



International Trade Show for the Fruit and Vegetable Industry

Exhibitor's Guide
Pack mrktg + LC



**04-06
Oct
2022**

Exhibition Centre
ifema.es

LIVE  Connect

Coinciding with



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1. Marketing and communications pack + live connect registration

As an exhibitor or co-exhibitor at Fruit Attraction or Fresh Food Logistics, **it is mandatory to contract the trade fair's marketing and communications package** which includes registration on FRUIT ATTRACTION LIVE Connect to use during the preparation and celebration phases of the event (Marketing and Communication Pack + LIVE Connect Registration).

RATES:

- **Marketing and Communications Pack + LIVE Connect Registration** **€500* (+ VAT if applicable)**
- **Additional Marketing and Communication Pack insertion rate (Wi-Fi + LIVE Connect Registration)** **€500* (+ VAT if applicable)**

It is compulsory to contract a Marketing and Communications Pack + LIVE Connect for each co-exhibitor you register for your stand.

DESCRIPTION:

The marketing and communications pack + LIVE Connect Registration (*) includes the following functionalities and services:

- **LIVE Connect (see details below):**
 - **Registration of your company information in the official online interactive list of exhibitors** accessible via the **LIVE Connect platform** and at ifema.es/fruit-attraction
 - Access to LIVE Connect for 1 user.
 - List up to 5 products/services associated with the company.

- VISIBILITY, BRANDING AND LOCATION PROMOTION AT THE TRADE FAIR:

- **Plans in pavilions** in different formats: hall map with list of exhibitors and stand numbers and stand locations in the area.
- **Opportunity to publish news and updates**, or promote presentations or events at the trade fair **in the Fruit Attraction Fresh News newsletter** which contains the latest trade fair news and is distributed online to our database of professionals.

- OTHER SERVICES:

- **Premium Wi-Fi connection** for 3 users for the duration of the event for stand holders (to benefit from this connection, the devices in use must be compatible with 5 GHz band). You will get 3 passwords, enabled until the last day of breakdown which will be sent to the stand holder by e-mail 48 hours prior to the opening of the show. It also includes technical support should the need arise.
- **Exhibitor passes** - number allocated according to stand size.
- **Electronic invitations** for your customers, leads or business contacts.

(*) IVA/VAT NOT INCLUDED. For companies established in the Spanish territory (excluding Canaries, Ceuta, and Melilla): 10% IVA/VAT not included. For the rest of companies this operation is not subject to Spanish IVA/VAT. For European Union companies, the exhibitor will be responsible for paying the applicable IVA/VAT in the country of incorporation.

2. What is LIVE Connect?

[Fruit Attraction 2022](#) will take place on site at IFEMA MADRID, from October 4 to 6, but throughout the year, the fruit and vegetable sector's professional community will remain active and connected online through LIVE Connect - **an innovative technological platform for professional networking**, with different functionalities that will allow you to get the most out of your participation at the event.

Fruit Attraction LIVE Connect is the permanent platform for professional meetings, lead acquisition, networking, agenda management, collaboration, co-creation, discussions, knowledge sharing, specialization and updates all year round. The Fruit Attraction community represented on the platform makes it the leading global hub for content and targeted audiences to boost the sector.

Fruit Attraction LIVE Connect is available 365 days a year for all those companies that belong to the sectors and areas of reference at Fruit Attraction.

By registering for LIVE Connect, the visibility and digital networking platform of the entire professional community, you benefit from branding functionalities, networking, and professional visibility with the entire industry community, contact with or issue meeting requests to the participants, which will help you prepare and improve your return on investment at the fair.

The Fruit Attraction LIVE Connect platform brings together content from sectors related to [Fruit Attraction](#) and [Fresh Food Logistics](#).

WHAT ADVANTAGES DOES LIVE Connect OFFER Fruit Attraction participants?

- A platform to generate and share information and build brand awareness in the sector.
- **Source of sectoral resources** and on-demand knowledge.
- **Opportunity to connect globally** extends beyond the visitors to the stand during the show dates.
- **New model of relationship and constant contact** between customers and suppliers around the world.
- **Matchmaking, networking** and appointment management functionalities between buyer and supplier optimizes participation at the face-to-face event.
- Grouping and collation of content and contacts under a single digital ecosystem.
- **Deseasonalization and broader constant contact** with business contacts.
- Optimization of **return on investment**.
- It reinforces the **capacity and expectations** of the event.

2.1. LIVE Connect: PARTICIPATION FEES (*)

- Exhibitor registration on LIVE Connect: €500 + VAT (for in-person exhibitors, included in the marketing and communication pack).
- Registration and Standard Subscription: €2,500 + VAT.
- Registration and Prime subscription: €4,500 + VAT.
- Additional user: €300 + VAT.

(*) see details in participation modalities.

2.2. LIVE Connect: MODALITIES OF PARTICIPATION

- As an in-person exhibitor **it is mandatory to contract the trade fair's basic communication and marketing package** which includes registration on FRUIT ATTRACTION LIVE Connect for use during the preparation and celebration phases of the event (Marketing and Communication Pack + LIVE Connect Registration).
- Companies in the sector that do not wish to hire a stand at the event, but want to benefit from the visibility, networking, and knowledge platform, **can participate as online exhibitors through [Fruit Attraction LIVE Connect](#)**.
- Exhibitors with a stand and their co-exhibitors may also **contract subscriptions**.

Registration on LIVE Connect as an exhibitor (in-person) or co-exhibitor includes the following basic functionalities:

- **Registration** of your company information in the official **online interactive list of exhibitors** accessible via the **LIVE Connect platform** and at **ifema.es/fruit-attraction**.
- **The profile of each exhibitor includes:**
 - Contact details, video or image, logo, general information of the company, activity, products, documents and links, exhibitor press releases and stand number at the trade fair.
- Participants in LIVE Connect can carry out **advanced and alphanumeric searches, receive recommendations from staff** of exhibitors that may interest them according to their profile, mark companies as favorites, chat or request an appointment by videoconference or in-person at the trade fair.
- **Access to LIVE Connect for 1 user**, a member of the exhibiting company, to complete the profile of your company and your personal profile. This user will receive the chats, contact requests and appointment requests made to his profile or that of his company, but will not have access to the data of the participants in the LIVE Connect community (Community Network). To do this, you must additionally purchase a subscription to LIVE Connect.
- Possibility of **including 5 of the company's products**.

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Standard LIVE Connect subscription (annual):

Includes:

- Visibility of the company, team, and products profiles for the duration of the contract.
- Ability to include an unlimited number of products.
- Access for 3 members of the exhibitions team with all networking functionalities, including Community Network (access to participants' profiles in LIVE Connect with the possibility to carry out advanced searches and receive suggestions, chat, request contact and organize meetings).
- List 2 sessions, conferences, or product demonstrations.
- List up to 2 products in the Innovation hub.
- Pass reader and business card scanning systems.

Prime LIVE Connect subscription (annual):

The PRIME subscription incorporates the following functionalities as well as those listed in the standard subscription:

- Priority listing.
- Access for an unlimited number of exhibitor team members.
- List up to 10 sessions/conferences or product demonstrations.

Additional user:

It is possible to register additional users and exhibitor team members in any of the subscription's packages (already included in the Prime subscription package). See rates in point 2.1.

WANT TO EXHIBIT

CONTACT

2.3 VISIBILITY AND ADDITIONAL BRANDING

AD TYPE	PRICE	DURATION	MAXIMUM CONTRACTS
Welcome ad display September 2022	€9,000*	1 Month	5
Welcome ad display – October 2022	€9,000*	1 Month	5
Welcome ad display – rest of the year	€1,200*	1 Month	5
Gold sponsor – September 2022	€10,000*	1 Month	5
Gold sponsor – October 2022	€10,000*	1 Month	5
Gold sponsor – rest of the year	€1,500*	1 Month	5
Sponsored daily e-mail September	€8,000*	1 Daily submission	6
Exclusive emails to the LIVE Connect database – Months of September and October	€4,000*	1 Sending	Send 1 email weekly
Exclusive email LIVE Community – rest of the year	€1,000*	1 Sending	Send 1 email monthly

- • **Welcome ad display:**
 - **Web:** Vertical welcome banner on the home/front page of the platform.

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- **App:** Flash Banner that appears in full screen after image of the event at the beginning of the session in the application, with a duration of approx. 5" before entering the main menu.
- **Size:** 1080 x 1920 - PNG or JPEG and maximum weight of 1 MB.

- **Gold Sponsor:**

- Horizontal banner with link to the company listing/external url.
- 1080 x 360 pixels, less than 300 kB.
- Continuous and priority visual presence on the platform homepage.

- **Daily email sponsored during the month of September:**

- A daily information email will be sent to the entire FRUIT ATTRACTION LIVE Connect COMMUNITY; about events, notifications, relevant information, etc.
- Include your company or product logo with link to company listing or other external url.

- **Email marketing:**

- Exclusive email to the Fruit Attraction LIVE Connect database with personalized content defined by the contracting company.

For more information about this service, you can contact Esther Morales (emorales@ifema.es)



3. Prepare your participation on LIVE Connect

3.1 COMPANY REGISTRATION AND ACCESS TO LIVE CONNECT (SIGN-IN ON THE PLATFORM)

Once you have received confirmation of your participation and made the corresponding payment, we will register the person responsible for the contents in LIVE Connect. This person will be the one receiving the sign-in to the platform.

From that moment, their profile will be published on the platform, linked to their company.

We will request confirmation of the person responsible for updating, generating content, publish news and register products in the platform. This person will answer messages and contact/meeting requests from participants in the professional community and future visitors to the fair who want to prepare their appointments in advance.

Access to LIVE Connect is personal and non-transferable and the email used for company registration cannot be modified either from the [Exhibitor's Area](#) or on the platform (except for justified cause and on request by sending an email to fruitattraction@ifema.es). It is therefore recommended that the email address used for LIVE Connect is one used by a commercial manager.

3.2. FIRST ACCESS TO THE TOOL

Log in to LIVE Connect from the **link in your e-mail**. Remember to use an updated browser (not Microsoft Explorer). You will need to enter a password.

You can now see the main buttons on the platform. Please note that some functionalities (exhibitor list, sessions, etc.) may not be active yet.

Check that you have **2 profiles**:

- An employee profile, with contact details, position, interests, etc.
- A company profile, accessed from the "exhibitor's area" with the company details, contact details etc.
- Now you can access the platform with your email and password from **ifema.es/fruit-attraction** and from the welcome email. If you download the app, you can have the platform available on your mobile, which is highly recommended during the live event.

3.3. EDITING THE COMPANY LISTING AND PERSONAL PROFILES

All members of the exhibitor's team will be able to enter the "exhibitor area" drop-down of the platform and edit their company's profile. **In addition to general information about the company, they can add a video and a header background, ads, products, brands, video-demos and documents such as brochures, certifications, etc. It is very easy-to-use, but if you have any questions, we are happy to help you.**

Fill out your personal profile and make it visible so that community participants can connect with you, suggest a meeting time, or chat with you. Using a profile picture is encouraged.

Remember that the more company data you provide and the more products, content, and images you upload, the more possibilities you will have to make contacts.

3.4. ADD PRODUCTS

In LIVE Connect you can search by company, people, and products. **Include the name, further information, and images of your products to ensure artificial intelligence suggests them to other participants.** You can add products from the exhibitor area on the platform.

3.5. REGISTER TEAM MEMBERS FOR COMPANIES

Companies with a standard LIVE Connect subscription will be able to register 2 other members of their team, or as many as they want if they contract a Prime subscription.

To register as the company's EXHIBITORS SALES FORCE & STAFF, all additional team members must register **through the EXHIBITOR REGISTRATION**. You will receive a link to access registration with confirmation of the subscription. Once registered, indicating the company to which they belong, we will take care of linking them with the main company and **each member of the team will receive their own access/sign-in to the platform.**

3.6. NETWORKING

Fruit Attraction LIVE Connect will allow you to enrich and develop your sales team's network of professional contacts by qualifying leads from all over the world.

CONTACT OR MEETING REQUESTS FROM PARTICIPANTS IN THE LIVE CONNECT COMMUNITY

LIVE Connect gives you the opportunity **to search for contacts among participants**. You can use country, activity, job title, products of interest, etc. as filters for your searches. In addition, **artificial intelligence will suggest contacts to you based on your profile and previous searches**. Once the leads are located, you can chat with them, request contact (sharing email and phone details if the request is accepted) or invite them to a meeting at the fair or by videoconference. Be proactive and take advantage of this opportunity of getting a good contact list.

ACCEPT CONTACT OR MEETING REQUESTS

In LIVE Connect as an exhibitor **you can receive messages, meeting requests at the trade fair or by video call and contact requests**. They can be addressed to the company in general or to a particular team member. In this way, your entire team will be able to schedule your appointment agenda at the trade fair well in advance.

FIND OTHER EXHIBITING COMPANIES YOU CAN DO BUSINESS WITH

You may find interesting partners, distributors, or suppliers who you will be able to chat with, and request to connect with or meet.

BE SURE TO RESEARCH THE PRODUCTS AND SERVICES AND NEWS AT FRUIT ATTRACTION

Invite non-commercial colleagues from your company (purchasing, research, production, human resources, etc.) and advise them to also register with LIVE Connect as participants. They can attend the sessions and find contacts of interest, such as suppliers or specialists.

3.7. ATTEND STREAMING SESSIONS AND CONFERENCES FROM LIVE CONNECT

Participants in LIVE Connect will be able to attend **countless sessions, demonstrations, conferences, congresses, debates according to market themes and product categories.** You can schedule the sessions that interest you, both online and face-to-face at the trade fair. They will be saved in your calendar so that you do not miss the content that interests you.

3.8. ORGANIZE SESSIONS, CONFERENCES, DEMOS, PRODUCT PRESENTATION

If you have contracted a subscription, in LIVE Connect you can **organize sessions or presentations of products and services (maximum 2 with the standard subscription and 10 if you contract prime), promote your own live cookery demo/showcookings, propose discussion forums, etc.** Choose the topic, the speakers, if the session will be live or in pre-recorded format and propose the day and time. Fill in the form you will receive with the confirmation of the subscription, and we will contact you to manage it. Once confirmed we will upload it to the platform, and it will be accessible to the entire LIVE Connect Community.

3.9. DOWNLOAD THE APP

Download the app (IOs and Android) and enjoy all the features on your mobile, wherever and whenever you want. **This is especially recommended during the days the trade fair is celebrated.** You will receive notifications, and have access to your updated schedule with your contacts, meetings, conferences, etc.

3.10. PASS READING AND BUSINESS CARD DATA CAPTURE

Additionally, if you have a LIVE Connect subscription, the mobile app will be used **to scan the passes and business cards of visitors to your stand,** and you can download them along with the rest of your contacts.



Feel the inspiration.

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