

**13 - 19/5/2017**

**NOVI SAD FAIR**  
www.sajam.net

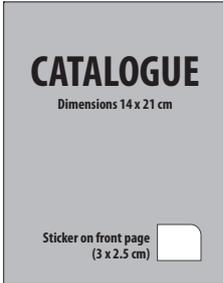
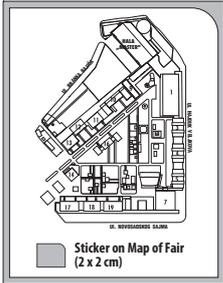
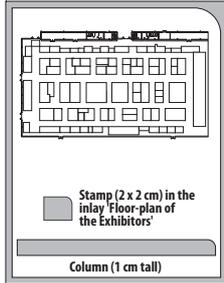
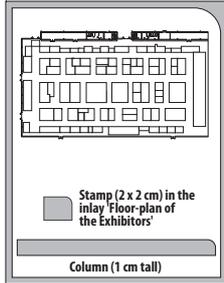
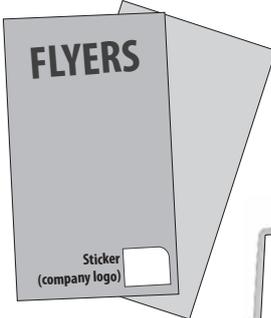
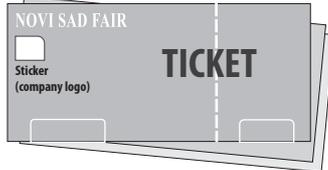
Serbia - 21000 Novi Sad, Hajduk Veljkova 11

# APPLICATION - CONTRACT FOR MARKETING SERVICES

PLEASE FILL IN BLOCK CAPITALS

FULL NAME OF EXHIBITOR / SERVICE USER		COUNTRY
CONTACT PERSON		TELEPHONE/CELLULAR PHONE
POSTAL CODE	TOWN	ADDRESS
E-MAIL		WWW.

## PRINTED MATERIAL

	CATALOGUE	EUR/item	ORDERED
	Sticker on front page (3 x 2.5 cm)	360	item
	Sticker on Map of Fair (2 x 2 cm)	81	item
	Stamp in the inlay 'Floor-plan of the Exhibitors'	67,50	item
	Column (1 cm tall) on all pages in the inlay 'Floor-plan of the Exhibitors'	288	item
	Stamp on the blob of the catalogue	180	item
	Inserting advertising inserts - delivered to the Fair	198	item
	Dividing cardboard - one colour page	261	item
	Dividing cardboard - both sides	342	item
	Inside colour page	162	item
	First inside page, colour	306	item
	Second cover page, colour	360	item
	Third cover page, colour	342	item
	Fourth cover page, colour	391,50	item
	<b>OTHER SERVICES</b>	<b>EUR/item</b>	<b>ORDERED</b>
	The right to hand out advertising material - exhibitors	370	item
	The right to hand out advertising material - exhibitors one day	61	item
	The right to hand out advertising material - non-exhibitors	500	item
	The right to hand out advertising material - non-exhibitors one day	98	item
	Advertising space of a flyer distributed to visitors	400	item
	Logo on billboards (60 x 40 cm) and on posters (12 x 10 cm) advertising the event	3.500	item
	Printed sticker at the home of the tickets	2.800	item
	The back of the tickets - advertising space	2.800	item
	* The Fair shall provide three day ticket for the distribution of advertising material for exhibitors. ** The Fair shall provide three day ticket for the distribution of advertising material for non-exhibitors. The abovementioned prices for graphic design services are valid in case the exhibitor delivers the design solution via e-mail or on a CD. Other services related to design and prepress are negotiated separately and charged according to a valid price-list.		

- NOTE**
- ALL PRICES LISTED ABOVE EXCLUDE V.A.T. WHICH WILL BE INCLUDED IN THE INVOICE, ACCORDING TO THE LEGAL REGULATIONS IN POWER AT THE TIME WHEN THE SERVICE IS PROVIDED. V.A.T. IS COVERED BY THE BUYER.
  - BY SIGNING THIS APPLICATION-CONTRACT, EXHIBITOR AGREES WITH GENERAL TERMS AND CONDITIONS OF CONTRACTING, WHICH MAKE CONSTITUTENT PART OF PRESENT APPLICATION-CONTRACT, AS WELL AS WITH MANNER OF PAYMENT SPECIFIED IN GENERAL TERMS AND CONDITIONS.
  - IN CASE OF LEGAL DISPUTE, THE RESOLUTION SHALL FALL WITHIN THE RESPONSIBILITY OF A COURT IN NOVI SAD.
  - APPLICATION IS IRREVOCABLE AND OBLIGES THE EXHIBITOR UNLESS CANCELLED IN WRITING FORM (OFFICIAL LETTER) 20 DAYS BEFORE THE OPENING OF THE EVENT.

## PRINT AND E-EDITIONS

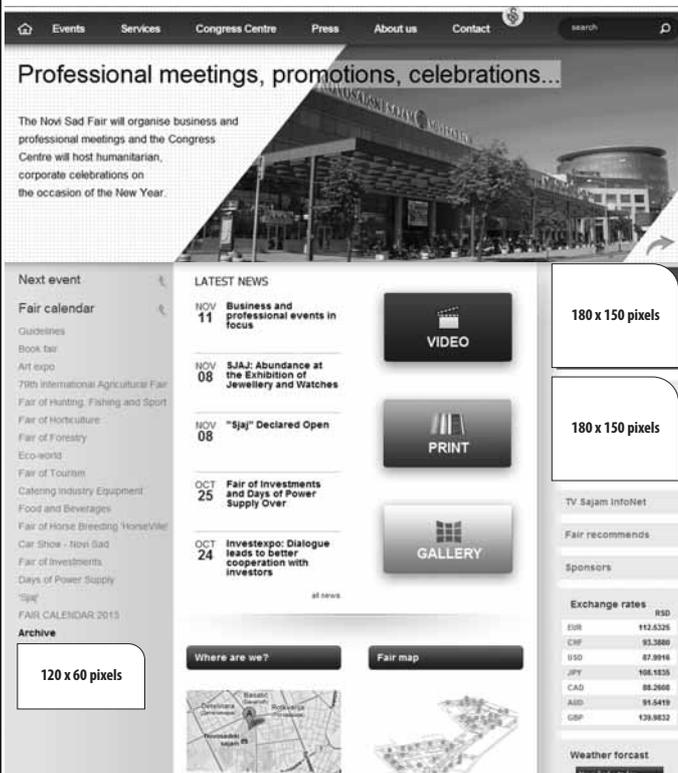
FAIR NEWSLETTER - DAILY PAPER	EUR/item	ORDERED	FAIR NEWSLETTER - SPECIAL EDITION	EUR/item	ORDERED
Colour page	144	item	Colour page	288	item
1/2 colour page	117	item	Back colour page	360	item
1/3 colour page	99	item	1/2 colour page	198	item
1/4 colour page	90	item	Sticker on first colour page (6 x 3 cm)	234	item
Back colour page	234	item	Sticker on inside colour pages (6 x 3 cm)	126	item
Banner on inside pages (25,7 x 3 cm)	97	item	Banner on inside pages (19 x 3 cm)	137	item
Column on inside pages (6 x 38 cm)	72	item	Column on inside pages (4,5 x 25,7 cm)	113	item
Sticker on first colour page (6 x 5 cm)	171	item	Inserting advertising inserts	offer	
Sticker on inside colour pages (6 x 5 cm)	99	item	<b>E-NEWSLETTER</b>	<b>EUR/item</b>	<b>ORDERED</b>
Inserting advertising inserts for exhibitors	offer		A sticker with a link to the company site	90	item
Inserting advertising inserts for non-exhibitors	offer		Announcement of the company's performance at the Fair	163	item

FAIR NEWS BULLETIN – print and PDF version on the Novi Sad Fair web-site (Press pages)

DAILY PAPER - Issued daily during the event. Handed out for free to exhibitors, guests, visitors, media representatives and potential visitors to Novi Sad and the vicinity.

SPECIAL EDITION - Printed periodically before the event, as announcements of events and exhibitor presentations. They are sent to ministries, funds, chambers of commerce, associations, banks and other relevant institutions in order for them to plan possible contacts during the Fair.

## www.agriculture.novisadexpo.com

INTERNET SITE - BANNERS	EUR/item	ORDERED	INTERNET SITE - BANNERS	EUR/item	ORDERED
<b>Banner on first page of website - per month *</b>			<b>Profile - per month *</b>		
Size 120 x 60 pixels	150	item	Advertising page for sponsors	1.050	item
Size 180 x 150 pixels	220	item			
<b>* Serbian and English, with a link to the company's site</b>					
					
<b>Banner of the page of the fair event - per month *</b>					
Size 120 x 60 pixels	120	item			
Size 180 x 150 pixels	185	item			
<b>Banner of the page of the fair event - six months *</b>					
Rotating banner	442	item			
<b>Banner on the page reserved for exhibitors, pages for Congress Centre, page for visitors, and page "About us" - per month *</b>					
Size 120 x 60 pixels	80	item			
Size 180 x 150 pixels	90	item			
<b>Banner on the page reserved for exhibitors, pages for Congress Centre, page for visitors, and page "About us" - six months *</b>					
Rotating banner	442	item			
<b>Banner on the page with the Fairs of events and Press page - per month *</b>					
Size 180 x 150 pixels	80	item			
<b>Banner on all pages of website - over 4,000 pages - per month *</b>					
Size 120 x 60 pixels	220	item			
Size 180 x 150 pixels	370	item			

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## TV SHOW "LET'S ALL GO TO THE FAIR"

TV SHOW	EUR	ORDERED	PRODUCTION	EUR	ORDERED
Broadcasting of 1 second/spot (brought in CD, DV or DVD)	4/1 second	second	Filming and editing reportage from the stands of the exhibitors with broadcasting (up to 1 minute)	163/1 minute	minute
Broadcast video news (of 30 seconds)	65/item	item	Filming and editing reportage from the place of event (up to 1 minute), broadcasting and DVD with a broadcasted reportage	285/item	item
Streaming video events with the Fair (1 minute)	130/1 minute	minute			
Subtitle up to 10 words (design and one broadcasting)	55/10 words	words	Talk at the Fair (up to 2 minutes)	244/item	item
A sticker along with the anchor's introduction (in one show)	180/item	item	Video record of events at the Fair (1 minute)	80/1 minute	minute
The host mentions the company's name (in one show)	130/item	item	Video of the event - award presentation (1 minute)	70/1 minute	minute
Insert to 5 seconds (in a show)	203/item	item	CD or DVD with show where reports is show	4/item	imte

TV SHOW "LET'S ALL GO TO THE FAIR" – TV show produced by the Novi Sad Fair, broadcast on 40 regional and local television stations across Serbia  
 DURING THE FAIR – 25-minute shows produced daily during the event and broadcast on local television stations  
 BEFORE AND AFTER THE FAIR – 15-minute shows produced once a week and broadcast on the network of regional and local television



## ADVERTISING SPACES · ADVERTISING-TECHNICAL SERVICES (during fair events)

ENTRANCE HALL	EUR/m <sup>2</sup> /item	ORDERED	WITHIN THE FAIR SITE AND IN THE HALL	EUR/m <sup>2</sup> /item	ORDERED
Rental of advertising space for a brought banner 5 x 1 m (tarpaulin or mesh)	130	m <sup>2</sup>	Rental of advertising space for a brought board or brought banner	40	m <sup>2</sup>
Rental of advertising space for a brought board 1 x 2 m	90	m <sup>2</sup>	Rental of advertising space for a brought banner (tarpaulin or mesh) - on the Avenue of Nations at Hall 2	100	m <sup>2</sup>
MAIN ENTRANCE	EUR/m <sup>2</sup> /item	ORDERED	Flags (1.5 x 3 m) in 'Master' Hall	130	item
Rental of advertising space for a brought banner 2 x 3 m (tarpaulin or mesh)	1.750	item	Flags (1.5 x 3 m) on a flagpole, without a console	70	item
Flags (1.5 x 3 m)	215	item	Flags (1.5 x 3 m) on a flagpole, with a console	85	item
Flags (1.5 x 3 m) for a period of one month	610	item	Flags (1.5 x 3 m) on a movable flagpole with a console	100	item
ZEPPELIN	EUR/m <sup>2</sup> /item	ORDERED	Flags (1.5 x 3 m) on a own flagpole	45	item
Space rental for a brought zeppelin	130	item	Rental of advertising space to print on concrete	41	m <sup>2</sup>
<b>UPON SPECIAL REQUESTS</b>			Branding house	27	m <sup>2</sup>
· An option to rent advertising space on the facade of the Novi Sad Fair over a period of one month novior one year					

### ENTRANCE HALL



Banner 5 x 1 m



Board 1 x 2 m



Banner 3 x 1,5 m

### WITHIN THE FAIR SITE



Banner 5 x 3 m

### MAIN ENTRANCE



Flag 1,5 x 3 m

**SPONSORSHIP PACKAGES AND OTHER PACKAGE OF MARKETING SERVICES ARE CHARGED BY SPECIAL OFFERS. PHONE: + 381 21/483-11-32**

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Novi Sad, \_\_\_\_\_  
Date

Seal

Signature of Novi Sad Fair

Seal

Signature of Exhibitor / Service user