

FAIR  
OF ECOLOGY

2 - 6 / 10 / 2024

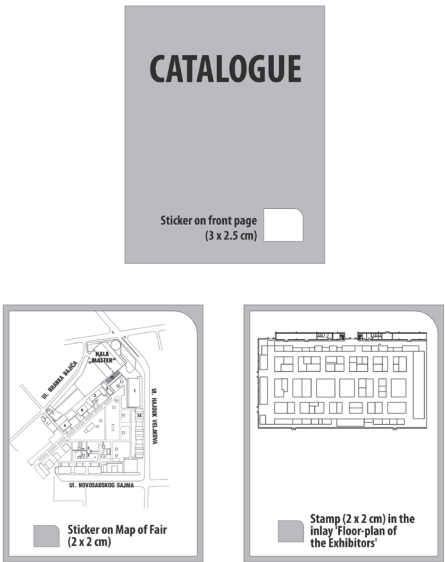
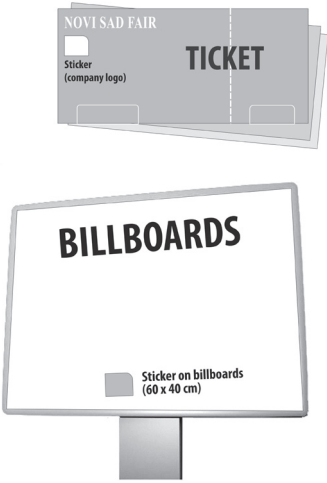
INTEGRATED MARKETING COMMUNICATIONS SECTOR

Phone: + 381 21/483-11-25

E-mail: marketing@sajam.net

PLEASE FILL IN BLOCK CAPITALS **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)	145	item
	Sticker on Map of Fair (2 x 2 cm)	55	item
	Sticker on the floor map (2 x 2 cm)	45	item
	Inserting advertising inserts - delivered to the Fair	100	item
	Dividing cardboard - one colour page	130	item
	Inside colour page	95	item
	Inside black-and-white pages	70	item
	First inside page, colour	195	item
	Second cover page, colour	255	item
	Third cover page, colour	240	item
	Fourth cover page, colour	300	item
	OTHER SERVICES	EUR/item	ORDERED
	The right to hand out advertising material - exhibitors*	120	item
	The right to hand out advertising material - exhibitors (one day) *	45	item
	The right to hand out advertising material - non-exhibitors **	255	item
	The right to hand out advertising material - non-exhibitors (one day) **	70	item
	Logo on billboards (60 x 40 cm) and on posters (12 x 10 cm) advertising the event	1.950	item
	Printed sticker at the home of the tickets	1.700	item
	The back of the tickets - advertising space	1.280	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>		

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 EDITIONS		
FAIR NEWSLETTER - DAILY PAPER	EUR/item	ORDERED
Colour page	100	item
1/2 colour page	72	item
1/3 colour page	60	item
1/4 colour page	45	item
Back colour page	215	item
Banner on inside pages (25,7x3 cm)	60	item
Column on inside pages (6 x 38 cm)	51	item
Sticker on first colour page (6x5 cm)	85	item
Sticker on inside colour pages (6x5 cm)	60	item
Inserting advertising inserts for exhibitors	offer	
Inserting advertising inserts for non-exhibitors	offer	
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.		

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	145	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	100	item
Size 250 x 250 pixels	520	item	Size 250 x 250 pixels	130	item
Banner on the page with the fairs of events and press page - per month *			Profile - per month *		
Size 250 x 250 pixels	100	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	170	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	170	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	85	item

www.youtube.com/user/Novosadskisajam		
Promotion on the YouTube channel of the Novi Sad Fair - monthly	EUR/ITEM	ORDERED
Placing information	170	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)	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	45/item	item	Filming and editing reportage from the place of event (up to 1 minute), broadcasting and CD with a broadcasted reportage	255/item	item
Broadcasting video events with the Fair (one minute)	85/minute	minute			
Subtitle up to 10 words (design and one broadcasting)	45/item	item	Talk at the Fair (up to 2 minutes)	145/item	item
A sticker along with the anchor’s introduction (in one show)	85/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)	60/item	item	Video of the event - award presentation (up to 1 min.)	85/minute	minute
Insert to 5 seconds (in a show)	93/show	show			




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/m²/item	ORDERED	WITHIN THE FAIR SITE AND IN THE HALL	EUR/m²/item	ORDERED
Rental of advertising space for a brought banner 5 x 1 m (tarpaulin or mesh)	60	m²	Rental of advertising space for a brought board or brought banner 1 x 2 m	45	m²
Rental of advertising space for a brought board 1 x 2 m	45	m²	Flags (1.5 x 3 m) on a movable flagpole with a console	95	item
MAIN ENTRANCE	EUR/item	ORDERED	LED SCREEN IN ENTRANCE HALL	EUR/day	ORDERED
Rental of advertising space for a brought banner 2 x 3 m (tarpaulin or mesh)	1.430	item	Broadcasting of the company's name and logo	115	day
Flags (1.5 x 3 m)	145	item	<b>UPON SPECIAL REQUESTS</b>		
Flags (1.5 x 3 m) for a period of one month	215	item			

ENTRANCE HALL




Banner 5 x 1 m

Board 1 x 2 m




Board 1 x 2 m

WITHIN THE FAIR SITE




Banner 3 x 1,5 m

Banner 5 x 3 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      \_\_\_\_\_ Name and surname of the authorized person for the exhibitor / Service user      Seal      \_\_\_\_\_ Signature