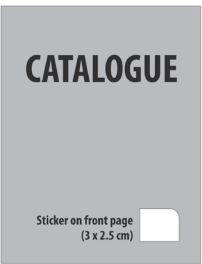
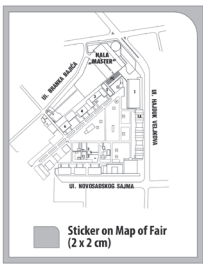
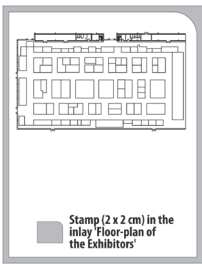
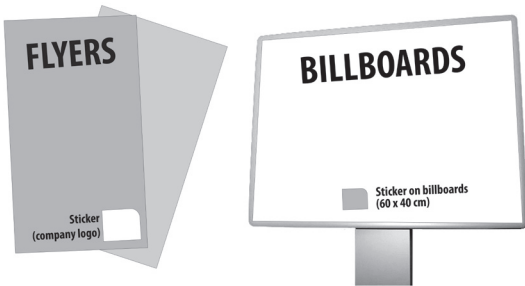




## APPLICATION - CONTRACT FOR MARKETING SERVICES

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
	Sticker on front page (3 x 2.5 cm)	140	item
	Sticker on Map of Fair (2 x 2 cm)	53	item
	Sticker on the floor map (2 x 2 cm)	34	item
	Inserting advertising inserts - delivered to the Fair	89	item
	Dividing cardboard - one colour page	114	item
	Inside colour page	76	item
	Inside black-and-white pages	59	item
	First inside page, colour	178	item
	Second cover page, colour	237	item
	Third cover page, colour	212	item
	Fourth cover page, colour	280	item
	OTHER SERVICES	EUR/item	ORDERED
	The right to hand out advertising material - exhibitors *	114	item
	The right to hand out advertising material - exhibitors (one day) *	60	item
	The right to hand out advertising material - non-exhibitors **	237	item
	The right to hand out advertising material - non-exhibitors (one day) **	127	item
	Advertising space of a flyer distributed to visitors (distributed throughout Novi Sad and nearby villages)	331	item
	Logo on billboards (60 x 40 cm) and on posters (12 x 10 cm) advertising the event	1.907	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.</p>			
<p>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>			

- 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.

TV SHOW “LET’S ALL GO TO THE FAIR”					
TV SHOW	EUR	ORDERED	PRODUCTION	EUR	ORDERED
Broadcasting of 1 second/spot (brought in CD)	5/second	second	Filming and editing reportage from the stands of the exhibitors (up to 1 minute)	170/item	item
One report broadcast of 30 seconds	42/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
Streaming video events with the Fair (one minute)	85/minute	minute			
Subtitle up to 10 words (design and one broadcasting)	38/item	item	Talk at the Fair (up to 2 minutes)	144/item	item
A sticker along with the anchor's introduction (in one show)	76/item	item	Video record of events at the Fair (up to 1 minute)	85/minute	minute
The host mentions the company's name (in one show)	51/item	item	Video of the event - award presentation (up to 1 min.)	76/minute	minute
Insertor to 5 seconds (in a show)	93/show	show			
<div></div> <p>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</p> <p>DURING THE FAIR – 25-minute shows produced daily during the event and broadcast on local television stations</p> <p>BEFORE AND AFTER THE FAIR – 15-minute shows produced once a week and broadcast on the network of regional and local television</p>					

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	237	item	Size 970 x 90 pixels	144	item
Size 180 x 150 pixels	195	item	Size 250 x 250 pixels	191	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	381	item	Size 970 x 90 pixels	102	item
Size 250 x 250 pixels	517	item	Size 250 x 250 pixels	127	item
Banner on the page with the fairs of events and press page - per month *			Profile - per month *		
Size 250 x 250 pixels	102	item	Advertising page for sponsors	805	item
* Serbian and English, with a link to the company's site					
					

www.facebook.com/novosadskisajam		
Promotion on the Facebook page of the Novi Sad Fair - monthly	EUR/ITEM	ORDERED
Placing information, tagging and shuffling customer information	161	item
www.instagram.com/novosadski_sajam		
Promotion on the Instagram profile of the Novi Sad Fair - monthly	EUR/ITEM	ORDERED
Placing information, tagging and shuffling customer information	161	item
www.facebook.com/novosadskisajam · www.instagram.com/novosadski_sajam		
Package of services on the Facebook page and Instagram profile of the Novi Sad Fair - monthly	EUR/ITEM	ORDERED
Content placement: tagging and sharing of client information, reels and stories (4 posts and 12 stories)	255	item
LinkedIn		
LinkedIn	EUR/ITEM	ORDERED
Posting thematic posts on social media with mandatory tagging	45	item
www.youtube.com/user/Novosadskisajam		
Promotion on the YouTube channel of the Novi Sad Fair - monthly	EUR/ITEM	ORDERED
Placing information	161	item

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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)	59	m <sup>2</sup>	Rental of advertising space for a brought board or brought banner	42	m <sup>2</sup>
Rental of advertising space for a brought board 1 x 2 m	42	m <sup>2</sup>	Rental of advertising space for a brought banner (tarpaulin or mesh) - on the Avenue of Nations at Hall 2	68	m <sup>2</sup>
MAIN ENTRANCE	EUR/item	ORDERED	Flags (1.5 x 3 m) in 'Master' Hall	95	item
Rental of advertising space 5 x 1 m for a brought banner 2 x 3 m (tarpaulin or mesh)	1.424	item	ZEPPELIN	EUR/item	ORDERED
Flags (1.5 x 3 m)	144	item	Space rental for a brought zeppelin	119	item
Flags (1.5 x 3 m) for a period of one month	212	item			

#### 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

#### ENTRANCE HALL



Banner 5 x 1 m



Board 1 x 2 m

#### WITHIN THE FAIR SITE



Banner 3 x 1,5 m



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 21/483-11-25**

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

Seal \_\_\_\_\_  
Signature of Novi Sad Fair

Seal \_\_\_\_\_  
Name and surname of the authorized person for the exhibitor / Service user

Seal \_\_\_\_\_  
Signature