FRUITNET BERRY CONGRESS



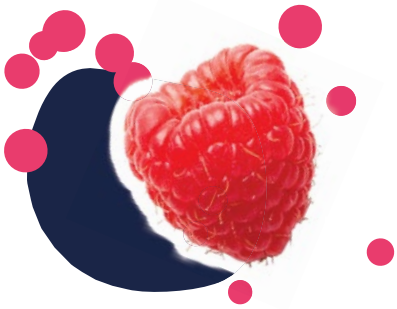
15-16 MARCH 2027
HUELVA – SPAIN

Explore the future of the berry business



SPONSORSHIP PACKAGES 2027

WATCH OUR VIDEO HERE



Organised by
FRUITNET

Supported by
FRUIT LOGISTICA

berrycongress.com

#berrycongress



PART OF berry business week

ABOUT THE EVENT

The best in the berry business

FRUITNET BERRY CONGRESS is a world-class event that brings together people from across the international berry business, to share ideas about the future of the category.

For the first time, Fruitnet Berry Congress, Planasa and Fall Creek® bring their own events together to create Berry Business Week, one connected week for global berry professionals.

Berry Business Week features three of the leading berry business events: Fruitnet Berry Congress, Planasa Meet & Greet, and Fall Creek's Field & Forum. Together, they bring together growers, breeders, retailers, suppliers, and other industry leaders from across the value chain.

Berry Business Week is about more than just bringing these three events together. It creates a unique platform where innovation, market insight, and collaboration combine.



2026 IN NUMBERS

34 SPEAKERS

300+ ATTENDEES

150+ COMPANIES REPPRESENTED

16 EXHIBITORS

1 IN 2 ATTENDEES WERE CORE SENIOR LEADERS

18 SPONSORS

20+ COUNTRIES REPPRESENTED

CLICK HERE FOR THE FRUITNET BERRY CONGRESS PHOTO GALLERY

WHO ATTENDS?

Meet the people who are ready to shape the future of berries

FRUITNET BERRY CONGRESS is for senior decision-makers and other influential players across the international berry supply network – including retailers, buyers, importers, exporters, producers, and marketers, as well as those who provide vital technology, packaging, and other services.

Our event is a high-value environment for sponsors. It helps them connect with key industry players, build commercial relationships, and puts their brands in front of an engaged, international audience.

BUYERS & RETAILERS

The people who decide which berry products consumers see on supermarket shelves – buyers, category managers, technical staff, and other retail decision-makers.

BERRY SUPPLIERS

Growers, exporters, importers, and marketers, each looking to build connections with customers and markets, and learn about new varieties and market trends.

SUPPLY CHAIN PARTNERS

Specialists in breeding, packaging, technology, post-harvest, logistics, marketing, and other vital areas, all of whom want to meet decision-makers in the category.

SOCIAL PROOF

Trusted by the people and companies shaping the global berry industry



DANITZA SHANCHEZ
DOLE (NETHERLANDS)

If you are in the berry business you have to, this is the place to be, definitely.



MATTEO MOLARI
G-BERRIES (ITALY)

We've been attending the Berry Congress for several years. We've learned so much here and shared our development over the years. It's a moment of exploration into our industry that is unparalleled globally. It mixes breeding, technology, retail, news, and lots of networking with friends and colleagues. For us, it is the must-attend event of the category!



CHARLOTTE KNOWLES
BERRYWORLD (UK)

It's really great whether you are breeder, a grower, a marketeer, within the industry because you cover so many topics. So I think it is brilliant whatever face you are at in that supply chain.

Berry Business Week

WHERE THE BERRY INDUSTRY MEETS

Berry Business Week brings together the global berry industry for a unique week of events

A coordinated programme that makes it easier than ever to connect with the people, ideas and innovations shaping the future of berries..

15 TO 18 MARCH 2027
HUELVA & SEVILLE, SPAIN



3 Independent events

4 Days

2 destinations

+500 Berry professionals

Partners

FRUITNET BERRY CONGRESS
15-16 MARCH 2027

Planasa
INNOVATION IN PLANT VARIETIES
17 MARCH 2027

FALL CREEK®
18 MARCH 2027

one week. MULTIPLE EVENTS.

Three leading organisations. One shared ambition: bringing greater value to the global berry industry.

Berry Business Week is built around a simple idea.

Three companies.
Three independent events.
One shared week.

Each participating organisation retains its own identity, programme and objectives while working together to create a stronger experience for the international berry community.

Rather than travelling multiple times throughout the year, visitors can plan one trip to attend complementary events, discover innovation and strengthen relationships across the berry value chain.

WHY BERRY BUSINESS WEEK?

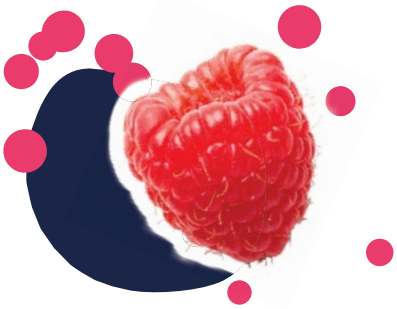
The initiative was created to bring greater value to everyone attending. By coordinating independent events into a single week, Berry Business Week helps to:

- maximise one businnes trip, connecting with multiple organisations during one visit
- discover the latest genetics, technologies and category trends
- create more opportunities for networking across the berry value chain
- encourage collaboration and knowledge
- showcase one of Europe's leading berry producing regions

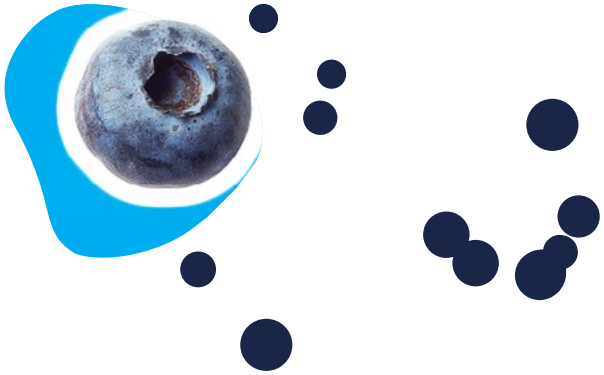
SPONSORSHIP PACKAGES

FRUITNET BERRY CONGRESS

Put your brand at the heart of the global berry community



BENEFITS	PLATINUM EUR 12,000	GOLD EUR 9,500	SILVER EUR 7,000	BRONZE EUR 5,500
Advert in Fruitnet's Fresh Focus Berry Special (event preview issue)	PREMIUM POSITION	FULL PAGE	1/2 PAGE	1/4 PAGE
Opportunity to be Key Event Sponsor	✓			
Expo stand	6m²	5m²		
Free delegate passes to entire event	6	4	3	2
Company logo on all print and digital promotional materials	✓	✓	✓	✓
Dedicated company space on the event platform	✓	✓	✓	✓
Company logo on conference display wall and on-site event signage	✓	✓	✓	✓
Company logo and link on berrycongress.com	✓	✓	✓	✓
Company video played during breaks (maximum one minute)	✓	✓	✓	
One conference bag insert	✓	✓	✓	✓
One item to sponsor and personalise	✓	✓	✓	
Digital banner advertising for one month on Eurofruit website	✓			
Subscription to Eurofruit Magazine	✓	✓	✓	✓





À LA CARTE OPTIONS

FRUITNET BERRY CONGRESS

Sponsors can choose from various à la carte options to tailor their sponsorship to their objectives. Select an item or upgrade your package to gain additional value.

One item below is included in your Platinum, Gold or Silver sponsorship package.

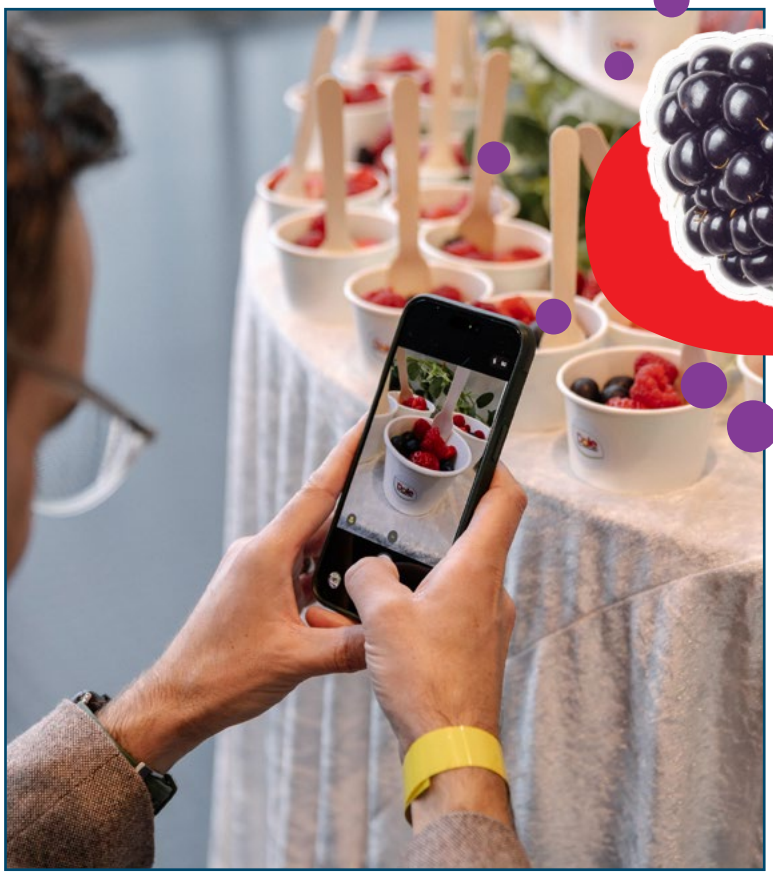
BRAND AWARENESS

PLATINUM & GOLD

POCKET PLANNER	**EUR 3,000**
DELEGATE BAG	**EUR 3,000**
FLOOR STICKER	**EUR 3,000**
LIGHTBOX	**EUR 3,000**
BADGES	**EUR 3,000**
LANYARDS	**EUR 3,000**
STUDY TOUR	**EUR 3,000**

SILVER

REGISTRATION	**EUR 2,000**
SURVEY	**EUR 2,000**
DELEGATE GIFT	**EUR 2,000**



EXHIBITION OPPORTUNITIES

PLATINUM & GOLD

BOOTHS	**FROM EUR 2,250**
DRINKS RECEPTION*	**EUR 5,000**
DELEGATE LUNCH	**EUR 5,000**
SAMPLING STATION	**EUR 3,000**
COFFEE STATION	**EUR 3,000**
NETWORKING BREAK	**EUR 3,000**

SILVER

LOUNGE	**EUR 2,000**
WELCOME REFRESHMENTS	**EUR 2,000**



DIGITAL OPPORTUNITIES

PLATINUM & GOLD

FRUITBOX PODCAST	**EUR 3,000**
EVENT PLATFORM	**EUR 3,000**
MICROSITE*	**EUR 5,000**
FRESH IDEAS PODCAST (VIDEO)	**EUR 3,000**
SPONSOR NEWSLETTER	**EUR 4,000**

SILVER

SPONSOR VIDEO	**EUR 2,000**
WEBSITE/NEWSLETTER BANNER	**EUR 2,000**

*PLATINUM ONLY

BRAND AWARENESS

Maximise your visibility



€3,000

DELEGATE BAG

Put your brand in the hands of every attendee from the moment they arrive.



€3,000

LANYARDS

Keep your brand visible from registration to the final networking moment.



€3,000

POCKET PLANNER

A useful event essential that keeps your brand in delegates' hands throughout the Congress.

LIGHTBOX

Make your brand stand out with high- impact visibility at a prime event location.

€3,000

€3,000

BADGES

Put your brand front and centre throughout the attendee journey.

€3,000

STUDY TOUR

Give delegates the opportunity to gain first-hand insight into your leading berry production, packing and commercial operations.



€3,000

FLOOR STICKER

Turn the event floor into a high-impact branding opportunity.

EXHIBITION OPPORTUNITIES

Put your brand, products and services in front of the people who matter most

BOOTHS

Get face-to-face with key berry industry decision-makers, showcase your products, generate new leads and build valuable business relationships throughout the event.

Packages include essential furniture, Wi-Fi, exhibitor passes and online visibility.

€450/m² · 5–10m² · Limited spaces available
Stand banners, graphics and decorations are to be provided by the exhibitor.



FROM €2,250

ACTIVATIONS

Create memorable brand experiences that attract attention, spark conversations and engage the berry community.

Examples could include:
- Branded tasting or product experience
- Interactive games or competitions
- Photo/video activation
- Product demonstrations
- Sampling or giveaway station



FROM €2,000

LOUNGES

Put your brand at the centre of the networking experience.

Create a welcoming, high-visibility space where event guests can relax, connect and recharge throughout the exhibition.



€2,000

DIGITAL OPPORTUNITIES

Extend your brand's reach beyond the event

FRUITNET BERRY CONGRESS



€5,000

MICROSITE

A dedicated branded online page for your company, giving you a premium platform to showcase your products, services and key messages to the Fruitnet Berry Congress audience — before, during and after the event.

SPONSOR VIDEO

€2,000

Showcase your brand on the big screen with a sponsored video featured in the official event video loop, giving you high-impact visibility throughout the event.



VIDEO PODCAST

€3,000

Bring your brand and expertise to life with a Fresh Ideas podcast.



€3,000

FRUITBOX PODCAST

Put your brand at the centre of the conversation with a dedicated podcast episode featuring your company.

EVENT PLATFORM

€2,000

Keep your brand visible every time delegates engage with the event online and plan their congress experience.

SPONSOR NEWSLETTER

Put your brand directly in front of an engaged Fruitnet audience with a dedicated newsletter sponsorship.

€4,000

WEBSITE/NEWSLETTER BANNER

€2,000

Keep your brand front of mind with prominent banner visibility across the Fruitnet website or newsletter.

NEW -1:1 MEETINGS

Targeted connections

FRUITNET BERRY CONGRESS

MAKE EVERY MEETING COUNT WITH TARGETED CONNECTIONS TO YOUR IDEAL CUSTOMERS.

Our new 1:1 business meetings service gives sponsors the opportunity to connect directly with relevant buyers, retailers, growers and other key industry contacts during the congress.

Choose from three packages offering different numbers of pre-arranged meetings, tailored to your business objectives and target market.

TARGETED. PERSONAL. BUSINESS-FOCUSED.

STARTER €3,000
4 MEETINGS

GROWTH €4,000
6 MEETINGS

PREMIUM €5,000
10 MEETINGS



YOUR BERRY TEAM

Here to help

FRUITNET BERRY CONGRESS



MIKE KNOWLES
MANAGING DIRECTOR,
FRUITNET EUROPE



ARTUR WISELKA
SALES DIRECTOR



LAURA MARTIN
HEAD OF EVENTS AND MARKETING



MARIA SANTAMARIA PELÁEZ
EVENTS EXECUTIVE



GIORGIO MANCINO
SENIOR SALES MANAGER



MAURA MAXWELL
MANAGING EDITOR



CHRIS WHITE
MANAGING DIRECTOR



BELÉN BARBINI
SPAIN & MIDDLE EAST
SALES REPRESENTATIVE



MARÍA DEL MAR VALENZUELA
SPAIN & MIDDLE EAST
SALES REPRESENTATIVE

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