

fruit  
attraction  
**LIVE** Connect



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FEPEX

CONNECTING THE WORLD'S FRESH PRODUCE COMMUNITY

1 - 31 Oct.

EXHIBITOR'S GUIDE



fruit  
attraction

FERIA INTERNACIONAL DEL SECTOR DE FRUTAS Y HORTALIZAS

THE 12TH FRUIT ATTRACTION  
WILL BE TELEPRESENTIAL

FROM 1 TO 31 OCTOBER 2020

# INNOVATION AND TECHNOLOGY AT THE SERVICE OF THE GLOBAL FRUIT & VEGETABLE COMMUNITY



**PROMOTING THE MISSION TO HELP COMPANIES TO REMAIN OPEN TO DO BUSINESS,  
BECAUSE THE WORLDWIDE FRUIT & VEGETABLE INDUSTRY REMAINS OPEN.**

**IT IS PART OF THE FIRST TELEPRESENTIAL TRADE FAIR IN THE HISTORY OF FRUIT ATTRACTION,**

**SUPPORTING AND REINFORCING THE ROLE OF A STRATEGIC INSTRUMENT AT THE SERVICE OF THE INTERNATIONAL FRUIT AND VEGETABLE SECTOR, AND SUPPORTING A STRATEGIC INDUSTRY FOR THE ECONOMY IN ALL COUNTRIES.**

**THE SECTOR'S ENTIRE PROFESSIONAL COLLECTIVE HAS :**

- **A COMMON COMMITMENT AND A PROJECT THAT IS HIGHLY IMPORTANT TO THE SECTOR INTERNATIONALLY**
- **A CORPORATE RESPONSIBILITY TO PROMOTE THE PROFESSIONAL VISIBILITY OF THE SECTOR**
- **SERVICING A WORLDWIDE PROFESSIONAL COMMUNITY THAT NEEDS TO KEEP BUYING AND SELLING IN A KEY MONTH, OCTOBER.**

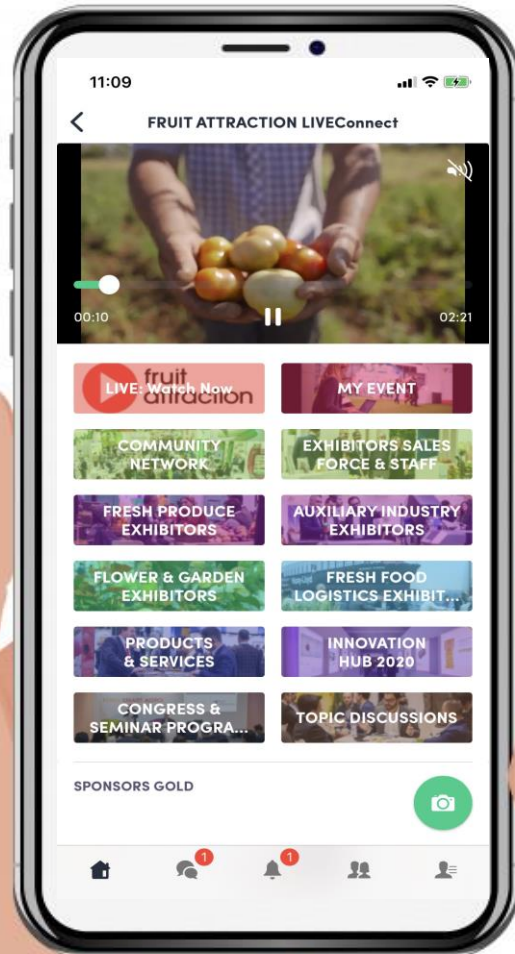
**fruit  
attraction**  
**LIVE** **Connect**





**FRUIT ATTRACTION LIVE Connect** is the largest professional community and social network in the world specialising in the fruit and vegetable sector.

An innovative technological platform designed to be, during the 31 days of October, a re-meeting point, a space for networking, generating contacts, business opportunities, creating impact and visibility, sessions and debates, etc. among the entire international fruit and vegetable community.



**Fruit Attraction LIVEConnect** is a new work tool that will allow you to:

1. Enrich and feed your **network of** professional buying and selling contacts from all over the world
2. Contact, video call, live chat, eB2B, etc. with thousands of new potential clients
3. Present and learn about the entire **range of products**, solutions and services on offer and news for 2020, to prepare for the 2021 campaign.
4. Attend countless sessions, demonstrations, conferences, congresses, debates on specific market themes and product categories.
5. Thousands of **hits and brand awareness** with the entire participating community
6. Organise sessions, upload videos, demos and product and service technical data sheets

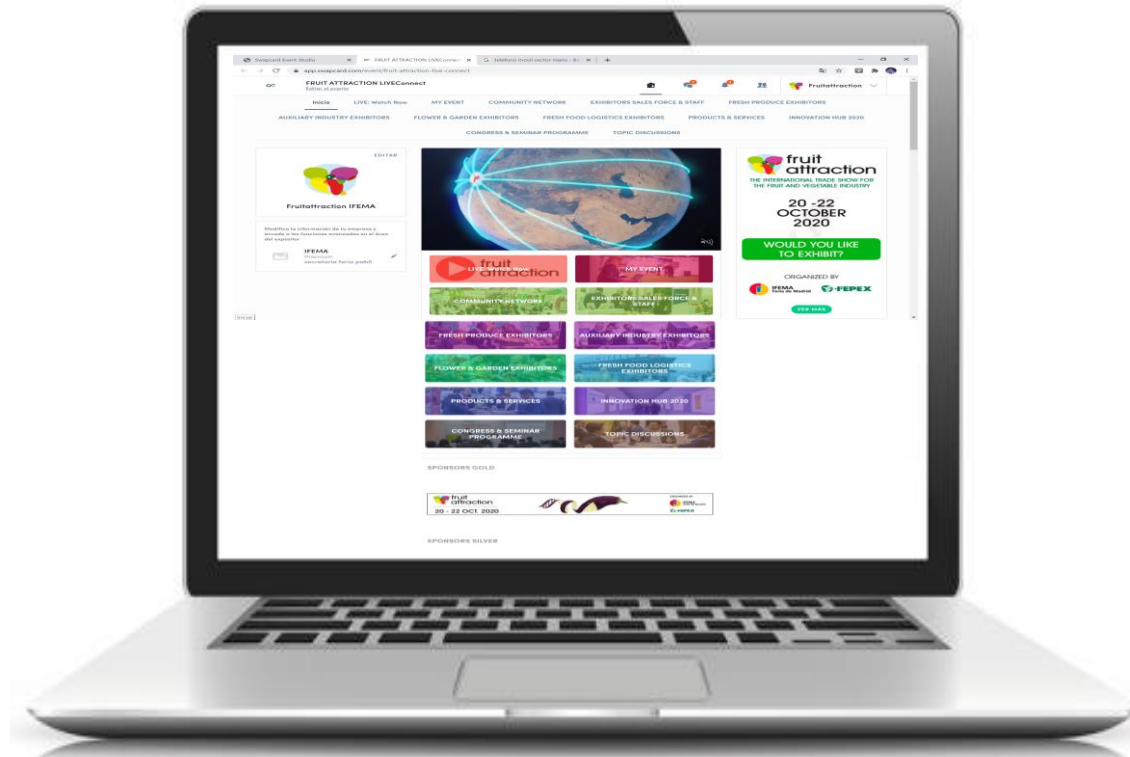
Fruit Attraction LIVEConnect has all the functionalities for

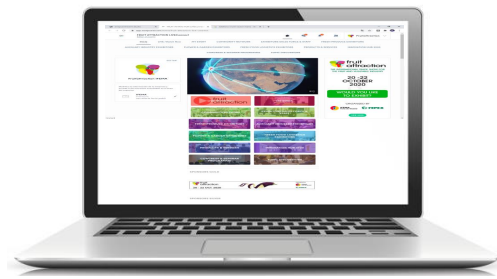
**CONTACTS**

**IMPACT**

**INNOVATION**

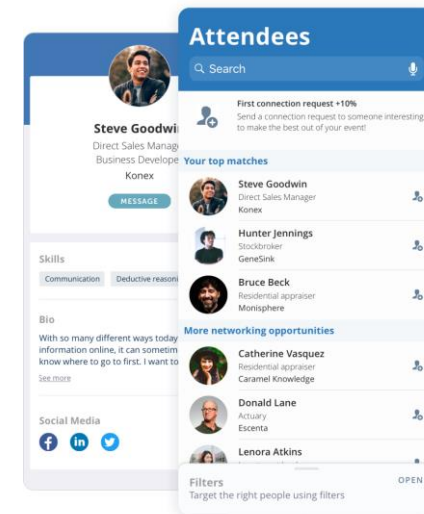
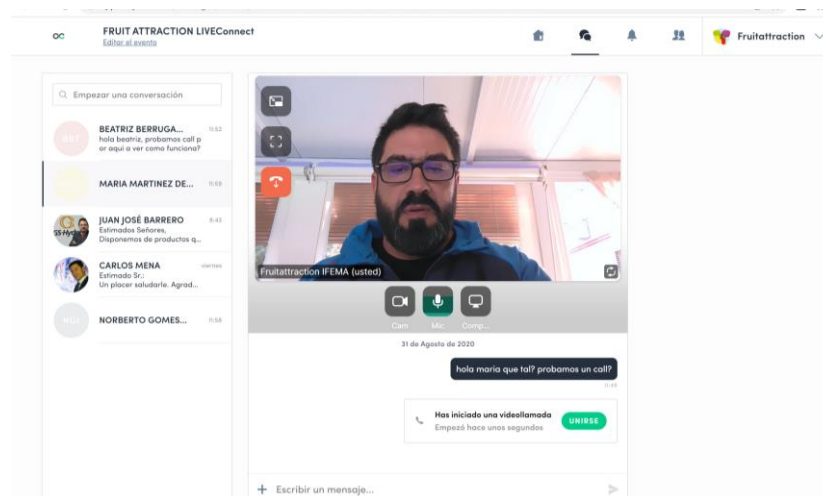
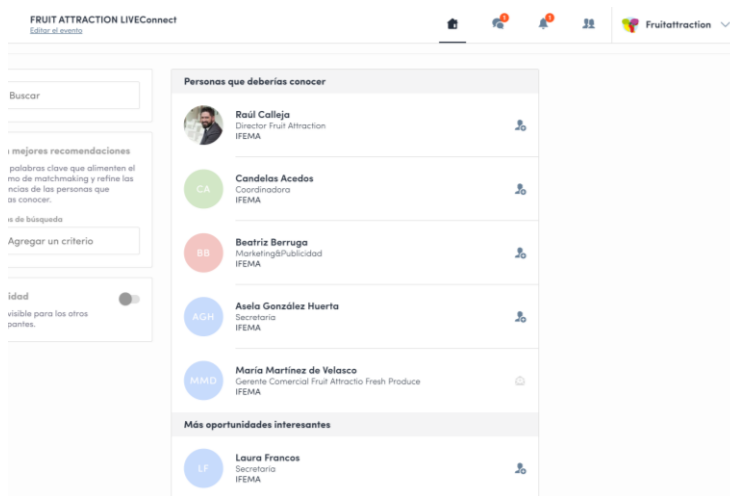
**TRAINING**



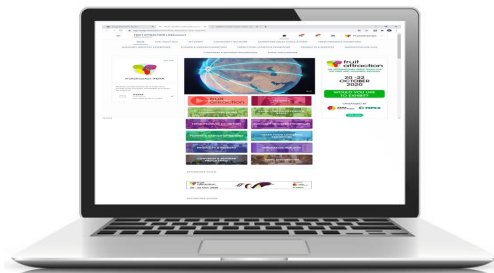


## CONTACTS

A system with artificial intelligence for automatic matching between supply and demand with contact recommendations, and an advanced search engine for products, services and professionals from around the world who are part of the community, with whom you can contact, schedule meetings, video-calls, live chat, multi-site eB2B, etc. to enrich your network of professional contacts







## HOW TO GENERATE HUNDREDS OF NEW BUSINESS LEADS IN FRUIT ATTRACTION LIVEConnect?

If you generate 15 new leads per day \* 31 days: 465 qualified leads (QL).

Can you imagine if 5 people on your team are doing this? 2,325 QL

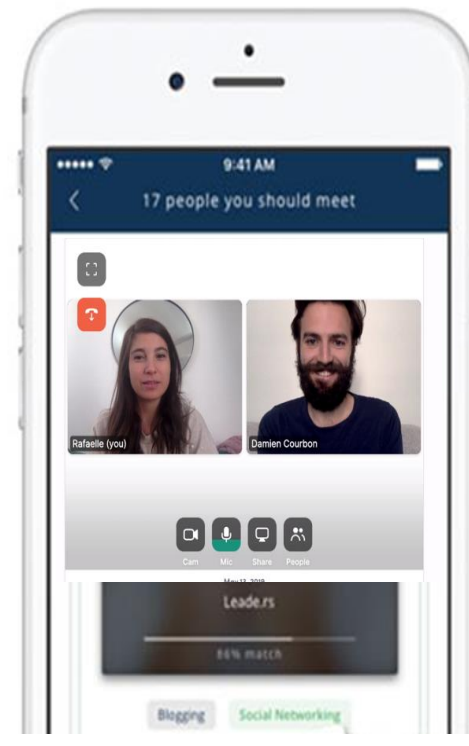
SEARCH AND RECEIVE CONTACT RECOMMENDATIONS

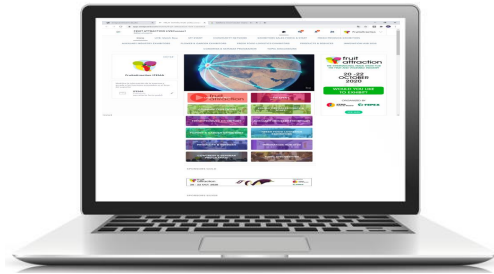
REQUEST CONTACTS AND POST IN THE LIVE CHAT.

YOUR ENTIRE NETWORK OF CONTACTS IS UPDATED IN MY EVENT. ATTENTION TO SUGGESTIONS AND RECOMMENDATIONS

MANAGE YOUR APPOINTMENTS, eb2b, KEEP YOUR NETWORK OF CONTACTS INFORMED. YOU WILL BE ABLE TO EXPORT IT

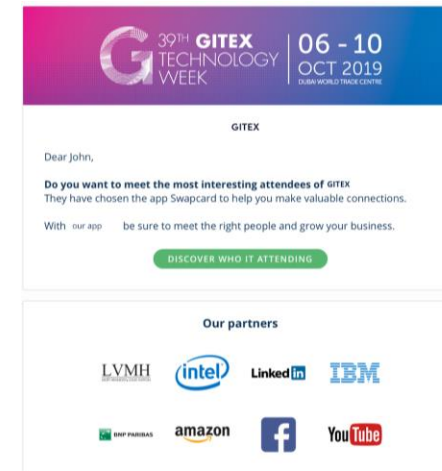
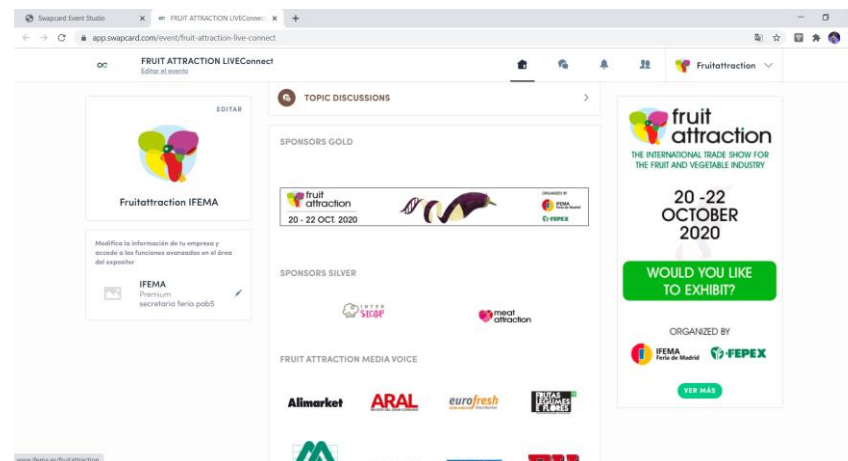
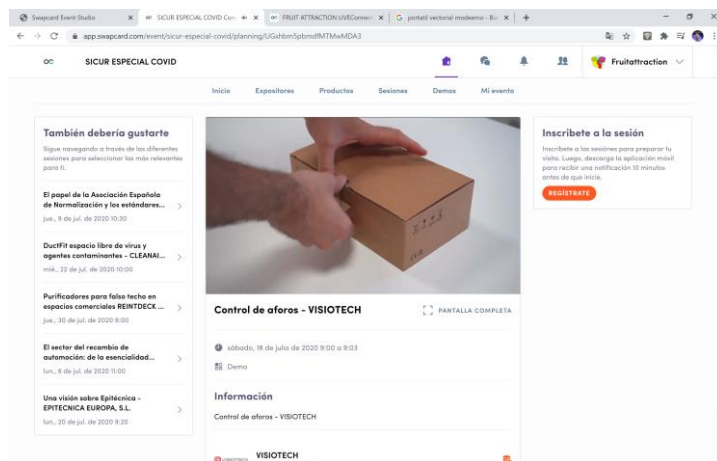
YOU CAN MAKE YOUR VIDEO-CALLS LIVE AND MANAGE VIDEO-APPOINTMENTS

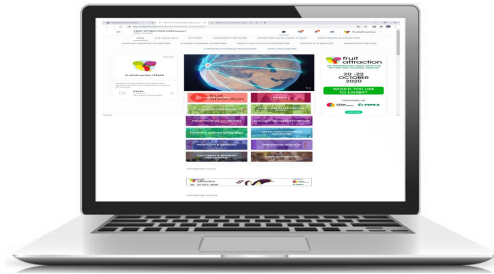




# IMPACT

An advanced platform to generate thousands of hits and brand awareness with buyers, distributors and traders from 160 countries. A brand awareness tool to gain brand image with news, positioning among countless new potential clients from all over the world, which is the first step in generating effective business contacts.

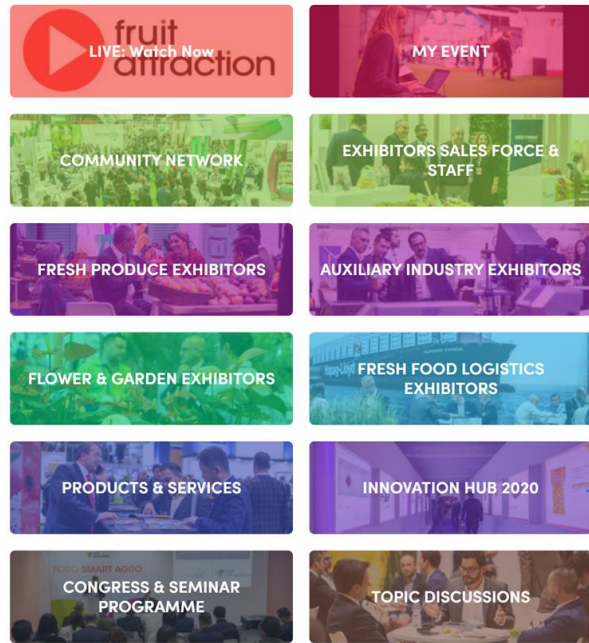


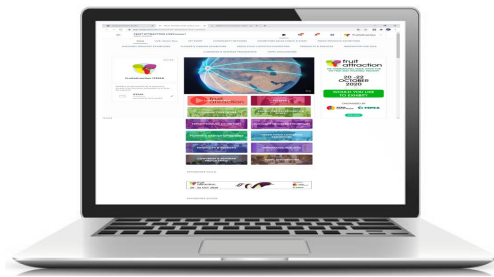


## INNOVATION

Innovation Hub is a list of all the news and star products for 2020, presented by all the participating companies and it will be one of the spaces with the greatest visibility and notoriety.

A specialist jury will select the finalists for two grand Accelera Awards finals in the Fresh Produce (Oct 20) and Auxiliary Industry (Oct 21) categories. Upload your product/service to the Innovation Hub





## TRAINING

Congresses, conferences, debates, sessions, demonstrations, etc.

A multitude of technical sessions within the platform on matters of greatest interest during the 31 days the fair is being held.

Monographs on:

- international markets (World Fresh Forum, Brexit, etc.)
- product categories (Biofruit Congress, Grappe Attraction, etc.)
- Relevant topics (ODS, Packaging, Fresh Convenience, Consumption)
- Factoría Chef
- Sessions and demonstrations organised by the exhibitors themselves



## MAIN MENU FOR ACCESS TO THE PLATFORM Fruit Attraction LIVEConnect.

Follow live sessions, conferences or congresses that are being held at this very moment.

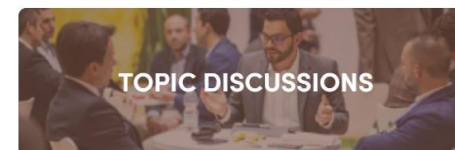
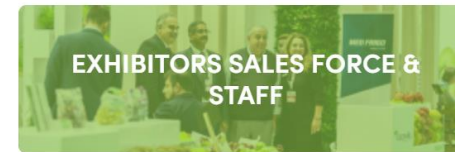
All exhibitors will have access to the list of the whole community, allowing them to make contacts and carry out commercial networking

List and search participating exhibitors in the Fresh Produce area, activity, products, etc. all by tags

List and search participating exhibitors in the Flower & Garden area, activity, products, etc. all by tags

List and search all products and services that are part of the platform. Automatic recommendations

Calendar and programme of all sessions, conferences, congresses, demos, etc. search, schedule and participate



Personalise your LIVEConnect platform: your contacts, your calendar, your favourites, your recent activity, export your calendar and contacts, etc.

Full list of the entire staff and commercial team for all the participating companies. Automatic recommendations and contacts

List and search participating exhibitors in the Auxiliary Industry area, activity, products, etc. all by tags

List and search participating exhibitors in the Fresh Food Logistics area, activity, products, etc. all by tags

List of all the new products for 2020

Follow and participate in discussion groups on issues of greatest interest to the sector

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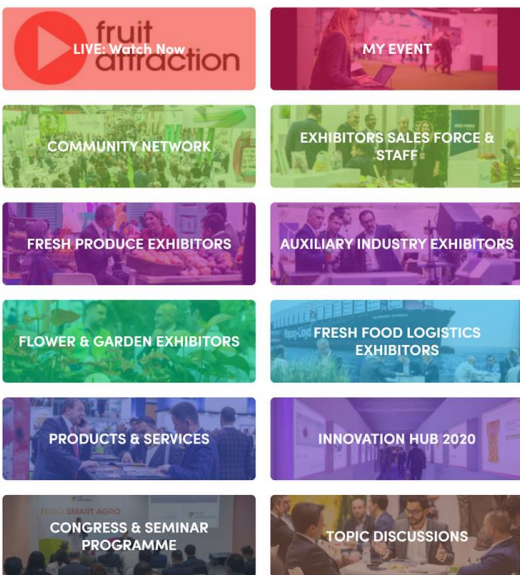
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HOW TO PARTICIPATE IN FRUIT ATTRACTION LIVEConnect?



## HOW TO PARTICIPATE IN FRUIT ATTRACTION LIVEConnect?

- ✓ Registration and participation in Fruit Attraction LIVEConnect 2020 will imply the maintenance of all **acquired rights for the purposes of seniority** for subsequent editions.
- ✓ Loyalty and Impulse Programme: participation in Fruit Attraction LIVEConnect 2020 implies an **automatic bonus/discount of €1,000** net for the applicant's participation in Fruit Attraction 2021.

- **PARTICIPATE AS AN EXHIBITOR (PREMIUM or BASIC FORMAT)**
- **BRAND AWARENESS ELEMENTS**

1.- COMPLETE THE PARTICIPATION FORM ON <https://www.ifema.es/en/fruit-attraction>

2.- CHOOSE YOUR PARTICIPATION MODE

**BASIC: €3,000 + VAT**

**PREMIUM: €7,000 + VAT**

*(\*) Companies established in Spanish territory (excluding the Canary Islands, Ceuta and Melilla): 10% VAT not included. For other companies, this operation is not subject to Spanish VAT. For European Union companies, the exhibitor will be responsible for any VAT due in their country of establishment.*

3.- ONCE CONFIRMATION OF YOUR PARTICIPATION IS RECEIVED ALONG WITH THE CORRESPONDING STATEMENT OF ACCOUNT, **YOU WILL** BE ABLE TO ACCESS THE **EXHIBITORS AREA** on [www.ifema.es/fruitattraction](http://www.ifema.es/fruitattraction) AND UPDATE YOUR CONTACT DETAILS FOR THE CATALOGUE SHEET

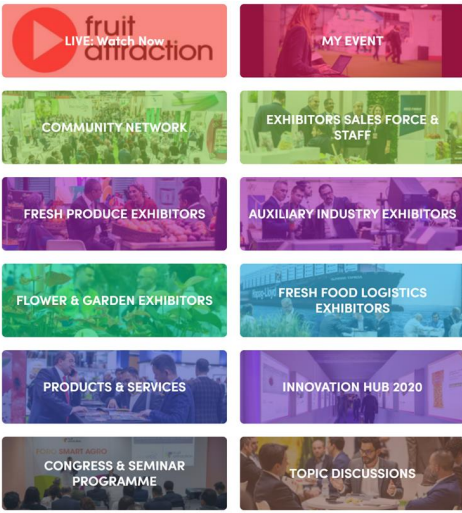
4.- YOU WILL RECEIVE A CONFIRMATION EMAIL AND DIRECT ACCESS TO THE PLATFORM FOR THE EMAIL ADDRESS YOU HAVE INCLUDED AS A CONTACT FOR THE CATALOGUE IN THE EXHIBITORS AREA

5.- ENTER INFORMATION ON PRODUCTS, BRANDS, VIDEO-DEMOS, etc. BEFORE 25 SEPT

6.- REGISTER YOUR TEAM MEMBERS (EXHIBITOR SALES FORCE & STAFF)

6.- PLATFORM OPENS FOR MATCHING AND ALL FUNCTIONALITIES FROM 1 OCT

7.- SEARCH CLIENTS, ATTEND TO REQUESTS, CONTACTS, NETWORKING, SESSIONS, OPPORTUNITIES etc.



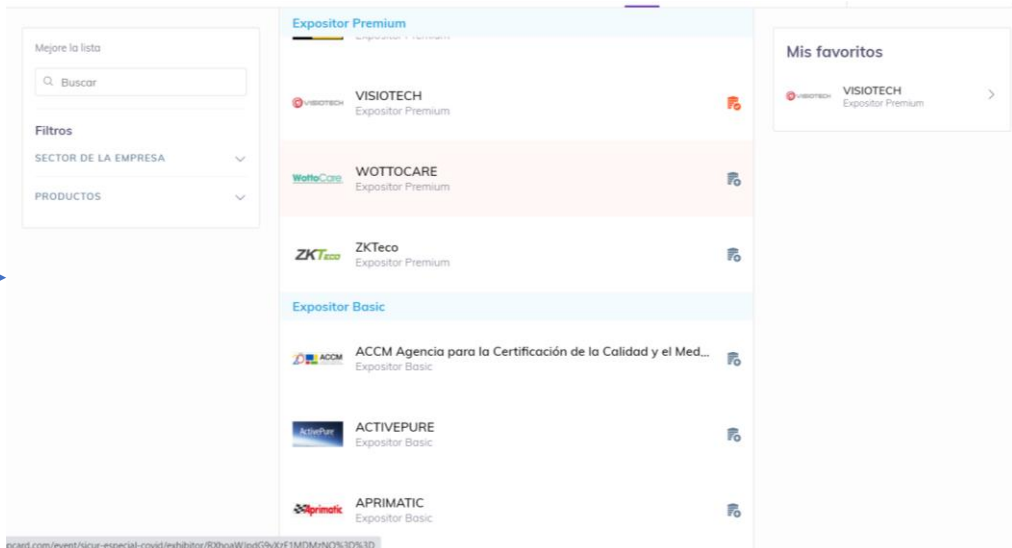
**PARTICIPATION OPTIONS**

**BASIC: €3,000 + VAT**

- . Register as a participating exhibitor
- . Registration of 3 people in the community (Exhibitor Sales Force & Staff) with all functionalities
- . 100 Invitations for customers or participants in the Community Network
- . Access to all the functionalities of Fruit Attraction LIVEConnect

**PREMIUM: €7,000 + VAT**

- . Register as a participating exhibitor in "**\*Preferential View**" mode
- . Unlimited registration of people in the community (Exhibitor Sales Force & Staff) with all functionalities
- . Unlimited invitations for clients or participants in the Community Network
- . Access to all the functionalities of Fruit Attraction LIVEConnect



**\* Preferential View**

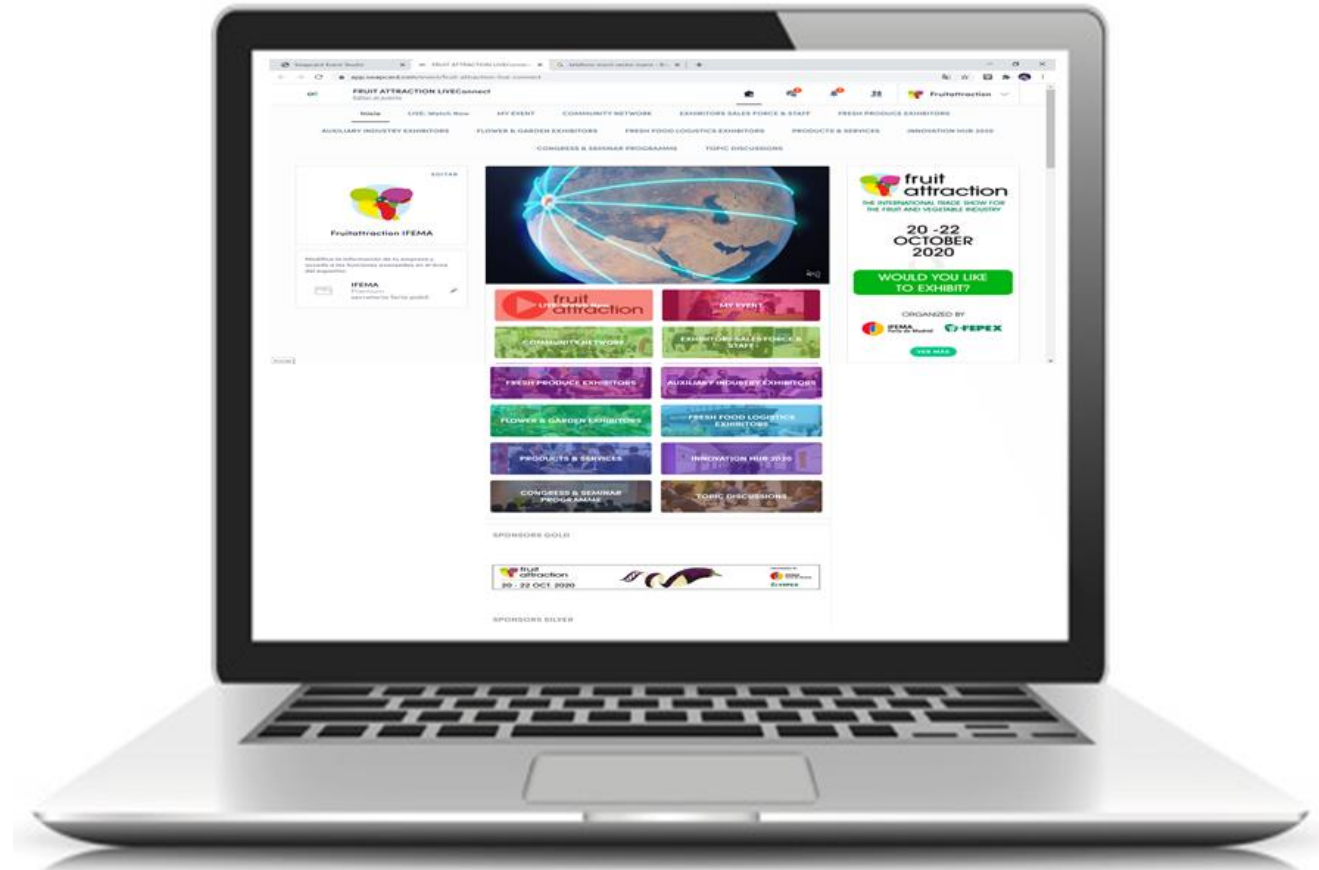
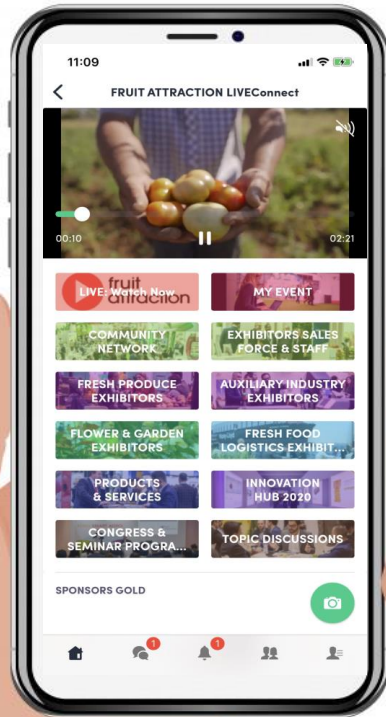
In the results for all the lists of participating exhibitors, searches for products, brands, companies, etc., Premium exhibitors are displayed first. Preferential positioning.

Registration and participation in Fruit Attraction LIVEConnect 2020 will imply the maintenance of all **acquired rights for the purposes of seniority** for subsequent editions.

Loyalty and Impulse Programme: participation in Fruit Attraction LIVEConnect 2020 implies an **automatic bonus/discount of €1,000 net** for the applicant's participation in Fruit Attraction 2021.



## FRUIT ATTRACTION LIVEConnect IS A RESPONSIVE PLATFORM ACCESSIBLE VIA APP AND WEB WHERE YOU ARE AND WHEN YOU WANT



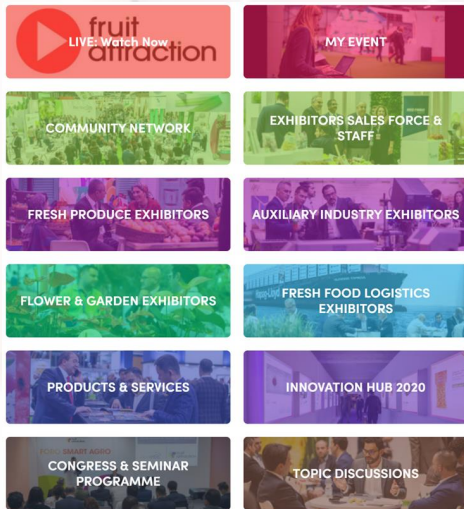
## BRAND AWARENESS ELEMENTS ( BRAND VISIBILITY AND IMPACT)

All additional Brand Awareness elements must be requested at the time of registering on Fruit Attraction LIVEConnect via the Participation Request Form available on [www.ifema.es/fruitattraction](http://www.ifema.es/fruitattraction) or by sending an email to [fruitattraction@ifema.es](mailto:fruitattraction@ifema.es) .

Brand awareness elements will be assigned in strict order of receipt of the request and proof of payment.

### LIST OF Brand awareness ELEMENTS

- ✓ Welcome ad display
- ✓ Gold Sponsor
- ✓ Silver Sponsor
- ✓ Conference and session sponsorship
- ✓ Sponsored email



Digital Advertising

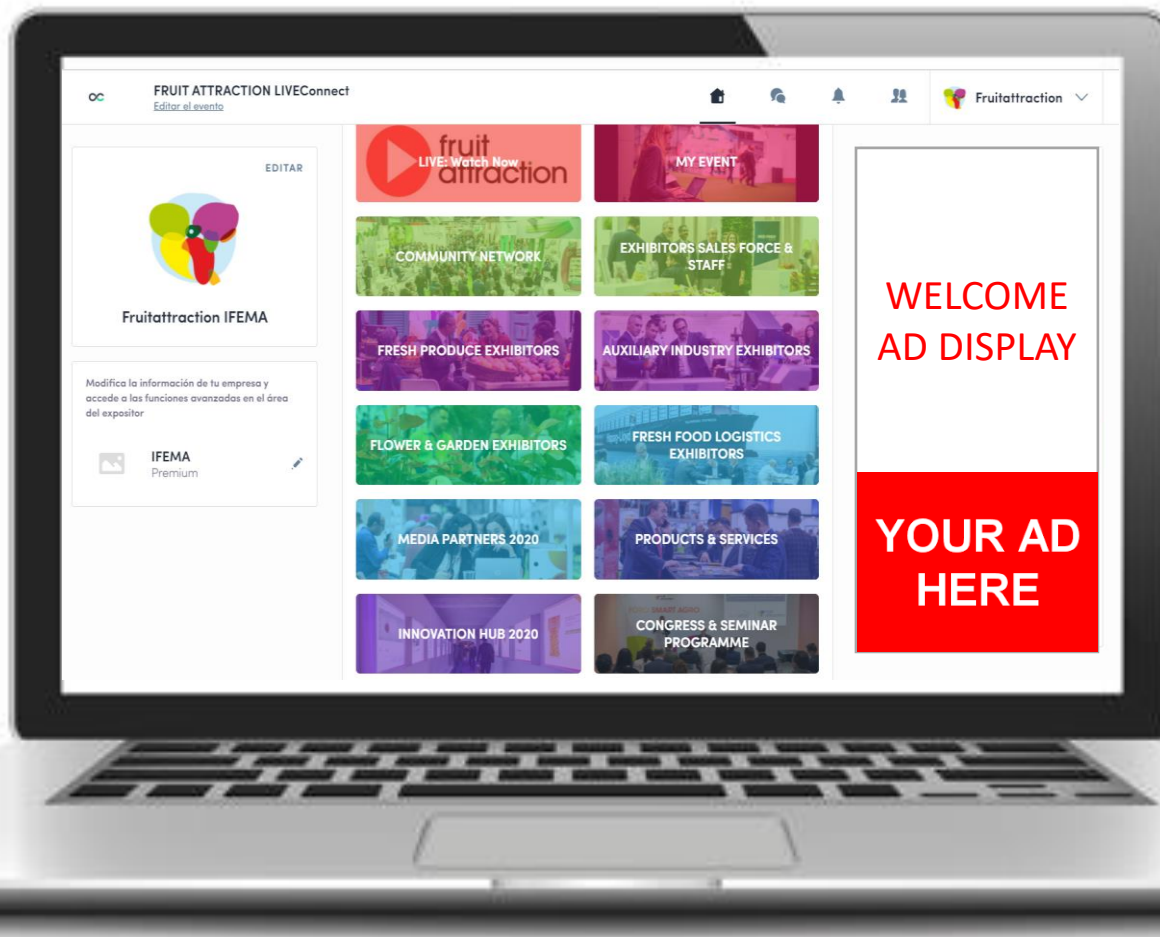


## BRAND AWARENESS ELEMENTS ( BRAND VISIBILITY AND IMPACT)

### WELCOME AD DISPLAY

Web: Vertical welcome banner on the platform's home/front page.

App: Flash Banner before entering the main menu



Exclusive for the first 5 companies that request the reservation of the support (per week).  
Rotating appearance

Weekly rate: €2,500

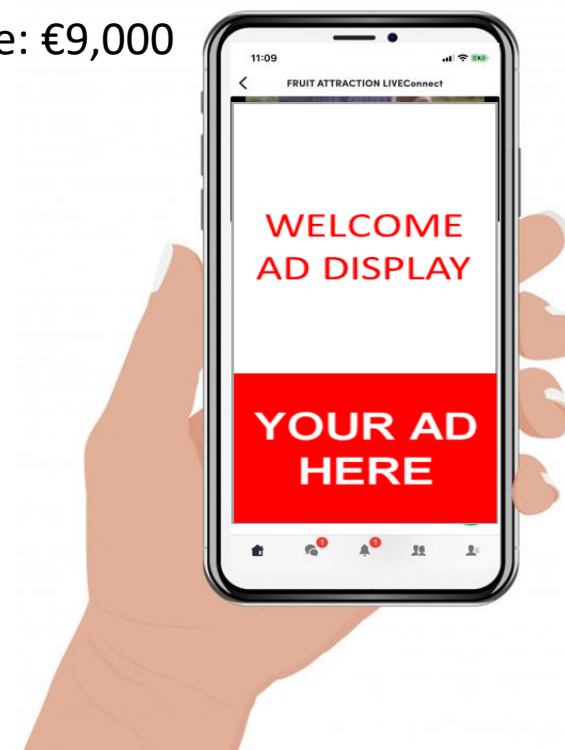
Total monthly rate: €9,000

*VAT not included*

**Format:**

Size: 1080 x 1920

PNG or JPEG





## BRAND AWARENESS ELEMENTS ( BRAND VISIBILITY AND IMPACT)

### **GOLD SPONSOR**

Horizontal banner (link to the company file)

1080 x 360 pixels, less than 300 kb

Permanent and preferential viewing on the platform's home page

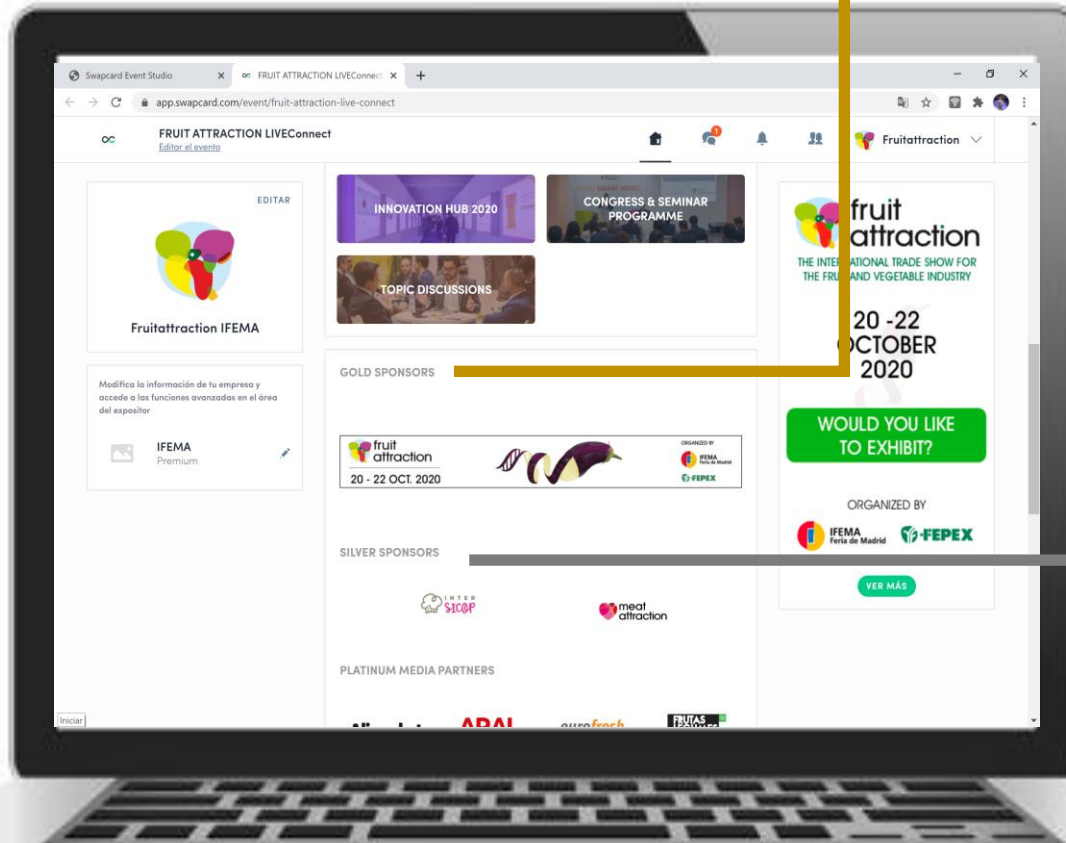
€10,000 for the whole month of October *VAT not included*  
(BRAND REPUTATION ASSOCIATED WITH FRUIT ATTRACTION)

### **SILVER SPONSOR**

Company logo

Permanent and preferential viewing on the platform's home page

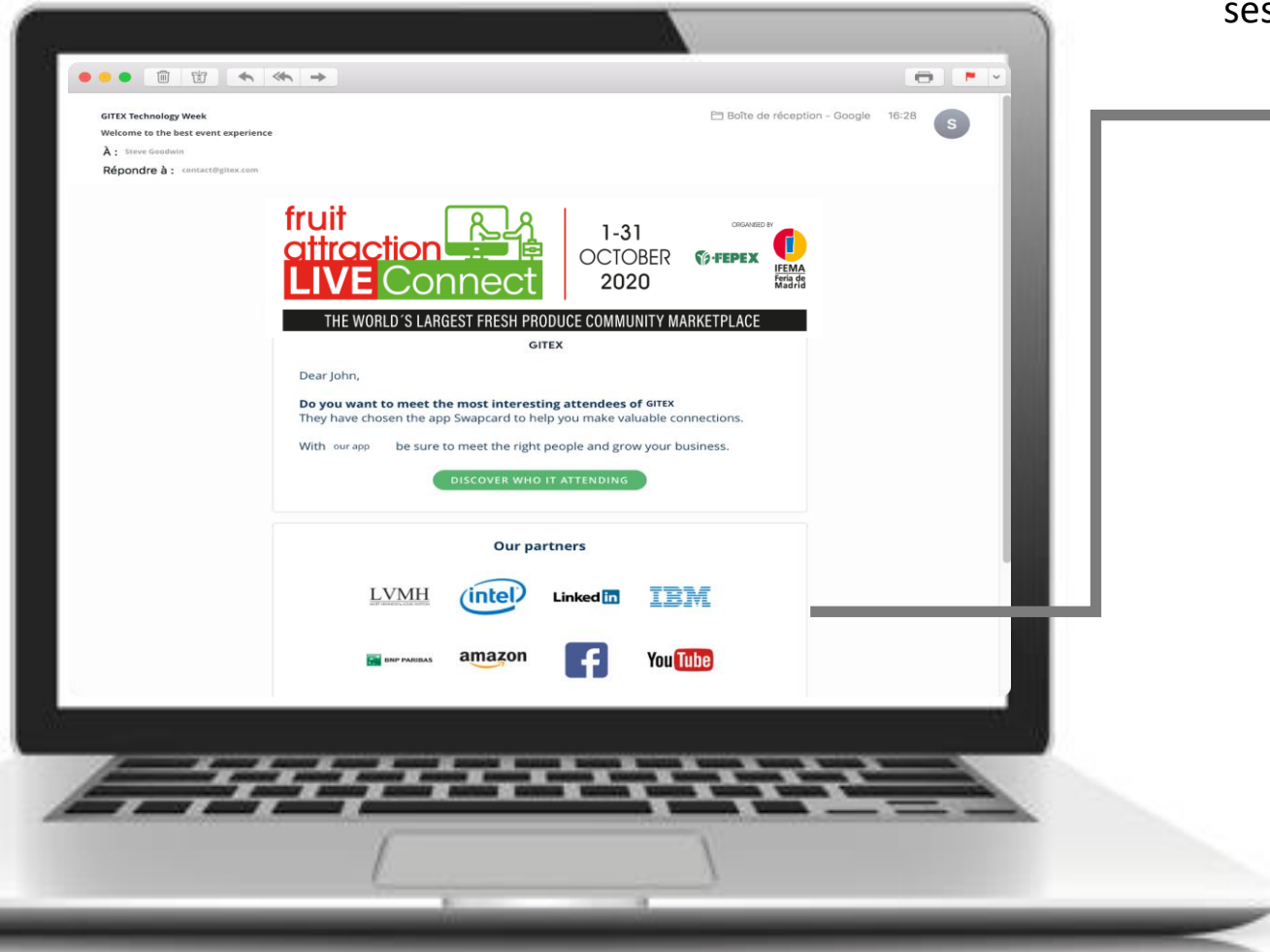
€6,000 for the whole month of October *VAT not included*  
(BRAND REPUTATION ASSOCIATED WITH FRUIT ATTRACTION)



## BRAND AWARENESS ELEMENTS ( BRAND VISIBILITY AND IMPACT)

### **SPONSORED EMAIL**

Every day, from 1 to 31 October, an informative email will be sent to the entire FRUIT ATTRACTION LIVEConnect COMMUNITY, about events, sessions, notifications, relevant information, etc.



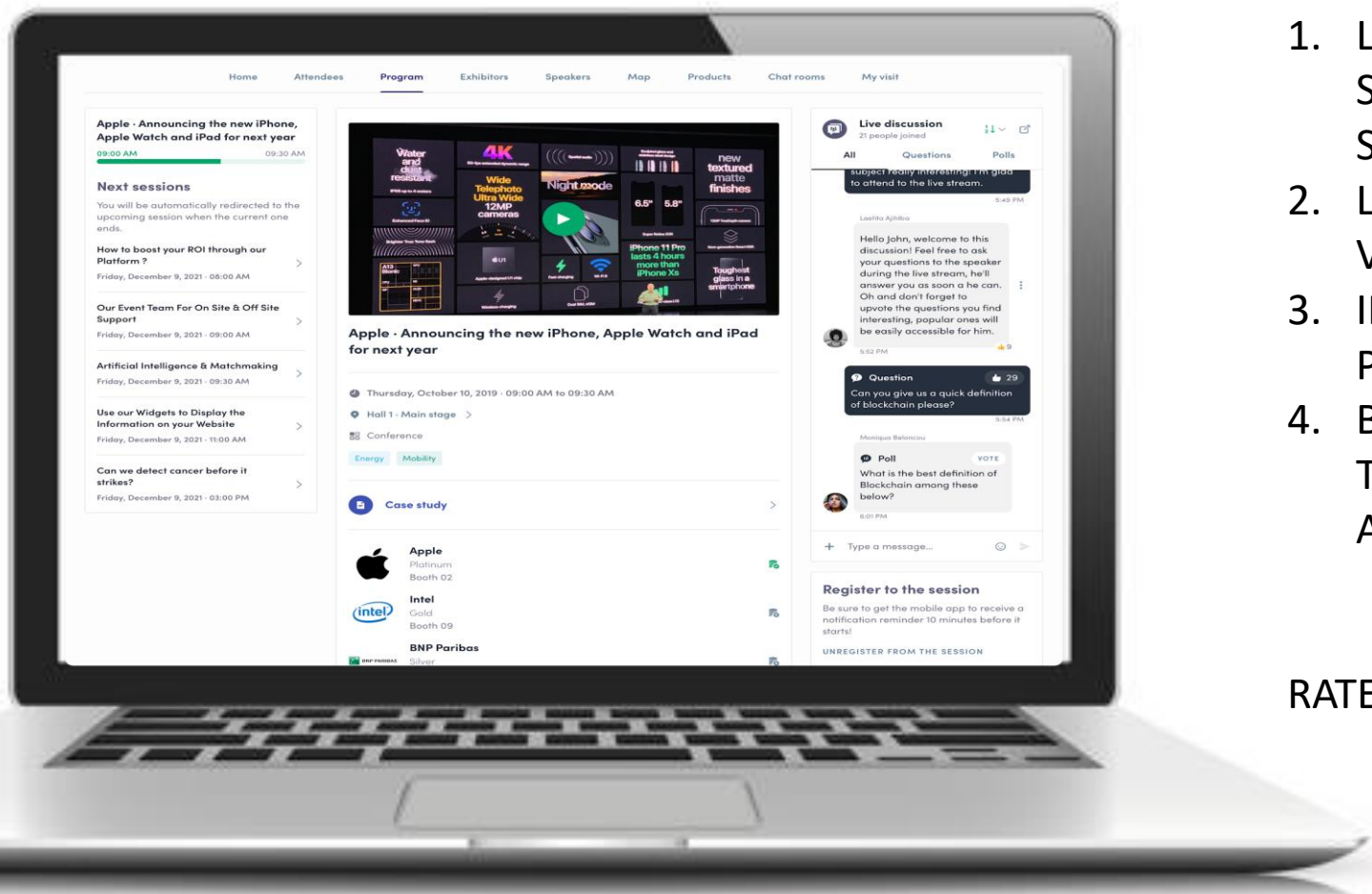
Include your company or product logo  
(link to website or company file on platform)  
5 weekly emails  
Maximum 10 companies  
RATE: €2,000 / WEEK *VAT not included*



## BRAND AWARENESS ELEMENTS ( BRAND VISIBILITY AND IMPACT)

### SESSION SPONSORSHIP

Check out the programme of Technical Seminars, Congresses and Official Forums for Fruit Attraction LIVEConnect and choose the session you wish to SPONSOR. Exclusivity per session. By strict order of request.



1. LOGO ON ALL COMMUNICATIONS AS A SPONSOR BEFORE AND DURING THE SESSION.
2. LOGO ON THE HOME AND WELCOME VIDEO-WALL
3. INTERACTION WITH REGISTERED PARTICIPANTS/ATTENDEES
4. BROADCAST OF VIDEO-PRESENTATION AT THE BREAK (DURING THE SESSION) FOR ALL ATTENDEES

**RATE: €2,000** *VAT not included*

## BRAND AWARENESS ELEMENTS ( BRAND VISIBILITY AND IMPACT)

### "WORLD FRESH FORUM" SPONSORSHIP

From 5 to 9 October, the **World Fresh Forum** will be held on the Platform, in collaboration with ICEX.

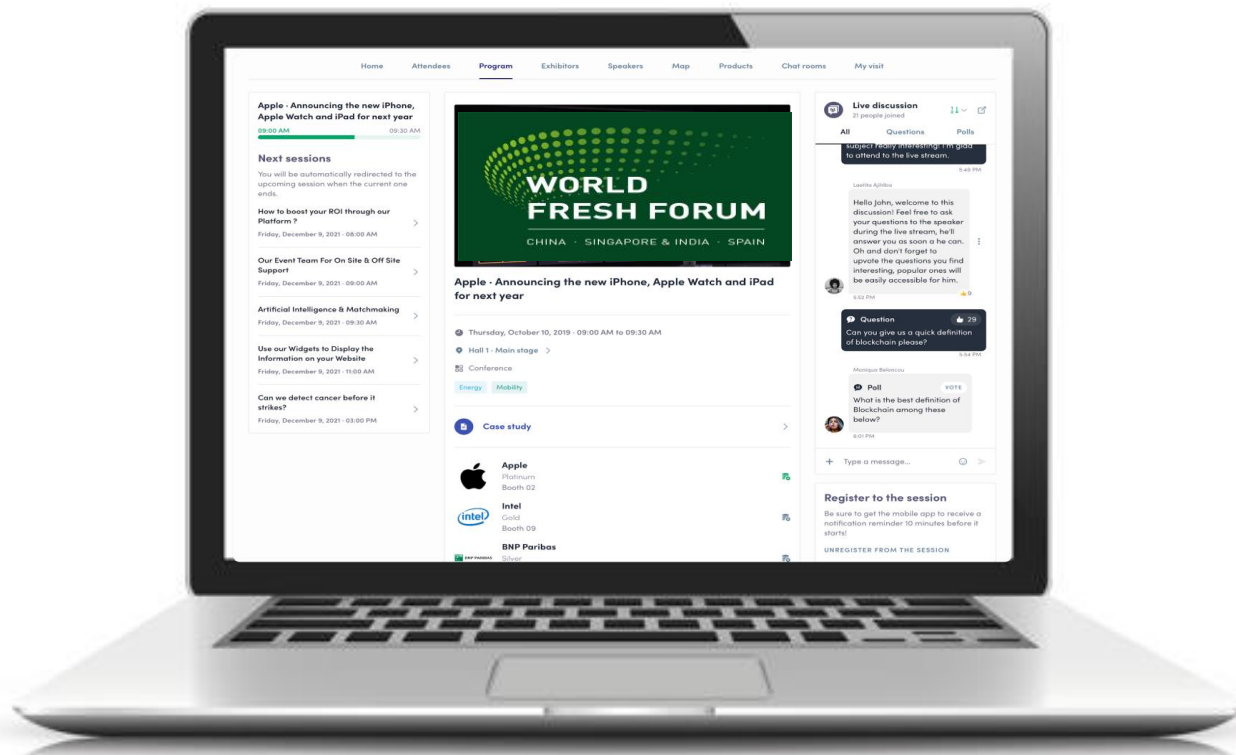
Monographic conferences in which the business opportunities and commercial challenges that exist in the 5 strategic markets invited to this fair will be presented: India, China, Japan, USA and UAE, with strategic buyers from the respective markets and with great networking opportunities.

Maximum 5 Sponsors. By strict order of request.

1. LOGO ON ALL COMMUNICATIONS AS A SPONSOR BEFORE AND DURING THE SESSION.
2. LOGO ON THE HOME AND WELCOME VIDEO-WALL
3. INTERACTION WITH REGISTERED PARTICIPANTS/ATTENDEES
4. BROADCAST OF VIDEO-PRESENTATION AT THE BREAK (DURING THE SESSION) FOR ALL ATTENDEES

**RATE: €12,000 ALL 5 SESSIONS (5-9 OCT)**

*VAT not included*



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CONNECTING THE WORLD'S FRESH PRODUCE COMMUNITY

INFORMATION ON [www.fruitattraction.com](http://www.fruitattraction.com)  
AND SIGN UP FOR THE WEBINARS ON HOW TO  
GET THE MOST OUT OF FRUIT ATTRACTION LIVEConnect





WE ARE HERE TO HELP MAKE IT REALLY EASY: [fruitattraction@ifema.es](mailto:fruitattraction@ifema.es)

TECHNOLOGICAL SUPPORT POWERED BY

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Get Meaningful Encounters



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	Auxiliary Industry Area and Flower&Garden Attraction Lourdes Sierra	(+34) 91 722 51 65 (+34) 669 35 78 90 <a href="mailto:lourdes.sierra@ifema.es">lourdes.sierra@ifema.es</a>
	Fresh Food Logistics: Marta Hernández.	(+34) 91 722 57 70 (+34) 627 37 02 26 <a href="mailto:martah@ifema.es">martah@ifema.es</a>
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<b>Activities and conferences</b>	Candelas Acedos	(+34) 91 722 5343 (+34) 667 801623 <a href="mailto:candelas@ifema.es">candelas@ifema.es</a>