


APPLICATION - CONTRACT FOR PARTICIPATION - GASTRO CHALLENGES -

PLEASE FILL IN BLOCK CAPITALS

COMPANY NAME		COUNTRY
CONTACT PERSON		TELEPHONE/CELLULAR PHONE
V.A.T. (Number)	POSTAL CODE TOWN	ADDRESS
E-MAIL		WWW.

APPLICATION DEADLINE
30th June 2018

RENTAL EXHIBITING AREA IN HALL WITH STAND CONSTRUCTION	EUR/item	ORDERED
 <p>9 m²</p> <ul style="list-style-type: none"> · arranged space 3 x 3 m · inscription of the company · 1 information desk · 3 shelves · 1 table and 4 chairs · electric receptacle up to 15 kW · 1 lighting · storage room with curtain · compulsory catalogue listing · 1 passes for exhibitors 	90	item

CATALOGUE DATA		
<input type="checkbox"/> Wine	<input type="checkbox"/> Meat and meat products	<input type="checkbox"/> _____
<input type="checkbox"/> Spirit	<input type="checkbox"/> Cheese	<input type="checkbox"/> _____
<input type="checkbox"/> Alcoholic beverages	<input type="checkbox"/> Honey	<input type="checkbox"/> _____
<input type="checkbox"/> Natural juices	<input type="checkbox"/> _____	<input type="checkbox"/> _____

Please send your company colour trademark and logo along with the catalogue data. You can send your colour trademark and logo in electronic format (TIF, EPS, JPG, BMP in high resolution, or in a vector format CDR, Ai).

B2B MEETINGS	Are you interested in participating in B2B meetings? <input type="checkbox"/> YES <input type="checkbox"/> NO
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- NOTE**
- PRICES OF TICKETS AND PARKING ARE WITH V.A.T. INCLUDED, AND OTHER PRICES DO NOT INCLUDE V.A.T. 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) 30 DAYS BEFORE THE OPENING OF THE EVENT.
 - THE EXHIBITOR IS OBLIGED TO PAY THE AMOUNT OF THE FEE AFTER THE INVOICE IS ISSUED BY THE FAIR, NO LATER THAN THE OPENING OF THE EXHIBITION BY THE 4th OCTOBER 2018.
 - UPON THE COMPLETION OF THE FAIR, THE EXHIBITOR WILL BE PROVIDED WITH A FINAL INVOICE FOR THE SERVICES USED. V.A.T. IS COVERED BY THE BUYER. FOR ALL ADDITIONAL SERVICES THAT ARISE IN THE USE OF THE EXHIBITION SPACE, THE EXHIBITOR WILL BE ISSUED A SPECIAL INVOICE, IN ACCORDANCE WITH THE VALID PRICE LIST.
 - FAIR SHALL NOT BE LIABLE FOR DISAPPEARANCE OF OR DAMAGE TO APPLICANT'S PROPERTY AT THE FAIR.

FILLED BY NOVI SAD FAIR	
Confirm the renting _____ m ² of exhibiting space	Hall _____
Novi Sad, _____ Date	Seal _____ Signature of Novi Sad Fair

FILLED BY EXHIBITOR	
Seal _____	Signature of Exhibitor _____

4 - 7/10/2018

NOVI SAD FAIR
www.novisadexpo.com
Serbia - 21000 Novi Sad, Hajduk Veljkova 11



INTEGRATED MARKETING COMMUNICATIONS SECTOR

Phone: + 381 21/483-11-32

E-mail: marketing@sajam.net

GENERAL SPONSOR



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-MAIL		WWW.

PRINTED MATERIAL

	CATALOGUE	EUR/item	ORDERED
	Sticker on front page (3 x 2.5 cm)	130	item
	Sticker on Map of Fair (2 x 2 cm)	48	item
	Sticker on the floor map (2 x 2 cm)	30	item
	Inserting advertising inserts - delivered to the Fair	83	item
	Dividing cardboard - one colour page	100	item
	Inside colour page	70	item
	Inside black-and-white pages	52	item
	First inside page, colour	165	item
	Second cover page, colour	217	item
	Third cover page, colour	191	item
	Fourth cover page, colour	261	item
	OTHER SERVICES	EUR/item	ORDERED
	The right to hand out advertising material - exhibitors*	104	item
	The right to hand out advertising material - non-exhibitors**	217	item
	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
	Advertising space of a flyer distributed to visitors (distributed in Novi Sad and surrounding settlements)	304	item
	Logo on billboards (60 x 40 cm) and on posters (12 x 10 cm) advertising the event	1.130	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>			

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PRINT AND E-EDITIONS

FAIR NEWSLETTER - DAILY PAPER	EUR/item	ORDERED	FAIR NEWSLETTER - SPECIAL EDITION	EUR/item	ORDERED
Colour page	87	item	Colour page	217	item
1/2 colour page	61	item	Back colour page	304	item
1/3 colour page	48	item	1/2 colour page	148	item
1/4 colour page	35	item	Banner on inside pages (19 x 3 cm)	130	item
Back colour page	174	item	Column on inside pages (4,5 x 25,7 cm)	70	item
Banner on inside pages (19 x 3 cm)	40	item	Sticker on first colour page (6 x 3 cm)	110	item
Column on inside pages (4,5 x 25,7 cm)	29	item	Sticker on inside colour pages (6 x 3 cm)	77	item
Sticker on first colour page (6 x 3 cm)	70	item	Inserting advertising inserts	offer	item
Sticker on inside colour pages (6 x 3 cm)	52	item	E-NEWSLETTER	EUR/item	ORDERED
Inserting advertising inserts for exhibitors	offer	item	A sticker in E-Newsletter	43	item
Inserting advertising inserts for non-exhibitors	offer	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.lorist.novisadexpo.com

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	200	item	Size 970 x 90 pixels	120	item
Size 180 x 150 pixels	160	item	Size 250 x 250 pixels	160	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	240	item	Size 970 x 90 pixels	85	item
Size 250 x 250 pixels	410	item	Size 250 x 250 pixels	110	item
Banner on the page with the fairs of events and press page - per month *			Profile - per month *		
Size 250 x 250 pixels	85	item	Advertising page for sponsors	765	item

* Serbian and English, with a link to the company's site



180 x 150 pixels

250 x 250 pixels

970 x 90 pixels

www.facebook.com/novosadskisajam

Promotion on the Facebook page of the Novi Sad Fair - per month	EUR/item	ORDERED
Placing information, tagging and shuffling customer information (3 times a week)	100	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)	3/second	second	Filming and editing reportage from the stands of the exhibitors (up to 1 minute) with broadcasting and DVD with a broadcasted reportage	146/item	item
One report broadcast of 30 seconds	39/item	item			
Streaming video events with the Fair	73/minute	minute	Filming and editing reportage from the place of event (up to 1 minute), broadcasting and DVD with a broadcasted reportage	261/item	item
Subtitle up to 10 words (design and one broadcasting)	30/item	item			
A sticker along with the anchor's introduction (in one show)	70/item	item	Talk at the Fair (up to 2 minutes)	130/item	item
The host mentions the company's name (in one show)	43/item	item	Video record of events at the Fair (up to 1 minute)	78/minute	minute
Inserter to 5 seconds (in a show)	81/show	show	Video of the event - award presentation (up to 1 min.)	70/minute	minute
			CD or DVD with show where reports is show	4/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

LOUDSPEAKERS OF NOVI SAD FAIR

SERVICE	EUR	ORDERED	SERVICE	EUR	ORDERED
Broadcasting of 1 second spot	0,13/second	second	Broadcasting a advertisement up to 20 words (three readings a day)	8,50/item	item
Lease between 400 to 3.000 second	0,10/second	second	Call-in programmes or live interview in the studio (up to 2 minutes)	25/item	item

During the 51st International Fairs "Lorist", the program is broadcast in the round of the Fair, with the intention of following the fair facts, the offer of exhibitors and accompanying events.

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

ENTRANCE HALL	EUR/m ²	ORDERED	WITHIN THE FAIR SITE AND IN THE HALL	EUR/m ² /item	ORDERED
Rental of advertising space for a brought banner 5 x 1 m (tarpaulin or mesh)	52	m ²	Rental of advertising space for a brought board or brought banner	26	m ²
Rental of advertising space for a brought board 1 x 2 m	35	m ²	Rental of advertising space for a brought banner (tarpaulin or mesh) - on the Avenue of Nations at Hall 2	61	m ²
Broadcasting of the logo of service user on the LED display	100	day	Flags (1.5 x 3 m) in 'Master' Hall	87	item
MAIN ENTRANCE	EUR/item	ORDERED	Flags (1.5 x 3 m) on a flagpole, without a console	30	item
Rental of advertising space for a brought banner 2 x 3 m (tarpaulin or mesh)	1.304	item	Flags (1.5 x 3 m) on a flagpole, with a console	52	item
Flags (1.5 x 3 m)	143	item	Flags (1.5 x 3 m) on a movable flagpole with a console	87	item
Flags (1.5 x 3 m) for a period of one month	196	item	Flags (1.5 x 3 m) on a own flagpole	26	item
ZEPPELIN	EUR/item	ORDERED	UPON SPECIAL REQUESTS		
Space rental for a brought zeppelin	104	item	- 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

WITHIN THE FAIR SITE

MAIN ENTRANCE



Banner 5 x 1 m



Board 1 x 2 m



Banner 3 x 1,5 m



Banner 5 x 3 m



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

GENERAL TERMS AND CONDITIONS OF CONTRACTING

1. TERMS AND CONDITIONS OF CONTRACTING

A signed application form and the General Terms and Conditions comprise a contract concluded between the applicant (hereinafter: the Exhibitor) and the Novi Sad Fair (hereinafter: the Fair).

Application is irrevocable and obliges the applicant unless cancelled in writing form (official letter) 30 days before the opening of the event.

Should the applicant cancel his appearance within 30 to 20 days prior to fair event opening, Novi Sad Fair shall keep the previously paid 20% of the total amount specified in the last pro forma invoice, for obligations stemming from contractual relation and made reservation of exhibition area (design, location, postal and telephone charges, etc.), due to given notice of cancellation within the specified period.

Should the applicant cancel his appearance within a period of less than 20 days prior to fair event opening, the applicant is obliged to pay the entire amount specified in the last pro forma invoice, as principal debt, for made reservation of exhibition area and other services, regardless of whether he will be exhibiting in the area he registered for or not, whereas Fair reserves the right to designate the relevant area to another exhibitor, or to arrange and decorate the area not used by the above exhibitor in a manner suited to the concept of the event, to be encumbered to the above the applicant.

Should the applicant abandon the contract – registration within 20 days prior to fair event opening, without having paid the arranged advance amount, he shall pay to Novi Sad Fair 20% of the total amount specified in the last pro forma invoice, for obligations stemming from contractual relation and made reservation of exhibition area (design, location, postal and telephone charges, etc.), due to given notice of cancellation.

Upon completion of the event, the applicant will be sent a final invoice for the services that have been used. The applicant is obligated to pay the remaining debt according to the final invoice within the specified period.

The Fair reserves the right to:

- approve or reject the application
- determine the location and size of the exhibition space
- modify the already assigned location
- cancel the accepted application 15 days before the opening of the event
- registered exhibitors by commodity groups.

The Fair reserves the right to increase or decrease the exhibitor's space depending on possibilities for determining location. The Fair will notify in writing the applicant of the location of the allocated exhibition space and will submit the Space Plan.

Without the approval of the Fair, the applicant may not transfer the right to use the leased space to another user.

A single booth may not be used by more than one exhibitor.

If the exhibitor does not register co-exhibitors or indirect exhibitors, or fails to provide complete information in his registration, Fair is entitled to subsequently charge the exhibitor for costs of co-exhibitor and indirect exhibitor registration fees.

All complaints for the exhibition space and technical services may be submitted only for the time of the event in writing (official letter).

2. PAYMENT TERMS AND CONDITIONS

On the basis of signed application, the Fair will deliver a pro-forma invoice, based on which is required that the applicant settle the payment in advance of 20% of the total amount of the invoice within 5 days of the date of invoice, and the remaining 80% no later than 15 days before the event.

3. PUTTING UP BOOTHS

Design of exhibition area includes structural design of booth, work on booth (erection of aluminum construction, erection of water-supply and electric power supply), expert and technical supervision.

Standard booths have aluminum construction in natural aluminum color OCTANORM, with duplex interior, white, floor covered in floor covering, booth has lighting, small floodlights, sign on booth in block letters (logotype charged additionally), furniture – as per applicant's choice.

The applicant may order **additional equipment**, the prices of which are not specified in the registration, by completing an order form, all in line with the current Fair price list. The complete price list is available on the Novi Sad Fair website at www.sajam.net.

Terms and conditions for renting stand construction and furniture:

Stand elements must not be covered, painted, dismantled or appropriated.

The applicant is responsible for maintenance of elements at the stand during the fair event.

The applicant shall compensate for any possible loss or damage of any rented element in accordance to its market value.

The Fair retains the right to make minimal changes in the project.

The Fair guarantees that all elements shall be delivered, provided there are enough items on stock, which depends on the time of application for exhibiting. If the applicant chooses not to use all elements belonging to the particular stand type, the price of stand construction shall not be lowered.

Custom booths can be made (maxima, particleboard, craft, etc.) in accordance with the request.

Works not mentioned in the application, but wanted by the applicant to be done at his stand in the hall or outdoors, can be ordered, in writing, in an order form, not later than two days (48 hours) before the beginning of the event.

For all timely extra orders of the applicant, the current pricelist will be used.

4. OTHER TECHNICAL INFORMATION

Pursuant to the Law on Protection of the Population from Exposure to Tobacco Smoke in Facilities, it is forbidden to smoke in the halls of the Novi Sad Fair.

The applicant is obliged to complete arranging and decoration of the exhibition area 24 hours prior to fair event opening, as well as to remove any packaging and other materials which will not be exhibited, by the same deadline.

Upon arrival at the Fair, each applicant shall report to the relevant inspector, in order to receive precise information regarding the location and dimensions of the designated premises in the hall, as well as in the open exhibition area. Should an applicant occupy a location other than the one designated to him, he shall bear all costs of relocating to his designated exhibition area.

Exhibition goods can not be amounted and changed before the closing of the event, and the applicant are required to ensure the presence of their authorized representatives by the end of the event.

The applicant is obliged to be present during pavilion opening and closing during preparations for the fair event and during the fair event itself. **Fair shall in no way be liable for any disappearance of or damage to exhibition materials or exhibits.**

Novi Sad Fair will supply electrical power for installations in exhibition areas.

If applicant (exhibitor or his contractor) will be doing electrical wiring from the main power supply, he is obliged to submit the wiring diagram to Novi Sad Fair for inspection prior to commencing works.

Applicant (exhibitor or contractor) shall be liable for correct electrical wiring from the main power supply.

The applicant shall pay for the damage done by the applicant's workers or third parties hired by the applicant to perform works at the Fair. The amount shall be determined by a committee established by the Fair.

The applicant may use the exhibition space to organise demonstrations of equipment, provided it does not disturb other exhibitors and visitors. During the demonstration, all safety and precaution measures should be taken by the applicant, who takes the whole responsibility for possible damage.

The sound equipment at the exhibition stand can be tolerated only within the space covered by the stand.

The packing and despatch may begin one day after the closing of the fair event.

The applicant may take out the goods only with a permit issued at the Exhibition Service of the Fair, after all the debts to the Fair have been settled.

The applicant is required to upload their property from the area of the Fair within two (2) days after the end of the event. After this period, the Fair has the right to charge the cost storage of the applicant's assets in its space for the price by the current price list of the Fair Services. If the applicant at the expiration of the period of 15 days from the date of completion of the event does not upload their property, it becomes the property of the Novi Sad Fair.

5. COMPULSORY CATALOGUE LISTING AND PASSES FOR EXHIBITORS

All exhibitors, regardless of the application deadline, are obliged to pay the catalogue listing.

The Fair has defined the following categories of exhibitors:

EXHIBITORS - economic entities who present their own products or services, rent a designated exhibition space and who are obliged to be listed in the official Catalogue. If the Exhibitor lists its representative offices (outside of headquarters) pays the registration fee that applies to indirect exhibitors for each of the specified representative office.

The fee for compulsory Catalogue listing for EXHIBITORS includes the following:

- publishing of information about the Exhibitor (exact name, address, phone and fax number, e-mail address, http, logo) in the list of exhibitors in the Catalogue
- publishing of up to 20 words about the products or services in the list of exhibitors in the Catalogue, in accordance with the commodity groups published in the Catalogue
- entering data in the list of exhibitors on the Fair website
- entry in the Fair information system (a multimedia information centre)
- a copy of the Catalogue
- The passes for a fair event shall be allocated as follows:
 - standard stand 9 m² - one passes
 - Number of exhibitor passes with bar code defined under registration.

The Catalogue is printed in Serbian and English. The Exhibitors are responsible for correctness of the information published. The Fair retains the right to adjust the names of products listed in the Catalogue application form in accordance with the commodity groups, which are integral part of the Catalogue.

The Catalogue application form is submitted with the application for exhibiting and the two forms are regarded as the same application. **The information received after 21st September 2018 shall be printed in a supplement for late-entries.**

TICKETS AND ADDITIONAL TICKETS

Based on the introduction of a system of electronic controls, all cards and tickets have a bar-code. All cards and tickets for applicants can be taken in the Exhibition Activities Service, before and during the Fair.

If there is a need to hire more staff at the stands or for the guests of applicant, permanent tickets can be ordered in the Exhibition Activities Service.

Note:

All cards allow the user an unlimited number of entries into the exhibit space during the working hours for exhibitors, whereby the user must comply with the below terms of use.

Pass holder must permit person in charge of monitoring entrance to scan the bar code and record entrance, on every single occasion of entrance.

Pass must be scanned on every occasion of departure, as well.

Pass holder whose pass has not been recorded at departure will not be permitted re-entry; i.e. the only way to re-enter will be by purchasing a one-day pass.

Only pass holder may be subject to recording of entrance and departure; a single pass may only be used by a single person.

Pass is property of Novi Sad Fair. In the event of misuse or use contrary to rules, pass shall be blocked and/or confiscated without right to reimbursement, and without Fair's obligation to issue a replacement pass.

6. INSURANCE

The applicant is obliged to insure exhibition material with a domestic or foreign insurance company. Fair shall not be liable for disappearance of or damage to applicant's property at the Fair.

The applicant shall be fully liable for damage to exhibition material and other applicant's property, unless the above has been insured as specified in the above paragraph.

7. GENERAL TERMS AND CONDITIONS FOR CONTRACTING MARKETING SERVICES

MATERIAL DELIVERY DEADLINES:

The signatory applicant for marketing services is obliged to deliver the material ready for print (advertisements on CDs or in electronic format) to the Novi Sad Fair not later than 20 working days prior to the beginning of the fair event. In the event that he does not deliver the material, the Fair will realise the ordered service according to the data it has at its disposal, and if it is not possible, the applicant will bear all the costs stated in the application as if the service were done.

Materials for a CD: format jpg 800 x 600

Materials for the Internet site - banners: format jpg or gif, 120 x 60 pixels or 180 x 150 pixels

DEADLINES FOR AND TERMS OF CANCELLATION OF SIGNED REGISTRATIONS

Once submitted, the application for marketing services is irrevocable and legally binding, unless cancelled in writing, as follows:

- THE CATALOGUE

- **At least 20 days before the start of the event**, the applicant is obligated to pay on behalf of the obligations of the contractual relationship 10% of the ordered services (final invoice).

- **In period shorter than 20 days and if the Exhibitor do not submit the material for publication**, the applicant is obligated to pay on behalf of the obligations of the contractual relationship 100% of the value of ordered services (final invoice).

- ADVERTISING SPACES

Renting and making advertising signs may be stipulated for the duration of the fair or for a period longer than the duration of the fair event.

In case the contract is terminated due to any applicant's fault, the applicant shall bear the costs of the dismantling of the advertisement from the advertising space.

Once submitted, the application is irrevocable and legally binding, unless the applicant submits a cancellation in writing:

- within 20 days before the start of the event (cancellation deadline less than 20 days)-the applicant is obligated to pay on behalf of the obligations of contractual relationship 10% of the ordered services (final invoice).

The applicant is obliged to make the payment in full not later than before the works begin, according to the stated prices for the services.