

23rd INTERNATIONAL
EXHIBITION OF
**JEWELLERY AND
WATCHES "SJAJ"**

1 - 4/11/2018

NOVI SAD FAIR
www.sajam.net

Serbia - 21000 Novi Sad, Hajduk Veljkova 11

RENTAL OF EXHIBITING AREA
Phone: + 381 21/483-01-21
Fax: + 381 21/483-01-11
E-mail: slobodanka.zikic@sajam.net

PUTTING UP BOOTHS
Phone: + 381 21/483-07-72, fax: + 381 21/483-07-74
E-mail: tehnika@sajam.net

MARKETING SERVICES
Phone: + 381 21/483-11-32, fax: + 381 21/483-11-23
E-mail: marketing@sajam.net

PARKING
Phone: + 381 21/483-07-13
E-mail: parking@sajam.net

CONGRESS CENTRE
Phone: + 381 21/483-07-77
E-mail: kongresnicentar@sajam.net

CATERING
Phone: + 381 21/483-11-48
E-mail: vladan.loncarevic@sajam.net

QUALITY APPRAISAL
Phone: + 381 21/483-02-07; + 381 62/536-173, + 381 66/653-61-73
E-mail: dragan.canadzic@sajam.net

APPLICATION - CONTRACT FOR PARTICIPATION

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 21st September 2018

SERVICE		PRICE/EUR	ORDERED	SERVICE		PRICE/EUR	ORDERED	
RENTAL OF EXHIBITING INDOOR AREA	Without stand construction per m ²	30/m ²		QUALITY APPRAISAL AND DESIGN SHOWPIECE	Exhibits in the field of jeweler	80/item		
	With construction of standard stand per m ²	55/m ²			Design of showpiece	80/item		
CONNECTORS	Water faucet	95/item			Exhibitors at the 23 rd International Exhibition of Jewellery and Watches "Sjaj" are entitled to a 20% discount on the specified prices.			
	Electric receptacle of up to 15 kW	60/item		RENTAL OF NUMBERED PARKING-SPACE	VIP area (in front of the Business Center at entrance to "Master" Hall)	20/item		
	Electric receptacle of over 15 kW	85/item			Reserved area (behind the "Master" Hall)	10/item		
ADDITIONAL EQUIPMENT	Kitchenette utilisation	160/item		INTERNET	Single connection 1/512 Mb/s	20/item		
	Utilisation of sink	42/item		RENTING HALLS IN THE CONGRESS CENTRE	Up to 100 seats	140/hour		
	Utilisation of boiler	42/item			Date _____	Up to 200 seats	230/hour	
	Utilisation of refrigerator	75/item			Time _____	Up to 400 seats	400/hour	
COMPULSORY CATALOGUE LISTING	Exhibitor	100/item			Grand Hall (350 seats)	350/hour		
	Co-exhibitor	64/item		CATERING	Refresh break (coffee, tea, water, juice)	1,6/person		
	Indirect exhibitor	34/item			Date _____	Selection of various bites (basic menu)	13/person	
				Time _____				

NOTE

- PRICES OF PARKING AND CATERING 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) 20 DAYS BEFORE THE OPENING OF THE EVENT.

FILLED BY NOVI SAD FAIR

Confirm the renting _____ m² Hall _____
of exhibiting space

Novi Sad, _____ Date _____ Seal _____
Signature of Novi Sad Fair

FILLED BY EXHIBITOR

Seal _____
Signature of Exhibitor

1 - 4/11/2018

 **NOVI SAD FAIR**
www.sajam.net
Serbia - 21000 Novi Sad, Hajduk Veljkova 11

INTEGRATED MARKETING COMMUNICATIONS SECTOR
Phone: + 381 21/483-11-26, fax: + 381 21/483-11-23
E-mail: katalog@sajam.net

PLEASE FILL IN BLOCK CAPITALS

CATALOGUE DATA - EXHIBITOR

The exact name of the exhibitor (taken from the signed application for exhibiting)

Country, ZIP code, city/town, street and number

Phone

Fax

www.

E-mail

Name of the contact person in charge of the Catalogue listing and their phone number

INFORMATION ABOUT REPRESENTATIVE OFFICE

1. Country, ZIP code, city/town

Street and number

Phone

Fax

www.

E-mail

2. Country, ZIP code, city/town

Street and number

Phone

Fax

www.

E-mail

CATALOGUE DATA - CO-EXHIBITOR

1. Name of the co-exhibitor

Country, ZIP code, city/town

Street and number

Phone

Fax

www.

E-mail

2. Name of the co-exhibitor

Country, ZIP code, city/town

Street and number

Phone

Fax

www.

E-mail

CATALOGUE DATA - INDIRECT EXHIBITOR

1. Name of the indirect exhibitor

Country and City

2. Name of the indirect exhibitor

Country and City

NOTE

- SHOULD THE EXHIBITOR LIST REPRESENTATIVE OFFICES OF THE COMPANY (OUTSIDE THE PLACE WHERE THE HEADQUARTERS OF THE COMPANY IS), IT SHOULD PAY A FEE FOR EACH LISTED REPRESENTATIVE OFFICE, ACCORDING TO THE PRICE-LIST FOR INDIRECT EXHIBITORS.
- IN CASE THE EXHIBITOR ALSO APPLIES MORE THAN TWO CO-EXHIBITORS AND INDIRECT EXHIBITORS, PLEASE MAKE COPIES OF THIS PAGE.
- 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).

Seal

Signature of Exhibitor

Outline of the list of products presented at the fair - according to commodity groups which are an integral part of the catalogue.

Filled by Exhibitor
 Filled by Co-Exhibitor

Exhibitor
Co-Exhibitor

- Alarm systems
- Watchmaking tools
- Packing materials
- Fancy jewellery
- Precious stones Engraving machines
- Machine cut cubic zirconia
- Jewellery
- Goldsmiths' equipment and tools
- Equipment for nose-, ear- and bellybutton piercing
- Equipment for jewellery storing and exhibition
- Jewellery workshop equipment Video surveillance equipment
- Accessories for maintenance of watches and jewellery
- Watches/clocks

Exhibitor
Co-Exhibitor

- Synthetic stones for jewellery
- Liquid gold
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____

INFORMATION FOR THE CATALOGUE DATA CHAPTER (not necessary to be stated). The data are also used in informative public relations.

New projects you are presenting at the Fair:

If you celebrate an anniversary in 2018, please state.

1 - 4/11/2018

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Serbia - 21000 Novi Sad, Hajduk Veljkova 11

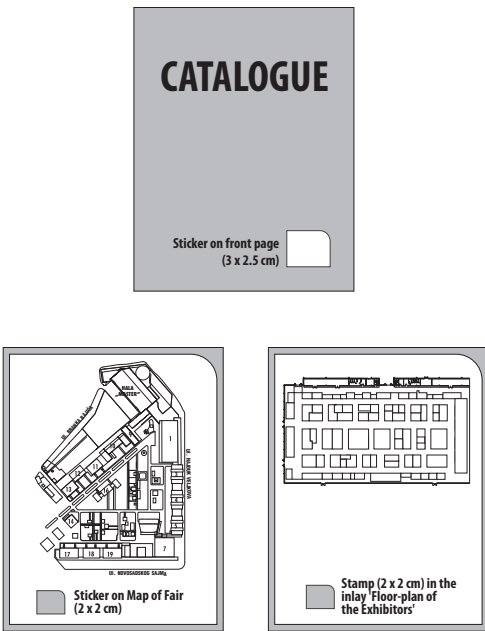
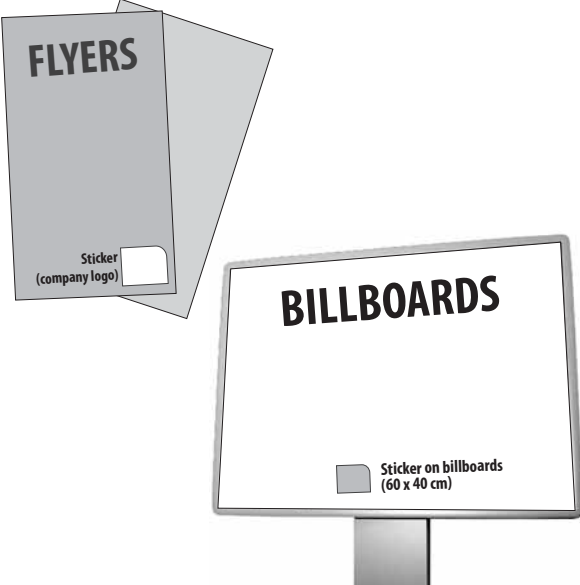
INTEGRATED MARKETING COMMUNICATIONS SECTOR
Phone: + 381 21/483-11-32, fax: + 381 21/483-11-23
E-mail: marketing@sajam.net

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
 <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>Stamp (2 x 2 cm) in the inlay 'Floor-plan of the Exhibitors'</p>	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
 <p>FLYERS</p> <p>Sticker (company logo)</p> <p>BILLBOARDS</p> <p>Sticker on billboards (60 x 40 cm)</p>	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
	<p>* The Fair shall provide three day ticket for the distribution of advertising material for exhibitors.</p> <p>** 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>		

MARKETING

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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	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

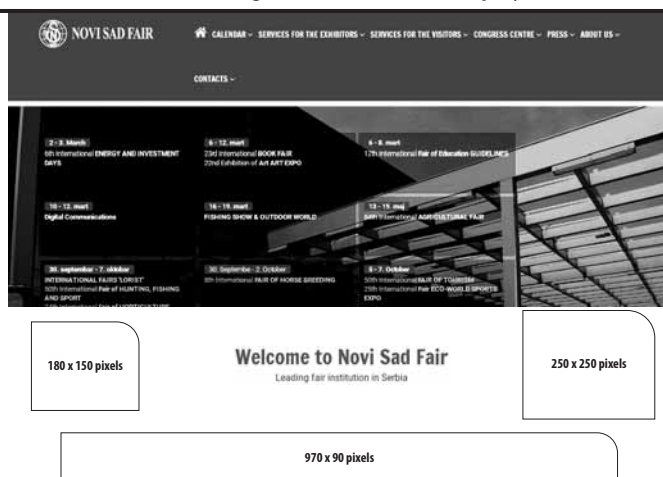
TV SHOW "LET'S ALL GO TO THE FAIR" – TV show produced by the Novi Sad Fair, broadcast on 40 regional and local television stations across Serbia
 DURING THE FAIR – 25-minute shows produced daily during the event and broadcast on local television stations
 BEFORE AND AFTER THE FAIR – 15-minute shows produced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



www.jwo.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



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

ENTRANCE HALL	EUR/m ² /item	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	52	item	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			
MAIN ENTRANCE	EUR/m²/item	ORDERED	Flags (1.5 x 3 m) in 'Master' Hall	87	item
Rental of advertising space for a brought banner 2 x 3 m (tarpaulin or mesh)	1.304	item	ZEPPELIN	EUR/m²/item	ORDERED
Flags (1.5 x 3 m)	143	item	Space rental for a brought zeppelin	104	item
Flags (1.5 x 3 m) for a period of one month	196	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					

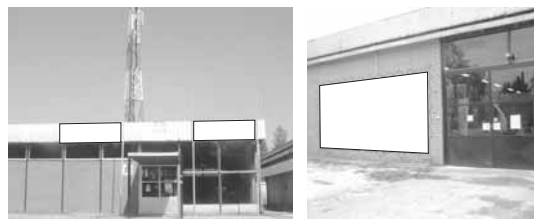
ENTRANCE HALL



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



Banner 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) 20 days before the opening of the event.

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 cancel his appearance within 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 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 minimum size of the exhibition space that can be leased is 12 m² of the indoor space and 25 m² of the outdoor space. 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, unless the present business entities have been registered with the Fair as co-exhibitors alongside the lead 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.

Price of setting up standard booth includes services related to erecting and disassembling of following booth elements:

STANDARD BOOTH

NAME	QUANTITY	Up to 25 m ²	26 - 50 m ²	51 - 100 m ²	> 100 m ²
OFFICE	ITEMS	1	2	2	4
STORAGE	ITEMS	1	1	1	1
TABLE	ITEMS	1	2	4	5
CHAIR	ITEMS	4	8	16	18
KITCHEN SHELF LOW	ITEMS	1	1	1	1
KITCHEN SHELF HIGH	ITEMS	0	1	1	3
FLOOR COVERING	ACCORDING TO SIZE OF STAND IN m ²				

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.

The applicant may carry out the construction and the arrangement of the exhibition area in the manner as follows:

- Engaging Novi Sad Fair, in which case design certification is not charged;
- Engaging other contractors in which case design certification is charged 2,75 EUR/m² (VAT not included);
- If applicant independently carries out work on his booth and possesses the necessary materials for the booth (to be determined by a committee), he will be charged design certification in the amount of 1 EUR/m² (VAT not included).

The attestation of the project and the project attestation fees are solely the obligation of the contractor.

The applicant may take over the obligation of paying for the project attestation fee, in case, before the assembly has been started, he provides a certified document wherein he confirms such obligation.

In case the applicant executes the construction himself or contracts his own constructor, works cannot start until the Novi Sad Fair acknowledges the project of the stand.

If applicants independently decorate leased area or enlist the services of a decorating company, they are obliged to submit the design to the Fair for APPROVAL, including the following attachments, namely:

1. Specification of materials for setting up booth
2. Specification of furniture
3. Registered own blank bill of exchange (signed by authorized person) and proof of bill of exchange registration (for contractors from Serbia)
4. Vehicle license plate number
5. List of workers who will be carrying out works.

If any of the above is missing, they will not be able to access Fair Halls.

Contractor is obliged to pay the invoiced amount or to deposit a bill of exchange upon design certification and prior to commencing works.

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

The applicants obliged to provides the application of required measures of safety and healthcare at work in accordance with the law and other bylaws for all his employees, other persons engaged or for the company he engages for assembling stands or other activities. The applicant is obliged to empower the engaged employees for the above mentioned jobs for safe and healthy work, to provide equipment for work, i.e. material and equipment for personal safety at work to which safety and healthcare measures have been applied.

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 may begin arranging and decoration of the exhibition area, as well as delivery of merchandise to Fair premises five (5) or ten (10) days prior to fair event opening in the closed and in the open area, respectively, but no later than 48 hours prior to the opening. Activities may commence earlier than stated above, subject to special approval of the Fair. Otherwise, Fair shall not be liable for untimely arranging and decoration of the exhibition area.

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.

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.

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.**

Any earth works to be carried out in the open exhibition area must be announced and completed no later than 10 days prior to fair event opening.

Should the applicant decide to perform plumbing works at the Fair, the applicant should ask the Novi Sad Fair to inspect the installations.

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 measured 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.

If the applicant does not transport the goods using their own means of transport, the transport and despatch of the goods from the entrance to the Fair to the exhibition space may be done by a forwarding agency.

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

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.

CO-EXHIBITORS - If on the stand rented by the Exhibitor are the other economic entities, they are required to be registered as co-exhibitors. The co-exhibitors are registered by the Exhibitor and the Exhibitor is also obliged to pay the Catalogue listing fee. The information about the co-exhibitor shall not be listed under the first letter of the company's name, but are listed alongside the information about the Exhibitor, in accordance with the text submitted by the Exhibitor.

INDIRECT EXHIBITORS - If business entities (manufacturers and countries of origin) which are not Fair exhibitors, and which have a business relationship with an exhibitor, are listed in the catalogue of exhibitors, they shall have the status of indirect exhibitors. The Exhibitor shall the Fair a fee for each listed indirect exhibitor. The information about the indirect exhibitor shall not be listed under the first letter of the company's name, but are listed alongside the information about the Exhibitor, in accordance with the text submitted by the Exhibitor.

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 fee for compulsory Catalogue listing for CO-EXHIBITORS, includes the following:

- publishing of information about the co-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 fee for compulsory catalogue listing for INDIRECT EXHIBITOR includes the following:

- name of the indirect exhibitor, town/city and country.

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 24th October 2018 shall be printed in a supplement for late-entries.**

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.

8. RENTING HALLS IN THE CONGRESS CENTRE

The price of renting the hall includes the complete audio-visual support:

a) from Great Hall (350 seats)

- frontal projections with two projectors, 6,000 ANSI Lumen each
- two automatic screens 4 m
- plasma screen in front of the Hall
- PC (PowerPoint, DVD, CD, Video, USB drive)
- audio (Radio, CD, DVD, Mic, PC)

- video (DVD, DV, SVHS)
- two cameras on the ceiling
- wireless microphones
- desk microphones
- monitors on the chairperson's desk
- monitor on speaker's desk
- access provided for notebooks, both on the speaker's desk and the chairperson's desk

b) for halls accommodating between 100 and 400 people

- frontal projection with a projector, 4,500 ANSI Lumen
- automatic screen 3 m
- PC (PowerPoint, DVD, CD, Video, USB drive)
- audio (CD, DVD, Mic, PC)
- video (DVD, DV, SVHS)
- a camera on the ceiling
- wireless microphones
- desk microphones
- monitors on the chairperson's desk
- monitor on the speaker's desk
- access provided for notebooks, both on the speaker's desk and the chairperson's desk
- plasma screen in front of the Hall (halls 3, 4, 5 and 6)

The Renter is responsible for possible damage to the equipment which is an integral part of the rented space during the renting period. The Fair is not responsible for possible loss or damage to technical devices, material, equipment and other items brought in by the Renter before, during and after the renting period agreed.

Novi Sad Fair reserves the right to set the final date and time in accordance with the order of registrations.

Catering and hospitality services shall be arranged separately. Food assortment depends on the number of persons, variations of daily menus, as well as on the need for a broader selection of refreshments.

The basic buffet menu is comprised of the following:

Hors d'oeuvre (smoked sirloin, minced pork sausage, ham, chicken breast, feta cheese, trappista cheese, vegetarian, tuna, seafood, etc.), **pies** (cheese, meat, greens, cheese cornbread, etc.), **cocktail barbecue** (mini kebabs, bacon-wrapped chicken skewers, pork noisettes, chicken fillet cocktail, cocktail wieners, etc.), **short-order meals** (chicken, mini Karadorde's schnitzels, orly catfish - Lenten, etc.), **filled pastry shells** (chicken salad with peanuts, Russian salad, beef salad with pickles and mushrooms, ham salad with corn, grilled vegetables, sesame-corn salad, etc.), **fresh salads, mixed pastries, homemade petits fours**.

Beverages: unlimited quantity of coffee and domestic non-alcoholic beverages.

9. PRODUCT QUALITY APPRAISAL AND DESIGN SHOWPIECE

Quality appraisal committee will work in accordance with "Basic rulebook of product and service quality appraisal", "Rulebook of product and service quality appraisal at the International Exhibition of Jewellery and Watches" of the Novi Sad Fair and "Rulebook of appraisal good design" of the Vojvodina Chamber of Commerce and the Novi Sad Fair.

Each awarded participant in the quality appraisal process will be entitled to use the fair logo in media promotion of his product(s) and in his own market promotion, in line with current regulations.

Quality appraisal results will be published on the Novi Sad Fair website www.sajam.net, where quality appraisal rulebooks and registration forms are also available.