
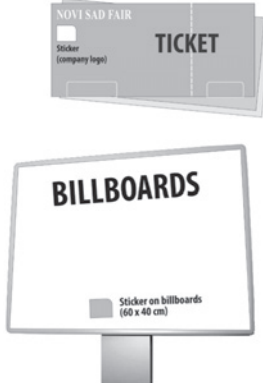




APPLICATION - CONTRACT FOR MARKETING SERVICES PLEASE FILL IN BLOCK CAPITALS

FULL NAME OF EXHIBITOR / SERVICE USER	COUNTRY
CONTACT PERSON	TELEPHONE/CELLULAR PHONE
V.A.T. (Number)	POSTAL CODE, TOWN ADDRESS
E. POŠTA	WWW.

PRINTED MATERIAL

	CATALOGUE	EUR/item	ORDERED	
 <p>CATALOGUE</p> <p>Sticker on front page (3 x 2.5 cm)</p> <p>Sticker on Map of Fair (2 x 2 cm)</p> <p>Sticker on the floor map (2 x 2 cm)</p> <p>Inserting advertising inserts - delivered to the Fair</p> <p>Dividing cardboard - one colour page</p> <p>Inside colour page</p> <p>First inside page, colour</p> <p>Second cover page, colour</p> <p>Third cover page, colour</p> <p>Fourth cover page, colour</p>	Sticker on front page (3 x 2.5 cm)	130	item	
	Sticker on Map of Fair (2 x 2 cm)	50	item	
	Sticker on the floor map (2 x 2 cm)	30	item	
	Inserting advertising inserts - delivered to the Fair	85	item	
	Dividing cardboard - one colour page	100	item	
	Inside colour page	70	item	
	First inside page, colour	175	item	
	Second cover page, colour	220	item	
	Third cover page, colour	200	item	
	Fourth cover page, colour	270	item	
	 <p>TICKET</p> <p>BILLBOARDS</p> <p>Sticker on billboards (60 x 40 cm)</p>	OTHER SERVICES	EUR/item	ORDERED
		The right to hand out advertising material - exhibitors (one day) *	30	item
The right to hand out advertising material - non-exhibitors (one day) **		60	item	
Logo on billboards (60 x 40 cm) and on posters (12 x 10 cm) advertising the event		1.750	item	
Printed sticker at the home of the tickets		1.478	item	
The back of the tickets - advertising space		1.130	item	
<p>* 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.</p>				

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

TV SHOW	EUR	ORDERED	TV SHOW	EUR	ORDERED
Broadcasting of 1 second/spot (brought in CD)	4/second	second	Inserter to 5 seconds (in a show)	90/show	show
One report broadcast of 30 seconds	40/item	item	PRODUCTION	EUR	ORDERED
Broadcasting video events with the Fair	81/minute	minute	Filming and editing reportage from the stands of the exhibitors (up to 1 minute)	170/item	item
Subtitle up to 10 words (design and one broadcasting)	30/item	item	Filming and editing reportage from the place of event (up to 1 minute), broadcasting and CD with a broadcasted reportage	270/item	item
A sticker along with the anchor's introduction (in one show)	70/item	item			
The host mentions the company's name (in one show)	45/item	item			



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

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.

www.sajam.net					
INTERNET SITE - BANNERS	EUR/item	ORDERED	INTERNET SITE - BANNERS	EUR/item	ORDERED
Banner on first page of website - per month *			Banner of the page of the fair event - per month *		
Size 970 x 90 pixels	220	item	Size 970 x 90 pixels	130	item
Size 180 x 150 pixels	180	item	Size 250 x 250 pixels	180	item
Banner on all pages of website - over 4,000 pages - per month *			Banner on the page reserved for exhibitors, page for visitors, and page about us - per month *		
Size 970 x 90 pixels	360	item	Size 970 x 90 pixels	95	item
Size 250 x 250 pixels	500	item	Size 250 x 250 pixels	117	item
Banner on the page with the fairs of events and press page - per month *			Profile - per month*		
Size 250 x 250 pixels	95	item	Advertising page for sponsors	765	item
* Serbian and English, with a link to the company's site					

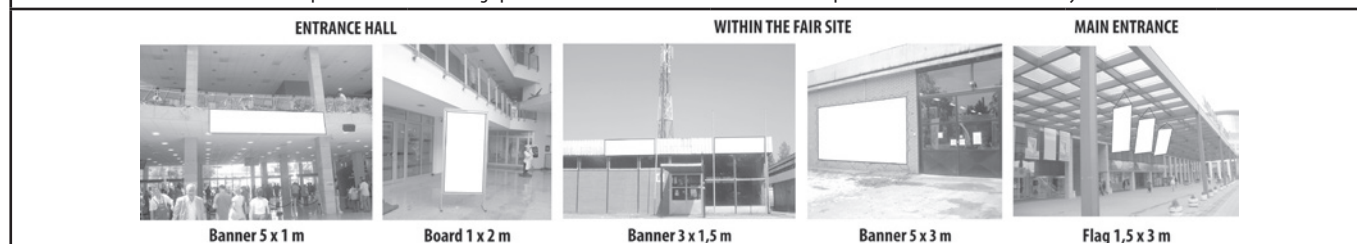
www.facebook.com/novosadkisajam		
Promotion on the Facebook page of the Novi Sad Fair - per month	EUR/item	ORDERED
Placing information, tagging and shuffling customer information	150	item

www.instagram.com/novosadski_sajam		
Promotion on the Instagram profile of the Novi Sad Fair - per month	EUR/item	ORDERED
Placing information, tagging and shuffling customer information	150	item

ADVERTISING SPACES - ADVERTISING-TECHNICAL SERVICES (during fair events)					
MAIN ENTRANCE	EUR/item	ORDERED	ENTRANCE HALL	EUR/m ² /item	ORDERED
Rental of advertising space for a brought banner 2 x 3 m (tarpaulin or mesh)	1.305	item	Rental of advertising space for a brought banner 5 x 1 m (tarpaulin or mesh)	55	m ²
Flags (1.5 x 3 m)	145	item	Rental of advertising space for a brought board 1 x 2 m	35	m ²
Flags (1.5 x 3 m) for a period of one month	205	item	WITHIN THE FAIR SITE AND IN THE HALL	EUR/m²/item	ORDERED
			Rental of advertising space for a brought board or brought banner 1 x 2 m	35	m ²

UPON SPECIAL REQUESTS

An option to rent advertising space on the facade of the Novi Sad Fair over a period of one month novior one year



SPONSORSHIP PACKAGES AND OTHER PACKAGE OF MARKETING SERVICES ARE CHARGED BY SPECIAL OFFERS. PHONE: + 381 21/483-11-25.

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Novi Sad, _____ Seal _____ Signature of Novi Sad Fair _____ Name and surname of the authorized person for the exhibitor / Service user _____ Seal _____ Signature

Date