



January 13-15
2023

Messe
Friedrichshafen

Advertising Opportunities

International Trade Fair for
Commercial Fruit Growing,
Distillation and Agricultural Technology





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MEDIA ENTRY

Contact:

Alessandra Weigl

Email: alessandra.weigl@messe-fn.de




Tel.: +49 7541 708 359

MEDIA ENTRY

MEDIA ENTRY FEE (INCL. PROFILE ON FARMING.PLUS)

Price: € 500.00 net

Included:

-  **Attractive exhibitor profile**
and publication of 3 contents on the homepage of FRUCHTWELT BODENSEE
-  **Attractive company profile and publication of contents**
from FRUCHTWELT BODENSEE website incl. dispatch in newsletters to interested users (visibility until end of October 2023)
-  **Listing in the printed index of exhibitors on site**

YOU DONT WANT TO BOOK A PROFILE ON FARMING.PLUS?

(exclusion Farming.plus: - EUR 350.00, less range)

Farming.plus

Farming.plus is the digital meeting place for Agriculture and the digital expansion of FRUCHTWELT BODENSEE.

With the media entry fee all your contents of FRUCHTWELT BODENSEE will also be published on Farming.plus and send out in the personalized newsletter. In this way, you achieve up to three times more range - without any additional effort!

Farming.plus has already registered around 12,000 Professional users and visitors.

Please find more information on www.farming.plus



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MEDIA ENTRY

EXHIBITOR PROFILE

You have the following options:

- 🍏 Uploading your logo and a background picture
- 🍏 Short description in German and English (max. 300 characters)
- 🍏 Description in German and English
- 🍏 Indication of product and service categories so visitors know what you offer
- 🍏 Indication of brands
- 🍏 Indication of further information: Locations, website, company size, certifications
- 🍏 Indication of contact persons
- 🍏 Leave an email address for appointment request

CONTENTS

In your media entry fee are 3 contents included, which you can choose from following categories:

🍏 **Product highlight**

In a product highlight, you can present one of your products and explain it to interested customers in more detail. A highlight is, for instance, suitable for a new or an innovative product.

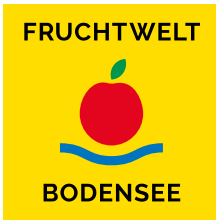
🍏 **Service highlight**

In a service highlight, you can present one of your services and explain it to interested customers in more detail. A highlight is, for instance, suitable for a new or an innovative service.

🍏 **Showcases**

Today, it is not sufficient to just present your offering with all its impressive specifications. Instead, new customers want to see your offering in action - a showcase is the format which enables that.

A showcase is a real application of your offering at one of your customers. It inspires new customers with the value you create. And before you know it, this new customer will contact you and wants a similar solution.







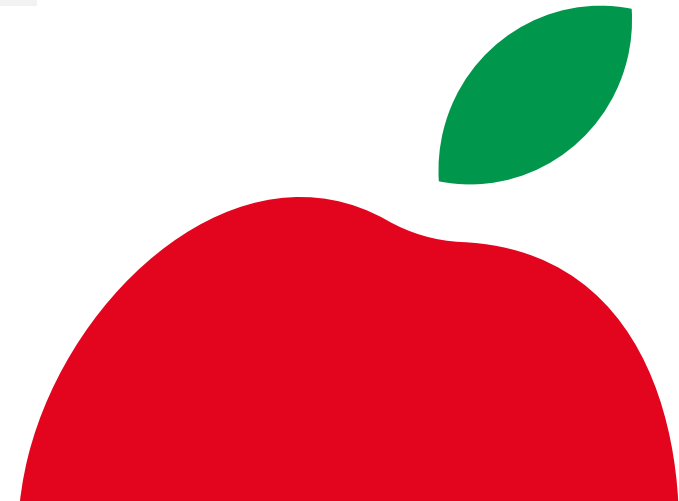
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STATISTIC

You can monitor the interactions of visitors with your contributions and your exhibitor profile with a evaluate statistics - from the trade fair website and Farming.plus.

The following evaluations are possible for your exhibitor profile and your contents:

-  Impressions: How many users saw your preview?
-  Views: How many users viewed your profile / content?
-  Saved: How many users added your profile / content to their watch list?
-  Contact details: How many users have viewed your contact details?





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ADDITIONAL OFFERS IN THE ONLINE INDEX OF EXHIBITORS

You have the possibility to book additional contents to achieve more visibility:

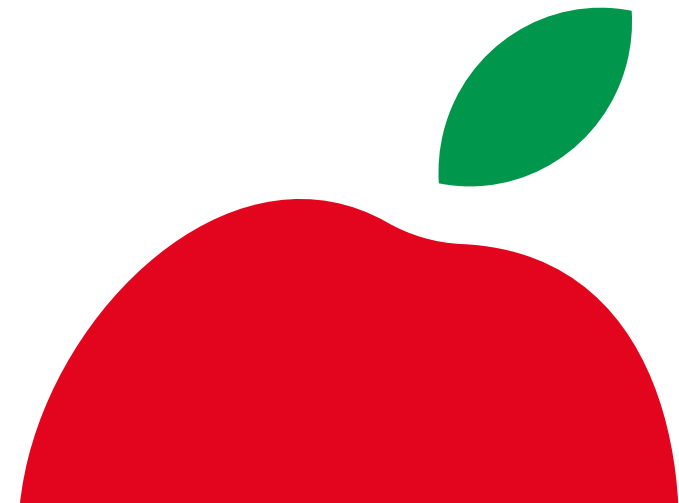
1 additional content on the FRUCHTWELT BODENSEE homepage and Farming.	€ 280.00 net
4 additional contents on the FRUCHTWELT BODENSEE homepage and Farming.plus	€ 750.00 net

(with exclusion Farming.plus only on the FRUCHTWELT BODENSEE homepage)

LOGO IN HALL PLAN

Price: € 100.00 net

Logo in hall plan on FRUCHTWELT BODENSEE website and on site.
Your logo in the hall plan will attract more attention and your exhibition stand will be found more quickly on the hall plan..







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COMPANY PRESENTATION

PRODUCTION OF A VIDEO AT YOUR STAND

Price: € 420.00 net

Includes:



-  Production of a video pitch at your stand
-  Publication on Farming.plus (if you have not excluded Farming.plus)

Only possible if enough bookings are made

COMPANY PRESENTATION IN THE FORUM

Price: € 420.00 net

Includes:

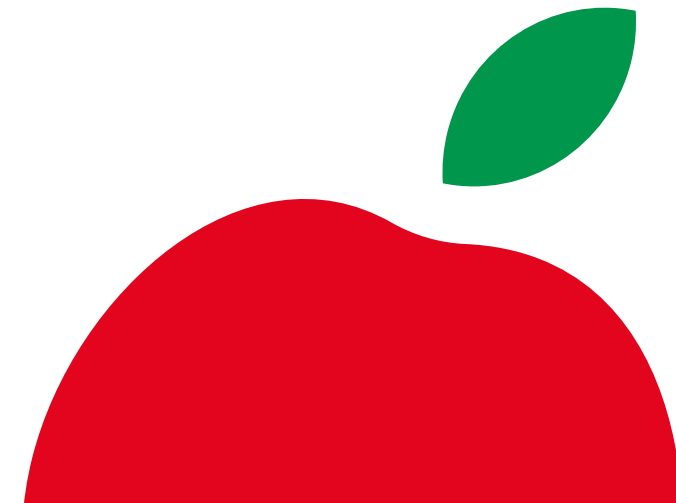
-  Company presentation with a short lecture (max. 10 minutes) that will be filmed
-  Publication on Farming.plus (if you have not excluded Farming.plus)

Contact:

Alessandra Weigl
Email: alessandra.weigl@messe-fn.de
Tel.: +49 7541 708 359

Contact:

Wiebke Engel
Email: wiebke.engel@messe-fn.de
Tel.: +49 7541 708 362









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PROMOTION MATERIAL

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PROMOTION MATERIAL- FREE OF CHARGE -

We are happy to provide you with the following free promotion material for FRUCHTWELT BODENSEE 2023):

-  **Sticker**
-  **Save-the-Date-Flyer**
-  **Poster**
(available approx. from September 2022)
-  **Leaflets**
(available approx. from November 2022)

Orders can be made on our homepage and in the On-line Service Center.

<https://www.fruchtwelt-bodensee.com/for-exhibitors/marketing-advertising/order-promotion-materials>

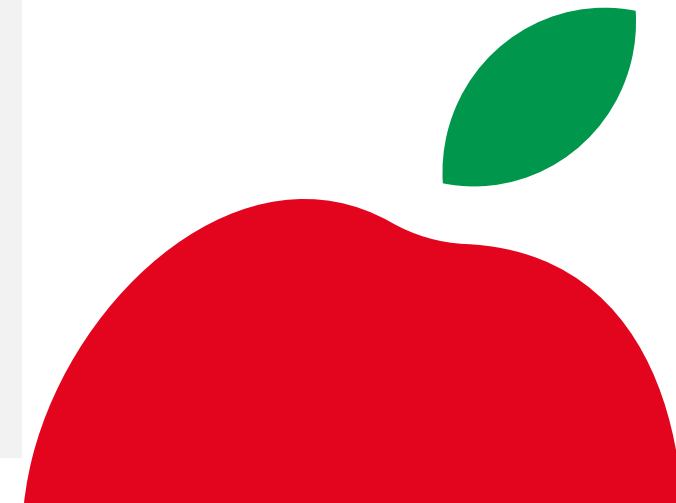
ONLINE ADVERTISING BANNER

For design purposes of your homepage or email signature we offer one banner version for download - free of charge. It is possible to individualize the banner (company name, stand-No., etc.)

<https://www.fruchtwelt-bodensee.com/for-exhibitors/marketing-advertising/advertising-banner>

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ADVERTISEMENT SPACES

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ADVERTISEMENT SPACES ON THE FAIRGROUNDS

Your advantages

- Potential contact to 17.000 visitors, exhibitors and press
- Advertising spaces of all shapes and sizes (Spaces inside and outside, A0 posters and pendular signs and much more)
- A variety of special forms of advertising (toilet mirror, lightboxes and much more)

Please find more information and an overview with free advertisement spaces with prices here:

www.werbeflaechen24.com

WALKING ACTS

Price: € 250.00 net per day
€ 600.00 € net for 3 days

You are only allowed to hand out leaflets on your stand. Book a walking act to hand out leaflets outside your stand.

SPONSORING

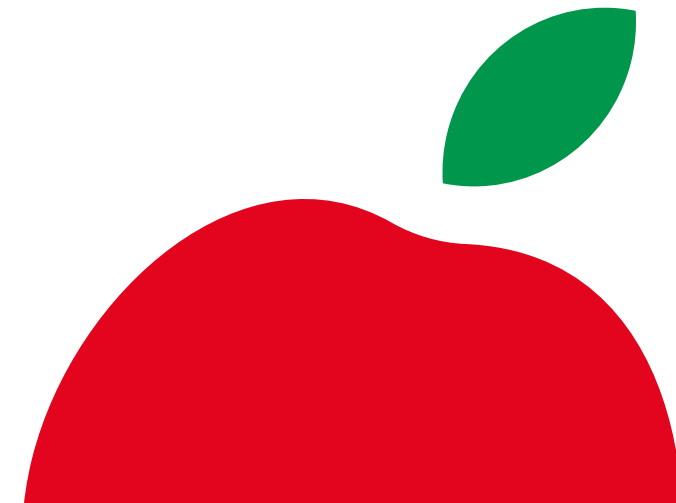
Platin, gold and silver packages available.
Interested? Please contact us!

Contact:

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Email: alessandra.weigl@messe-fn.de
Tel.: +49 7541 708 359

Contact

Kurt Abele,
Werbeflächen24
Email:
kurt.abele@werbeflaechen24.com
Tel.: +49 7542 6618





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CONTACT



Alessandra Weigl
Email: alessandra.weigl@messe-fn.de
Tel.: +49 7541 708 359



Wiebke Engel
Email: wiebke.engel@messe-fn.de
Tel.: +49 7541 708 362

Kurt Abele,
Werbeflächen24
Email: kurt.abele@werbeflaechen24.com
Tel.: +49 7542 6618

