

# Sponsorship Packages 2025

**ASIA FRUIT  
LOGISTICA**

Asia's fresh produce trading hub

Official Partner Country



Knowledge Partner

**ASIAFRUIT**



asiafruitlogistica.com



# OFFICIAL PARTNERSHIPS

ASIA FRUIT LOGISTICA offers a very limited number of exclusive and official partnerships that effectively highlight the exhibitor before, during and after the show.



2019: Peru as inaugural official partner country

## Official Partner Country

Showcase your country in an exclusive and comprehensive year-round marketing campaign at Asia's Leading Fresh Produce Hub, Explore the benefit of capturing the attention of thousands of high quality trade professionals as well as media from over 70 countries. Leverage on multiple branding and engagement platforms before/during/after the show to position and brand your country.

exclusive  
USD\$80,000

**Sold**

## Official Wholesale Market Partner

Open to wholesale market only, this sponsorship puts spotlight and attention on the significance of both exhibiting and visiting delegations brought by wholesale market to ASIA FRUIT LOGISTICA.

Details on available  
upon request

Leverage on branding and engagement platforms before/during the show to position and brand your wholesale market as a serious market leader in the region.

**Reserved**



2023: Hongjiu as our Official Fresh Produce Partner

## Official Fresh Produce Partner

Leverage on the opportunity to enhance brand awareness and exposure. This is a great chance for exhibitors and visitors to get to know your brand further by magnifying your exposure in ASIA FRUIT LOGISTICA via various channels, including press release, social media post and premium logo exposure.

exclusive  
USD\$42,000

## Official Fresh Produce Technology, Logistics or Service Partner

Don't miss out the possibility where we put highlight on your technological or service offerings! Showcase what you can offer by riding on the ASIA FRUIT LOGISTICA platform and ensure your message will reach the right targets across the region.

exclusive  
USD\$42,000

### REMARKS

1. All onsite advertising rates include production and advertising space rental at the venue.
2. Entire package details including entitlement, location, exact dimensions and quantities will be provided upon request.
3. Artwork design files are to be provided by exhibitors.



# ONSITE SPONSORSHIP

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



## Visitor bag

A tremendous promotional opportunity with great brand visibility and corporate branding. The AFL visitor bags have an outreach of 15,000 circulation for all 3 event days.

*\*Design subject to final approval from the Organising team*

exclusive  
USD\$50,000



## Lanyard

An excellent promotional opportunity with great visibility and branding awareness. Lanyard in ASIA FRUIT LOGISTICA will be distributed to more than 13,000 attendees for all 3 days of the event.

exclusive  
USD\$45,000



## Badge

A good channel to maximize your logo exposure via our exhibitor and visitor badges. Sponsor logo to appear at the reverse side of the badge to be used by 13,000+ attendees onsite.

exclusive  
USD\$25,000

**FREE Wi-Fi** 

Connect to: AFL2024-Free WIFI  
Password: AFL2024HK  
Limited Access (1 hour/access)

Tell the world that you are at  
#asiafruitlogistica2024 via Facebook,  
X, LinkedIn or WeChat and get  
your free gift\* at our information  
counters.

\*Subject to availability/one item per person only



## Onsite Wifi

Enhance your visibility by branding our AFL Wifi network. Sponsor message can appear in the login password and landing page, to be used by both exhibitors and visitors onsite.

Special bundle deal available that incorporates branding across 3 onsite mobile charging stations.

exclusive  
USD\$30,000



# ONSITE SPONSORSHIP



## Information Counter

Have your logo visible in prominent location of information counters, strategically located in each of hall lobby. A highly visited spot where our onsite staff help answer all types of enquiries from visitors.

exclusive  
USD\$20,000



## Opening Gala Dinner Sponsor

Leverage on the opportunity to enhance brand awareness at this highly anticipated networking function where attendees meet and network one day before AFL opens with expected attendance of 1,000 industry delegates across the globe.

2  
USD\$150,000

**Sold**



## Buyer Lounge and Retailer's Club Lounge Sponsor

Receive premium recognition at AFL buyer lounges, located in a high traffic area within the exhibition hall. The opportunity offers brand exposure and visibility to our high-quality buyers. Connect with your key target audience at an exclusive lounge area where buyers relax, network and have important meetings.

USD \$ 20,000  
each

## Happy Hour

Ride on this opportunity to enhance your branding by sponsoring happy hour drinks to our attendees, with acknowledgement via onsite announcement and visitor guide.

1 per each  
show day  
USD\$18,000



# ONSITE ADVERTISEMENT



## Lamppost Banner (5 pairs per set)

East entrance or west entrance

Size: 0,3 mW x 3,5 mH

Quantity: 2 sets

USD\$8,000



## Balustrade Banner

East entrance balustrade

Size: 10 mW x 1 mH

exclusive  
USD\$7,000



## Balustrade Glass Sticker (3 per set)

Central concourse level 1

Size: 3105 mmW x 1140 mmH

Quantity: 10 sets

USD\$8,000



## Big Banner at East Entrance

Size : 3000 mmW x 6000 mmH or 4000 mmW x  
6000 mmH (depends on the position of big banner)

Quantity: 3 units

Remarks: Complimentary logo exposure in AFL website under  
"sponsors"

USD\$40,000



## Premium Floor Sticker (Level 1)

- One piece of floor sticker in prime location in level 1
- 3 locations : sticker at the escalators on Level 1 which leads  
the way to the exhibition entrance on G level

- Size: 2 mW x 1 mH

Quantity: 3 units

USD\$8,000



# ONSITE ADVERTISEMENT



## Floor Sticker (Ground Level)

- One piece of floor stickers near hall entrance in Ground Level
- Different locations on concourse level
- Size: 3 mW x 1.5 mH
- Quantity: 6 units

USD\$6,000



## Hanging Banner (Concourse Level)

- Central Concourse Hall 3B-D and Hall 5B-D
- Size : 990 mmW x 3980 mmH (double sided)
- Quantity: 5 units

USD\$10,000



## Light Box

- 1-sided light box near Information counter, central concourse Level 1 or inside the exhibition hall
- Size: 1.5 mW x 2.5 mH
- Quantity: 10 units

USD\$5,000



## LED Screen Ads

- 1 still slide ad presentation (max 20 sec) / round on 3 large LED screens onsite at Ground Level.
- Exact location and size to be confirmed later
- Size: 16:9 ratio
- Quantity: 10 units

USD\$6,000



## Pillar Wrap (1 foyer can have 4 pillar wraps)

- 4-sided pillar wrap at exhibition foyer
- Size: 1.5 mW x 3 mH
- Quantity: 12 units

USD\$7,000

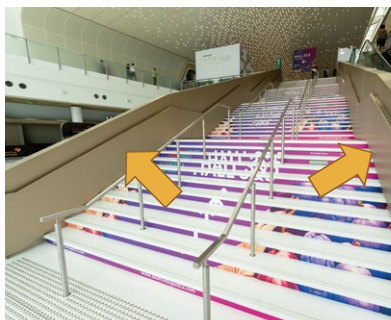
# ONSITE ADVERTISEMENT



## Staircase Sticker at East Entrance Lobby

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

USD\$15,000



## Staircase Balustrade Sticker (Internal) at East Entrance Lobby

Size: various artwork sizes

Quantity: 1 pair

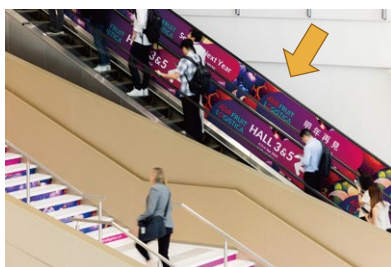
USD\$10,000 / pair



## Staircase Balustrade Sticker (External) at East Entrance Lobby

Size: various artwork sizes

USD\$8,000

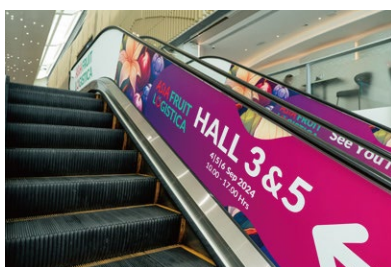


## Escalator Glasspane Stickers at East Entrance Lobby

Size: Approx. 13.2mL x 0.57mH

Quantity: 2 pairs

USD\$10,000 / pair



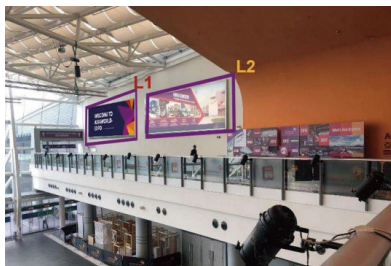
## Escalator Glasspane Stickers at West Entrance Lobby

Size: Approx. 13.2mL x 0.57mH

Quantity: 2 pairs

USD\$10,000 / pair

# ONSITE ADVERTISEMENT

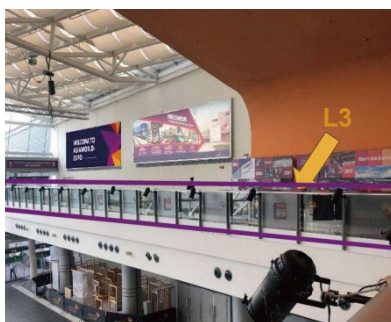


## Hanging Banner (1/F Floor, East Lobby)

Size: 10mW x 3mH

Quantity: 2 units

USD\$12,000



## Sticker or Foamboard on Glass Balustrade (1/F East Lobby)

Walkway to Hong Kong SkyCity Marriott

Size: Approx 37.2mL x 1.13mH

(Each glass 1.56mW x 1.13mH)

\*\* approx total 23 glass panels

USD\$8,000



## Sticker or Foamboard on Glass Balustrade (1/F East Lobby)

Size: Approx 11.36mL x 1.13mH

(Each glass 1.56mW x 1.13mH)

\*\* approx total 18 glass panels

USD\$7,000



## Escalator Glasspane Stickers at Central Concourse

Size: Approx. 13.2mL x 0.57mH

Quantity: 9 pairs

USD\$10,000 / pair



## Glass Stickers at East Entrance Lobby (1 set for 4 glass panels)

Max. Capacity of Stickers is 70%

Size: 0.9mW x 3mH each

Quantity: 3 sets

USD\$15,000



# ONSITE BRANDING



## Water bottles

Exhibitor branding on water bottles, widely distributed in visitor bags, buyer lounge, at information counter, and other locations.

exclusive  
USD\$15,000



## Mobile phone charging station

Enjoy a lot of visits and brand awareness at the highly appreciated mobile charging station that keep busy attendees charged and ready to go. The mobile charging station sponsorship entitles your company to display collaterals and branding within the location. 3 units available.

USD\$5,000



## Tabletop Standee at Arena Kitchen

Size: Max. 15cmW x 21cmH (A5 Size)

\*\* available for 10 or 20 units

for 10 units  
USD\$6,000

for 20 units  
USD\$10,000



## Visitor bag insertion

Insert your company brochure in 15,000 pcs of visitor bags (max 2 pages/max. A4 size), materials provided by the exhibitor.

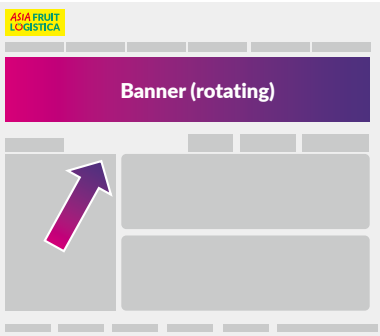
USD\$5,000

## REMARKS

1. Unit cost indicated unless otherwise specified.
2. All onsite advertising rates include production and advertising space rental at venue (except WIFI Sponsor landing page and self-stand sign).
3. Location, exact dimensions and quantity will be provided upon request.
4. Exhibitors need to provide artwork file.
5. Onsite advertising will be allocated on first come first serve basis.
6. 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 2025.

# DIGITAL EXPOSURE

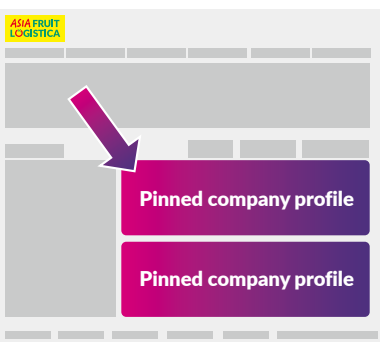
ASIA FRUIT LOGISTICA offers you the option of a highly visible ad placement at the online exhibitor catalogue on the official AFL website.



## Banner (rotating)

Large banner to be displayed at the top of the online exhibitor catalogue page on the AFL website. Banner will be displayed until April 2026. Max 5 banners available.

USD\$4,000



## Pinned company profile

The company profile and product listing will be pinned and appear in the premium position at the front page of online catalogue for greater visibility. Max 2 pinned profiles available.

USD\$2,000

## Combination of Online Banner (rotating) and onsite exposure

Upon request depends on items

Dedicated onsite video interview (approx 3 mins) and publish on AFL social media channels after the show (Facebook, LinkedIn and X).

USD\$3,500

### REMARKS

1. Unit cost indicated. Items available on first come first served basis. Please check with us on item availability.
2. Exact location and dimension of rotating banner will be provided upon request.
3. Online banner to be provided by exhibitor.
4. 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 2025.





# ASIAFRUIT KNOWLEDGE CENTRE

## THE GLOBAL STAGE FOR YOUR BRAND IN ASIA

**Asiafruit Knowledge Centre** is the all-in-one content hub at ASIA FRUIT LOGISTICA, and it's free to attend for every exhibitor and visitor.

**Asiafruit Knowledge Centre** brings together Asiafruit Congress, Asiafruit Business Forum, and Asiafruit Showcase in one central location on the show floor.



### Sponsor **ASIAFRUIT KNOWLEDGE CENTRE** and:

- Reach Asia's biggest global audience of **13,000+** high-level fresh produce professionals
- Maximise your brand exposure
- Build relationships with existing customers
- Start conversations with new clients
- Share your story, expertise and insights
- Be part of something different

Organiser

**ASIAFRUIT**

Together with

**ASIA FRUIT  
LOGISTICA**

For sponsorship enquiries in Asiafruit Knowledge Centre, please contact us at [info@asiafruitknowledgecentre.com](mailto:info@asiafruitknowledgecentre.com)  
Visit [asiafruitknowledgecentre.com](http://asiafruitknowledgecentre.com)

# ASIAFRUIT KNOWLEDGE CENTRE

## SPONSORSHIP PACKAGES

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

	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 <a href="#">CLICK HERE FOR EXAMPLE</a>	DPS	1 PAGE	1 PAGE	1 PAGE
Company logo on all print and digital promotional materials <a href="#">CLICK HERE FOR EXAMPLE</a>	✓	✓	✓	✓
Company logo on Asiafruit Knowledge Centre stage and onsite signage <a href="#">CLICK HERE FOR EXAMPLE</a>	PLATINUM	GOLD	SILVER	BRONZE
Complimentary subscription to Asiafruit Magazine	✓	✓	✓	✓
Advert in Asiafruit Knowledge Centre Handbook <a href="#">CLICK HERE FOR EXAMPLE</a>	✓	✓	✓	✓
Company logo and profile in Asiafruit Knowledge Centre Handbook	✓	✓	✓	✓
Company profile and link on <a href="http://asiafruitknowledgecentre.com">asiafruitknowledgecentre.com</a>	✓	✓	✓	✓
Complementary 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			



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

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 SPONSORS:



DELEGATE  
BAG



COFFEE  
STATION



DELEGATE  
HANDBOOK



STATISTICS  
HANDBOOK



FLOOR  
STICKERS



SAMPLING  
STATION



SPONSORED  
SESSION

### SILVER SPONSOR:



SIMULTANEOUS  
TRANSLATION



POCKET  
PLANNER



STATIONERY



DELEGATE  
GIFT



CHARGING  
STATION



YOUR COMPANY  
EDITION OF FRUITBOX  
PODCAST



COMPANY VIDEO  
PLAYED AT ASIAFRUIT  
KNOWLEDGE CENTRE

For sponsorship enquiries in Asiafruit Knowledge Centre,  
please contact us at [info@asiafruitknowledgecentre.com](mailto:info@asiafruitknowledgecentre.com)  
Visit [asiafruitknowledgecentre.com](http://asiafruitknowledgecentre.com)



## CONTACT US

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info@gp-events.com

### Support in your own language

For details of our representative in your  
country, go to  
[asiafruitlogistica.com](http://asiafruitlogistica.com) > **Contact**

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