

Organizer



# SPONSORSHIP PACKAGES 2018

THE ANNUAL MEETING FOR LEADING PLAYERS  
OF FRUITS, VEGETABLES AND FLOWERS BRANCH

[FRESHMARKET.EU](http://FRESHMARKET.EU)





## XI EDITION OF FRESH MARKET!

Fresh Market Conference and B2B meetings attracts annually over 350 business representatives. Market players from different countries from producers and importers to distributors of fresh fruits, vegetables and flowers will be here. The event begins with a welcoming greeting and a presentation of the Sponsors. Business meetings with buyers from retail chains are

ongoing all day. Discussion panels are practical knowledge in a nutshell, the most up-to-date issues will be raised. During the Conference we offer breakfast, lunch, all day coffee break and Coctail Dinner Party.

Retail chains  
 Importers  
 Distributors / Wholesalers  
 Manufacturers  
 Service providers  
 Organizations / Associations  
 Advertising Agencies  
 Media / Press

**350+**  
 DELEGATES

**230+**  
 COMPANIES

**16+**  
 COUNTRIES

**20+**  
 RETAIL CHAINS

\*data from 2017



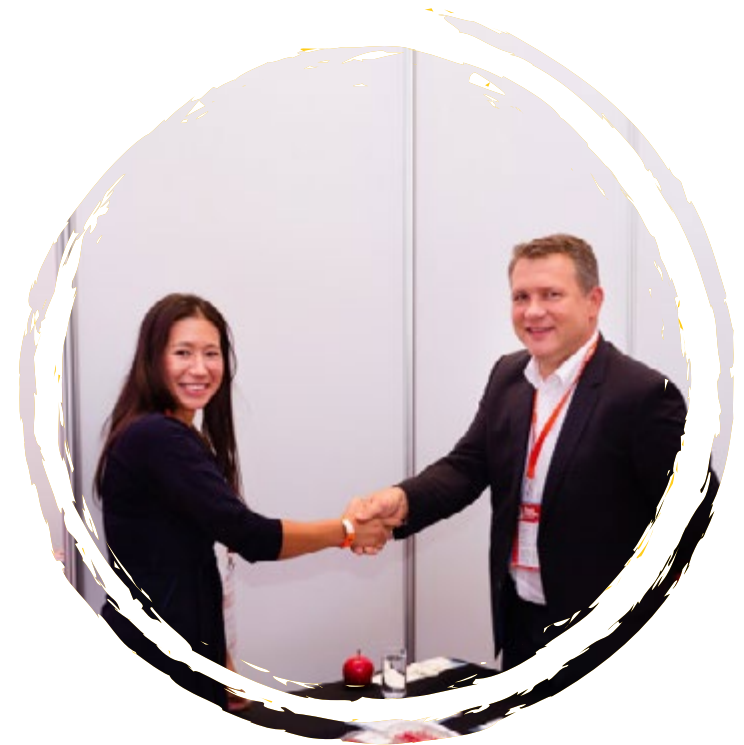
Report of Fresh  
FRESH MARKET  
2017 participants

## INTRODUCE YOUR PRODUCT TO THE POLISH MARKET IN ONE DAY!

*„Personally for my company it was a great success. I did not expect buyers from the chains to be interested in the Goji fruit, so rare available in Europe. A lot of orders have been placed on fresh Goji from Auchan, Carrefour, Kaufland and Stokrotka. (...) Super event so many meetings in one place. I learned a lot from other suppliers in this industry. Super promotion for my goods.”*

I recommend this event!

*Elwira Maciejec / DILBAR  
producer of fresh Goji fruit from Moldova*



Report of Fresh  
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## MEET SALES LEADERS - PROMOTE YOUR SERVICES!

*„Fresh Market Conference has been a really unique opportunity to get in touch with the most valuable players in the Polish market dealing with the fresh produce. – stated Dr. Persico, Marketing Director of CARTON PACK - Both the variety of subjects of topical interest planned for the Conference and the participation of all main buyers representing the biggest Mass Market Retailers in Poland, have been key factors for success and a strong incitement for most of visitors.*

*10th Edition of Fresh Market Conference has been definitely rich of ferments and interesting opportunities to achieve the development of Carton Pack's relationships in the Polish market: a stimulant experience to be repeated!”*

CARTON PACK stand has been visited by several trading companies as well as by growers and packers: this was a **great opportunity for start developing new valuable relationships for the future.**

CARTON PACK presented a wide range of featured packaging solutions for fruit and vegetables industry and was **awarded for its CartonPET innovative product.**

*Dr. Massimiliano Persico  
Marketing Director of CARTON PACK*



## FRESH MARKET

is the biggest event in the fruits, vegetables and flowers branch in Central and Eastern Europe. We estimate that the conference gathers **more than 65% of the market of fresh fruits, vegetables and flowers in Poland**, both on the demand side: **more than 20 retail chains** from Poland, Belarus, Ukraine, Russia, Lithuania and the Czech Republic as well as the supply: **more than 230 of the largest fruit and vegetable companies in Poland and 16 other countries.**

It provides first-hand and **up-to date information** on Discussion Panels from Authorities and Expert speakers in order to make it easier for you to **succeed in the rapidly changing market** of fruits, vegetables and flowers.

Fresh Market Conference creates **personal and business opportunities**, providing you with **high quality contacts and professional content.**





## SHOW YOUR NEW PRODUCT

Global promotion of the newest Sponsor's product on the Polish market is a specialty of the Conference Fresh Market. The event became a breakthrough in the sale of new, previously unknown products among others:



2011

**Fresh Market Award - Product of the Year** and the reader's award has been earned by Tomato variety Tomimaru Muchoo applied to contest by Monsanto company. Since 2011, **raspberry tomatoes** have been available in all retail chains in Poland. The Conference was a turning point.

### How do we do it?

During one day and in one place we present Your product at the contest Fresh Market Award - Product of the Year - do not forget to submit it - as **Sponsor you always have No 1 on the voting list!**

The product is presented to:

- ◆ **Conference Participants** - about 350 representatives of the fresh fruit, vegetables and flowers industry, the most energetic domestic distributors, importers and exporters
- ◆ **Retail chains' Buyers** during your individual meetings at their stands
- ◆ **Media** - invited by the Organizer branch magazines' and web portals' journalists will describe the winning product in the press.
- ◆ **Readers of the fresh-market.pl web site**

**Title Fresh Market Award - Product of the Year 2014** gained by Soreli Kiwifruit produced by Frutti Felici. **Yellow kiwi** still enjoy the palates of Poles.



2014



2015

**The Title Fresh Market Award has been won by the Paprika Palermo** presented by company Rick Zwaan. At present, the variety is present in the commercial offer of the most retail chains.

## PRESENT YOUR SERVICES

An ideal place to promote innovative packaging solutions for fresh produce is the Fresh Market Conference.

### Why?

- ◆ You will show your solution to retail chains buyers - principal decision makers in choosing what kind of packaging is used for ordered fruits and vegetables. You could invite retailer's to see your product on your **exhibition stand**.
- ◆ You will present the value of your packaging to other Conference participants - more than 350 professional manufacturers, importers, exporters and domestic distributors of fruits, vegetables and flowers. This is **your customer target group**.
- ◆ Featured solutions are **widely presented in the media** by the editors of branch magazines' and web portals' invited to the Conference.



## CHAINS PRESENT AT THE FRESH MARKET CONFERENCE



Polska Grupa Supermarketów



SPS Handel





# SPONSORSHIP PACKAGES

	GENERAL SPONSOR	BUSINESS MEETING SPONSOR	CONFERENCE SPONSOR
<b>THE SPONSOR SUPPORT net (EUR)</b>	<b>6 250 EUR</b>	<b>4 250 EUR</b>	<b>3 750 EUR</b>
Built-in exhibition stand	6 m <sup>2</sup>	6 m <sup>2</sup>	6 m <sup>2</sup>
Sponsor's logo and link to the sponsor's website on the event's website <a href="http://www.freshmarket.com.pl">www.freshmarket.com.pl</a>	✓	✓	✓
Distribution of promotional materials in Participant's Conference bags	✓	✓	✓
Participation in meetings with buyers from retail chains (number of participants)	3	2	2
Advertisement in the FRESH MARKET 2018 conference folder	full page	half page	half page
Sponsor's logo on all printed promotional materials (leaflets, folders, notebooks, banners)	✓	✓	✓
Banner on <a href="http://fresh-market.pl">fresh-market.pl</a> web site in format 200x60 for 1 year	✓	✓	✓
Sponsor's Roll-up in the Meeting Room	2	1	1
Meetings with buyers from retail chains - <u>priority entry</u>	✓	✓	
Sponsor's logo at the Honorary Place in the area of Discussion Panels	✓		
Sponsor's logo at the wall of retail chains' stands	✓	✓	
15 min. presentation of Sponsor's Company	✓		✓
Logo on ID badge	✓		
Breakfast, Lunch, Coctail Dinner Party	3	2	2
The services of the Sponsor's assistant	✓	✓	✓
Opportunity to establish business contacts with Fresh Market participants in the Meeting Room on your stand (application)	✓	✓	✓

Thank you for reading our information.  
We will be happy to host you at the 2018 Fresh Market Conference.  
Please do contact us for the best package choosing support.



## CONTACT

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