

Sponsorship Packages 2026

ASIA FRUIT LOGISTICA

Asia's fresh produce trading hub

Knowledge Partner

ASIAFRUIT

Official Technology Partner



Official Fresh Produce Partner



asiafruitlogistica.com

Why Sponsor ASIA FRUIT LOGISTICA

Leverage **ASIA FRUIT LOGISTICA**'s premier platform to enhance your company's visibility among key industry players. With our tailored marketing and sponsorship solutions, connect with your target audience through digital channels, on-site activations, and exclusive networking opportunities.

14,000+ trade visitors
from
80 nations



**26 national
and group pavilions**



760+ exhibitors
from
43 countries and regions



High-Level Networking
800+ top industry professionals
the exclusive Welcome Evening



Access to Top Buyers
1,100+ key buyers, including
300+ top retail buyers
and **800+** premium buyers



55,000 +
Social Media Followers

459,000 +
Total Impressions

3,128,000 +
Website Visits

OFFICIAL PARTNERSHIPS

Official Partner Country



2025: Peru as official partner country

Official Wholesale Market Partner

SOLD OUT!

Official Fresh Produce Partner

SOLD OUT!

Official Technology Partner, Official Logistics Partner



ONSITE SPONSORSHIP

Visitor Bag
15,000 units
exclusive
USD 50,000

SOLD OUT!



Lanyard
15,000 units
exclusive
USD 45,000

SOLD OUT!



Badge
15,000 units
exclusive
USD 25,000

SOLD OUT!



Onsite Wifi
5 mobile charging stations
exclusive
USD 30,000



ONSITE SPONSORSHIP

Welcome Evening Sponsor

Starting from
USD 30,000



Buyer Lounge and Retailer's Club Lounge Sponsor

each
USD 20,000



Happy Hour Sponsor

USD 18,000



ONSITE ADVERTISEMENT

Information Counter

exclusive
USD 20,000



Lamppost Banner

East entrance
Size: 0,3 mW × 3,5 mH
(5 pairs per set)

USD 8,000

SOLD OUT!



Balustrade Glass Sticker

Central concourse level 1
Size: 3105 mmW × 1140 mmH
(3 per set)

USD 8,000



Balustrade Banner

East entrance balustrade
Size: 10 mW × 1 mH

exclusive
USD 7,000



Premium Floor Sticker

floor sticker in prime location in level 1
Size: 2 mW × 1 mH

USD 8,000



ONSITE ADVERTISEMENT

Floor Sticker

floor stickers near hall entrance in Ground Level
Size: 3 mW × 1.5 mH

USD 6,000



Light Box

Light boxes in different locations
Size: 1.5 mW × 2.5 mH

USD 5,000

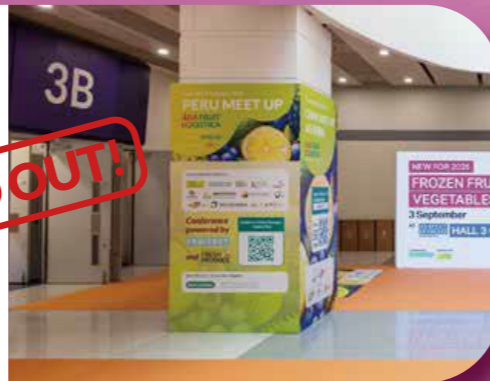


Pillar Wrap

4-sided pillar wrap at exhibition foyer
Size: 1.5 mW × 3 mH

USD 8,000

SOLD OUT!



LED Hanging Banner

(Concourse Level)
Size: 1.2mW × 4.25mH
Specification: 768 × 2460 pixel

USD 10,000
(double-sided)

SOLD OUT!



LED Screen Ads

Rotating digital advertisements on
four large LED screens
Size: 16 : 9 ratio

USD 6,000



ONSITE ADVERTISEMENT – EAST ENTRANCE LOBBY

Big Banner

Size: 4000 mmW × 6000 mmH

USD 45,000

Only 1 spot left!



Staircase Sticker

Size: 5.02mL × 47 steps
(0.15mH or 0.115mH)

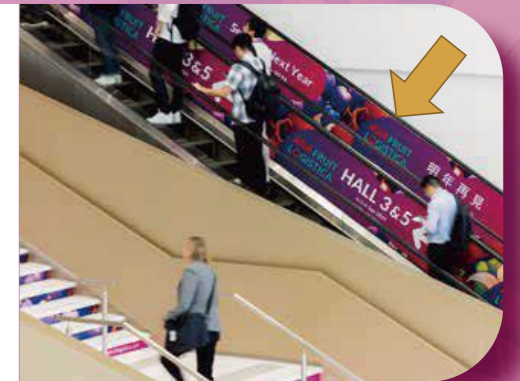
USD 10,000



Escalator Glasspane Stickers

Size: Approx. 13.2mL × 0.57mH

USD 10,000 / pair



ONSITE ADVERTISEMENT – EAST ENTRANCE LOBBY

Sticker or Foamboard on Glass Balustrade

Size: Approx 11.36mL × 1.13mH
(Size: glass 1.56mW × 1.13mH)

USD 7,000



Curved LED Panels at Level 1

(Facing AEL Train Exit A)

Size: Approx 1.44mW × 2.64mH (Doubled Sided)
Specification: 960 × 1728 px, P1.5, Curve
Each 10-second ad will be rotated 10 times / hour

USD 5,000



Giant LED Feature Wall at East Entrance Lobby

Specification: 4950L × 4320H pixel
Each 10-second ad will be rotated 10 times / hour

USD 10,000 / pair



Hanging Banner

Size: 10mW × 3mH
Quantity: 2 unit

USD 12,000



Sticker or Foamboard on Glass Balustrade

Walkway to Hong Kong SkyCity Marriott
Size: Approx 37.2mL × 1.13mH
(Each glass 1.56mW × 1.13mH)
** approx total 23 glass panels

USD 8,000



ONSITE ADVERTISEMENT

LED Panels at Central Concourse

(Level 1)

Size: 6mW × 3.375mH

Specification: 3840 × 2160 pixel, P1.8

USD 10,000 / set



Escalator Glasspane Stickers at Central Concourse

Size: Approx. 13.2mL × 0.57mH

USD 10,000 / pair



ONSITE BRANDING

Water Bottles

exclusive
USD 10,000

SOLD OUT!



Mobile Phone Charging Station

USD 5,000



Tabletop Standee at Arena Kitchen

Size: Max.15cmW × 21cmH(A5 Size)

for 10 units for 20 units
USD 6,000 USD 10,000



Visitor Bag Insertion

15,000 pcs (max2 pages/max. A4 size)

USD 5,000

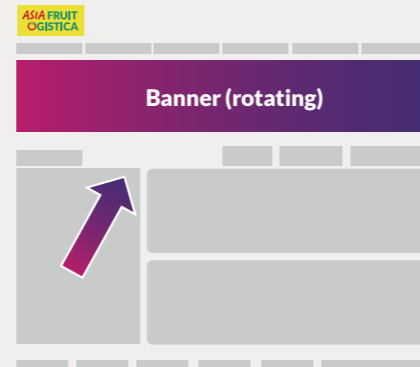


DIGITAL EXPOSURE

Banner

Rotating until April 2027.
Banners will be featured on
both the official website catalogue page
and the event app

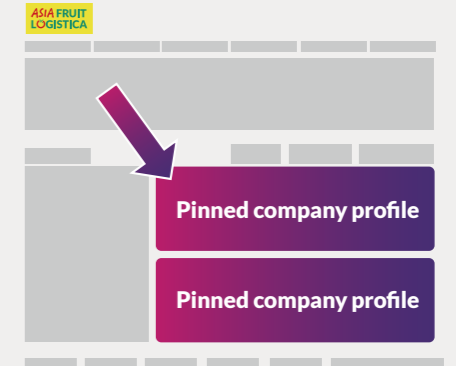
USD 4,000



Pinned Company Profile

On the official website catalogue page

USD 2,000



Onsite Video Interview

approx 3 mins
Publish on AFL social media
channels after the show.

USD 3,500



ASIAFRUIT KNOWLEDGE CENTRE



ASIAFRUIT CONGRESS ASIAFRUIT BUSINESS FORUM ASIAFRUIT SHOWCASE
亚洲水果国际果蔬大会 亚洲水果商务论坛 亚洲水果展舞台

Organised by

ASIAFRUIT

Together with

ASIA FRUIT LOGISTICA

THE GLOBAL STAGE FOR YOUR BRAND IN ASIA

Asiafruit Knowledge Centre is the world-class content hub at Asia Fruit Logistica...FREE to attend for all exhibitors and visitors.

Asiafruit Knowledge Centre brings together Asiafruit Congress, Asiafruit Business Forum, and Asiafruit Showcase on the trade show floor, delivering high-level insights, thought leadership, and practical takeaways for Asia's fresh produce business.

Sponsoring **Asiafruit Knowledge Centre** puts your brand front and centre across all three content streams, with guaranteed visibility at Asia Fruit Logistica and beyond.



asiafruitknowledgecentre.com



ASIAFRUIT KNOWLEDGE CENTRE

ASIAFRUIT KNOWLEDGE CENTRE

Across three content streams over three days, expert speakers provide the best combination of strategic insights and practical takeaways to help you grow your business in Asia.



ASIAFRUIT CONGRESS

亚洲水果国际果蔬大会

Thought leadership and best business strategies for Asia

ASIAFRUIT BUSINESS FORUM

亚洲水果商务论坛

Fresh produce case studies for business success

ASIAFRUIT SHOWCASE

亚洲水果展秀台

Fresh produce innovations for business in Asia

ONE SPONSORSHIP, THREE CONTENT STEAMS.



ASIAFRUIT KNOWLEDGE CENTRE

SPONSOR THE ASIAFRUIT KNOWLEDGE CENTRE AND:

- ✓ Reach Asia's biggest global audience of **14,000+** high-level fresh produce professionals
- ✓ **Maximise your brand** exposure in both halls at Asia Fruit Logistica
- ✓ **Connect** with existing customers
- ✓ Start conversations with **new clients**
- ✓ Share your story, expertise and insights on a **world-class** platform
- ✓ Align with thought leadership and trusted Asiafruit content
- ✓ Be part of something different



asiafruitknowledgecentre.com



ASIAFRUIT KNOWLEDGE CENTRE

SPONSORSHIP PACKAGES

	PLATINUM USD\$ 15,600	GOLD USD\$ 12,700	SILVER USD\$ 9,700	BRONZE USD\$ 7,500
Advert in Asiafruit Magazine official Asia Fruit Logistica issue	DPS	1 PAGE	1 PAGE	1 PAGE
Company logo on all print and digital promotional materials	✓	✓	✓	✓
Company logo on Asiafruit Knowledge Centre stage and onsite signage	PLATINUM	GOLD	SILVER	BRONZE
Complimentary subscription to Asiafruit Magazine	✓	✓	✓	✓
Advert in Asiafruit Knowledge Centre Handbook	✓	✓	✓	✓
Company logo and profile in Asiafruit Knowledge Centre Handbook	✓	✓	✓	✓
Company profile and link on asiafruitknowledgecentre.com	✓	✓	✓	✓
Complimentary visitor tickets to Asia Fruit Logistica and Asiafruit Knowledge Centre	25	15	10	5
Premium entry and listing in Asia Fruit Logistica Visitor Guide	✓	✓	✓	
Choice of one item to sponsor and personalise (select from below)	✓	✓	✓	
Company video played at Asiafruit Knowledge Centre	✓	✓		
Company brochure distributed at Asiafruit Knowledge Centre	✓	✓		
Sponsor spotlight post across Fruitnet social media	✓	✓		
Banner advertisement on Fruitnet Daily News OR Asiafruit WeChat	1 MONTH			
Banner on Asiafruit website (English or Chinese)	1 MONTH			

PLATINUM & GOLD SPONSORS:



DELEGATE BAG



COFFEE STATION



DELEGATE HANDBOOK



STATISTICS HANDBOOK



FLOOR STICKERS



NETWORKING REFRESHMENTS



SPONSORED SESSION

SILVER SPONSOR:



SIMULTANEOUS TRANSLATION



POCKETPLANNER



STATIONERY



DELEGATE GIFT



YOUR COMPANY EDITION OF FRUITBOX PODCAST



COMPANY VIDEO PLAYED AT ASIAFRUIT KNOWLEDGE CENTRE

SELECT AN OPTION OR CREATE YOUR OWN BESPOKE PACKAGE

PUT YOUR BUSINESS IN THE SPOTLIGHT!

info@asiafruitknowledgecentre.com
for more information

*Platinum, Gold and Silver sponsorship items are allocated on a first-come, first-served basis
**Subject to venue availability

asiafruitknowledgecentre.com



ASIAFRUIT KNOWLEDGE CENTRE

LEARN MORE ABOUT OUR SPONSORSHIP PACKAGES

PLATINUM AND GOLD PACKAGES



DELEGATE BAG



COFFEE STATION



DELEGATE HANDBOOK



STATISTICS HANDBOOK



FLOORSTICKER



NETWORKING REFRESHMENT



SPONSORED SESSION

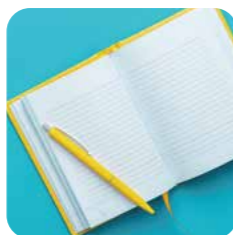
SILVER PACKAGES



SIMULTANEOUS TRANSLATION



POCKET PLANNER



STATIONERY



DELEGATE GIFT



FRUITBOX PODCAST



COMPANY VIDEO

ON REQUEST...
- BRING YOUR IDEAS AND WE WILL MAKE THEM A REALITY

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asiafruitknowledgecentre.com



ASIAFRUIT KNOWLEDGE CENTRE

BRANDS WE HAVE WORKED WITH



We can tailor sponsorship opportunities to fit your budget. Please contact us for a customized package.

CONTACT US

Sponsorship enquiries

Tel +66-2-9414600
exhibitor@gp-events.com

Support in your own language

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

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