

# Sponsorship Packages 2026

**ASIA FRUIT LOGISTICA**

Asia's fresh produce trading hub

Knowledge Partner

**ASIAFRUIT**

Official Technology Partner

**UNITEC** over 100 years  
We work for your results OF INNOVATION



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



## **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



## LED Hanging Banner

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

USD 10,000  
(double-sided)



## 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



## **Staircase Sticker**

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

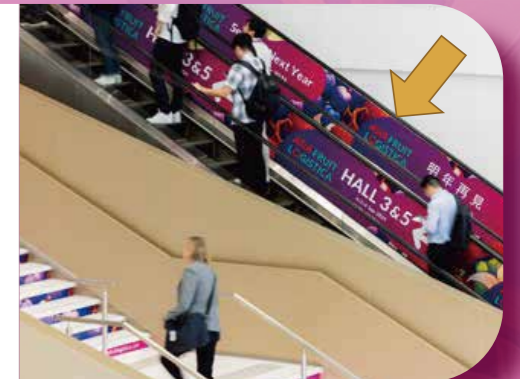
USD 10,000



## **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



## 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



## 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



# 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



## 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

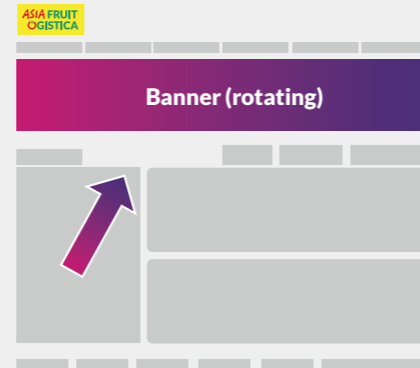


# DIGITAL EXPOSURE

## Banner

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

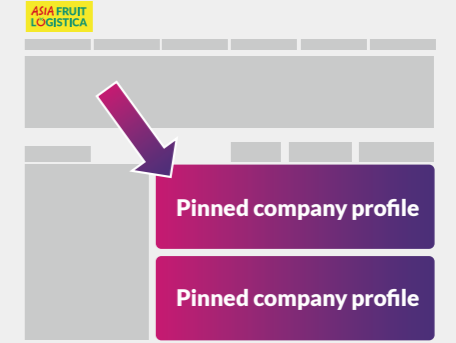
USD 4,000



## 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



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](http://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 STREAMS.**



# 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](http://asiafruitknowledgecentre.com)



# ASIAFRUIT KNOWLEDGE CENTRE

## SPONSORSHIP PACKAGES

|  | PLATINUM<br>USD\$ 15,600 | GOLD<br>USD\$ 12,700 | SILVER<br>USD\$ 9,700 | BRONZE<br>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](mailto: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](http://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**

\*Platinum, Gold and Silver sponsorship items are allocated on a first-come, first-served basis

[asiafruitknowledgecentre.com](http://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**

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### **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](http://asiafruitlogistica.com) > Contact**

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

2308 Dominion Centre  
43-59 Queen's Road East  
Wanchai, Hong Kong, China

