3-5 日
AsiaWorld-Expo, Hong Kong 香港亚洲国际博览馆

Marketing Overview
市场推广概览

<u>Form #</u>	<u>Service Description</u>	<u>Deadline</u>
<u>表格#</u>	<u>服务描述</u>	<u>截止日期</u>
ADVERTISING AND SPONSORING 广告和赞助		
A1	Visitor Guide 观众指南	1 August 2025 2025 年 8 月 1 日
A2	Online Exhibitor Catalogue 在线参展商名录	31 July 2025 2025 年 7 月 31 日
A3	Onsite Advertisement 展会现场广告	25 July 2025 2025 年 7 月 25 日
A4	Official Partnerships 官方合作伙伴	25 July 2025 2025 年 7 月 25 日
A5	ASIAFRUIT Showcase 亚洲水果展秀台	25 July 2025 2025 年 7 月 25 日
EXHIBITION PREPARATION 参展准备		
B1	Online Entrance Vouchers for Clients (at costs) 为客户提供电子入场券（收费）	15 August 2025 2025 年 8 月 15 日
B2	Meeting Room Request by Exhibitors / Press Conference Room (at costs) 参展商预订会议室/新闻发布会场地(收费)	8 August 2025 2025 年 8 月 8 日
B3	Visa Invitation Letter 签证邀请函	18 July 2025 2025 年 7 月 18 日
C1	Individual Free Exhibitor Passes 独立参展商免费证件	15 August 2025 2025 年 8 月 15 日
C2	Additional Exhibitor Passes (at costs) 额外参展商证件（收费）	15 August 2025 2025 年 8 月 15 日
C3	Temporary Pass During Set Up and Dismantle ONLY (Not For Contractor) 布展和撤展的临时证件（不适用于搭建商）	15 August 2025 2025 年 8 月 15 日
C4	Registration Form: Shows and Events during Exhibition Hours 申请表：展会期间的活动和会议	15 August 2025 2025 年 8 月 15 日
C5	Special Stand Design (Raw Space Exhibitor ONLY) 特装展位设计（仅适用于光地展商）	11 July 2025 2025 年 7 月 11 日



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Contact Information

联系方式

ADVERTISING AND SPONSORING 广告和赞助:

VISITOR GUIDE (Form A1), Showcase (Form A5)
观众指南 (A1 表格), 亚洲水果展秀台 (A5 表格),

Market Intelligence Australia

kate@fruitnet.com / jennifer@fruitnet.com

ONLINE EXHIBITOR CATALOGUE (Form A2)

在线参展商名录 (A2 表格)

Organiser Team 主办团队

Tel 电话: +86-21-5265 3251

berkefeld@messe-berlin-sh.com

ONSITE ADVERTISEMENT (Form A3)

展会现场广告 (A3 表格)

Organiser Team Operations Department

主办方运营团队

OFFICIAL PARTNERSHIPS (Form A4)

官方合作伙伴 (A4 表格)

Phone 电话: +66-2-9414600 Ext. 100, 103

operations@gp-events.com

EXHIBITION PREPARATION: 参展准备

Online Entrance Vouchers for Clients (Form B1)

为客户提供线上入场券 (B1 表格)

Organiser Team Operations Department

主办方运营团队

Meeting Room Request by Exhibitors /

Press Conference Room (Form B2)

参展商预订会议室/新闻发布会场地(收费) (B2 表格)

Phone 电话: +66-2-9414600 Ext. 100,103

operations@gp-events.com

Visa Invitation Letter (Form B3)

签证邀请函 (B3 表格)

Individual Free Exhibitor Passes (Form C1)

独立参展商免费证件 (C1 表格)

Additional Exhibitor Passes (Form C2)

额外参展商证件 (C2 表格)

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

布展和撤展的临时证件 (C3 表格)

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

申请表: 开展期间的活动和会议 (C4 表格)

Special Stand Design (Form C5)

特装搭建设计 (C5 表格)



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1. ADVERTISING AND SPONSORING 广告和赞助

ASIA FRUIT LOGISTICA 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.

ASIA FRUIT LOGISTICA 是企业宣传推广其产品和服务的重要途径。在此手册中，我们为展商提供线上和现场的市场营销机会，协助展商提升业务。

1.1 Visitor Guide 观众指南

Your ad in the official AFL visitor guide will attract visitors' attention at first sight and make your company profile all the more visible! Please see Form A1 for more details.

您在 AFL 官方观众指南上发布的广告将迅速吸引观众的目光，并使您的公司形象更加引人注目！详情请见 A1 表格。

1.2 Online Exhibitor Catalogue 在线参展商名录

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.

在线参展商名录全年访问量非常高，是观众在展前、展期内和展后获得 AFL 所有参展商最新资讯的主要线上平台。您的线上横幅广告将吸引更多客户对贵公司的关注！价格信息请见 A2 表格。

1.3 Onsite Advertisement 展会现场广告

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, light boxes, pillar wraps, visitor bag insertions, LED screen 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 A3 for more package details.

现场广告需求量激增，客户正在争先预订，请尽快选择适合您的广告方案！ASIA FRUIT LOGISTICA 为您的品牌推广提供多种方案，让贵司获得更高的关注度。我们提供大型横幅、灯箱广告、包柱广告、观众手提袋放入宣传册和 LED 屏幕等多种广告服务。

您还可以赞助免费 WIFI、移动充电站、消毒洗手液架或口罩，并通过我们的组合方案，如 "一网全通"或 "安全洁净"特色组合，确保获得强大的影响力和理想的成本效益。



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您还需要更多的品牌推广项目吗？那就成为 AFL 欢乐时光派对的赞助商或在 AFL 买家休息室投放广告吧！

请查阅 A3 表格以了解更多套餐详情。

1.4 Official Partnerships 官方合作伙伴

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 2025!

Please see Form A4 for more information and do not miss the chance!

AFL 官方合作伙伴确保参展商在 AFL 所有相关媒体和宣传渠道中成为焦点，从合作关系达成之时至展会结束，官方合作伙伴的品牌在线上和展会现场都将获得极大的曝光率。

目前只有三个官方合作伙伴的赞助项目，每个类别都是独家赞助商。

现在申请成为 ASIA FRUIT LOGISTICA 2025 的官方礼宾国、官方新鲜果蔬合作伙伴或官方新鲜果蔬技术合作伙伴、物流合作伙伴或服务合作伙伴！

请查看 A4 表格了解更多详情，不要错过这个机会！

1.5 ASIAFRUIT Showcase 亚洲水果展秀台

At ASIAFRUIT BUSINESS FORUM 2025, it presents several workshops under different tracks. It also opens the Showcase for exhibitors to present new products, technologies, and solutions. Please see Form A5 for more details.

2025 亚洲水果商务论坛将以不同的领域举办多个研讨会，其中“亚洲水果展秀台”为展商提供展示新产品、新科技以及新解决方案的活动舞台。请查看 A5 表格了解更多详情。

2. Exhibition Preparation 参展准备

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.

参加贸易展览会需要大量的组织工作和资源。我们为您准备了参观指南和贴心服务，以协助您专注做好参展准备，吸引更多的意向观众。



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2.1 Online Entrance Vouchers for Clients 为客户提供电子入场券

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 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.

主办方很高兴为参展商提供价格优惠的入场券，参展商可以邀请意向客户免费参观展会。只有被使用的入场券才会在展会结束后以优惠价格向参展商收取费用。展商可以充分利用这个机会吸引潜在客户拜访您的展位。更多详情请见 B1 表格。

2.2 Meeting Room Request by Exhibitors / Press Conference Room 参展商预订会议室/新闻发布会场地

You can also personally relay your news to the press by hosting a press conference during ASIA FRUIT LOGISTICA 2025. 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.

您也可以在 ASIA FRUIT LOGISTICA 2025 开展期间举办新闻发布会，向国内外媒体发布贵司的最新资讯。我们建议您在活动前准备好嘉宾名单和邀请函，并确认记者出席情况。如需预订新闻发布会场地，请填写 B2 表格。

展会期间如需预订会议室，也请填写此表并提交给主办方团队。

2.3 Visa Invitation Letter 签证邀请函

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)

ASIA FRUIT LOGISTICA 2025 参展商或观众可以向主办方申请邀请函。如需申请，请填写 B3 表格。更多详情请在官方网站查询。(<https://www.asiafruitlogistica.com/zh-hans/visa/>)

2.4 Individual Free Exhibitor Passes 独立参展商免费证件

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.



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展商证件数量根据展位面积分配，请填写 C1 表格领取免费证件。请注意，参展证上只打印已注册的主展商和联合参展商的公司名称。

2.5 Additional Exhibitor Passes 额外参展商证件

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) which will cost USD 50.00 per exhibitor pass. And, any onsite request/replacement exceeds your free quota, it will cost USD 80.00 each.

如您需要额外购买展商证件（超过您展位套餐中的免费证件配额），请填写 C2 表格（按需收费）。请填写 C2 表格（按需收费，每张额外展商证收取 50 美元。如在现场申请或更换任何额外参展商证件信息，则每张收取 80 美元。

2.6 Temporary Pass During Set Up and Dismantle ONLY 布展和撤展的临时证件

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.

临时证件免费提供给参展商使用，仅允许在布展和撤展期间进入展馆。更多详情请见 C3 表格。

2.7 Shows and Events during Exhibition Hours 展会期间的活动和会议

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 15 August 2025. Please see Form C4 for more detailed information.

表演、演讲和巡馆活动将吸引众多的媒体记者和观众，并创造非正式会议的机会。这些活动可以在开展期间，在指定的贵司展位上进行。所有活动必须在 2025 年 8 月 15 日 前申请。更多信息请见 C4 表格。

2.8 Special Stand Design 特装展位设计

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.

自行搭建展台的参展商必须提供详细的图纸，包括尺寸，展台设计等。展台设计必须符合展馆所有规则和法规。更多详细请见 C5 表格。