

8<sup>th</sup> INTERNATIONAL  
**FAIR OF HORSE  
 BREEDING  
 AND EQUIPMENT**  
**5 - 8/10/2017**

**NOVI SAD FAIR**  
 www.sajam.net  
 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

Please fill in this form in legible capital letters, so that we can process the data about your company – exhibitor correctly.  
 The Applications, Rules and Regulations can be found at [www.horsebreeding.novisadexpo.com](http://www.horsebreeding.novisadexpo.com)

**APPLICATION – CONTRACT FOR MARKETING SERVICES**

CORRECT NAME OF EXHIBITOR \_\_\_\_\_

COUNTRY, POSTAL CODE, CITY, STREET AND NUMBER \_\_\_\_\_

PERSON IN CHARGE CONTRACTING THE EXHIBITION AT THE FAIR \_\_\_\_\_

TELEPHONE / FAX \_\_\_\_\_ V.A.T. (Number) \_\_\_\_\_

E-MAIL \_\_\_\_\_ WWW. \_\_\_\_\_

**APPLICATION DEADLINE 30<sup>th</sup> August 2017**

**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 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 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)	110	item
Back colour page	174	item	Column on inside pages (4,5 x 25,7 cm)	77	item
Banner on inside pages (19 x 3 cm)	40	item	Sticker on first colour page (6 x 3 cm)	130	item
Column on inside pages (4,5 x 25,7 cm)	29	item	Sticker on inside colour pages (6 x 3 cm)	70	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	<b>E-NEWSLETTER</b>	<b>EUR/item</b>	<b>ORDERED</b>
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.horsebreeding.novisadexpo.com

INTERNET SITE - BANNERS	EUR/item	ORDERED	INTERNET SITE - BANNERS	EUR/item	ORDERED
<b>Banner on first page of website - per month *</b>			<b>Banner of the page of the fair event - per month *</b>		
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
<b>Banner on all pages of website - over 4,000 pages - per month *</b>			<b>Banner on the page reserved for exhibitors, page for visitors, and page about us - per month *</b>		
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
<b>Banner on the page with the fairs of events and press page - per month *</b>			<b>Profile - per month *</b>		
Size 250 x 250 pixels	85	item	Advertising page for sponsors	765	item

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

The screenshot shows the Novi Sad Fair website interface. At the top, there is a navigation bar with the fair's logo and various menu items like 'CALENDAR', 'SERVICES FOR THE EXHIBITORS', etc. Below the navigation, there are several promotional banners for different events. Three specific banners are highlighted with dimension boxes: a vertical banner on the left (180 x 150 pixels), a square banner in the middle (250 x 250 pixels), and a wide horizontal banner at the bottom (970 x 90 pixels).

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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		Filming and editing reportage from the place of event (up to 1 minute), broadcasting and DVD with a broadcasted reportage	261/item
Streaming video events with the Fair	73/minute	minute	Talk at the Fair (up to 2 minutes)		130/item
Subtitle up to 10 words (design and one broadcasting)	30/item	item		Video record of events at the Fair (up to 1 minute)	78/minute
A sticker along with the anchor's introduction (in one show)	70/item	item	Video of the event - award presentation (up to 1 min.)		70/minute
The host mentions the company's name (in one show)	43/item	item		CD or DVD with show where reports is show	4/item
Inserter to 5 seconds (in a show)	81/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/m <sup>2</sup>	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)	52	m <sup>2</sup>	Rental of advertising space for a brought board or brought banner	26	m <sup>2</sup>
Rental of advertising space for a brought board 1 x 2 m	35	m <sup>2</sup>	Rental of advertising space for a brought banner (tarpaulin or mesh) - on the Avenue of Nations at Hall 2	61	m <sup>2</sup>
MAIN ENTRANCE	EUR/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	Flags (1.5 x 3 m) on a flagpole, without a console	30	item
Flags (1.5 x 3 m)	143	item	Flags (1.5 x 3 m) on a flagpole, with a console	52	item
Flags (1.5 x 3 m) for a period of one month	196	item	Flags (1.5 x 3 m) on a movable flagpole with a console	87	item
LED DISPLAY IN ENTRANCE HALL	EUR/item	ORDERED	Flags (1.5 x 3 m) on a own flagpole	26	item
Rental space on the LED display	800	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	WITHIN THE FAIR SITE	MAIN ENTRANCE
<b>Banner 5 x 1 m</b>	<b>Banner 3 x 1,5 m</b>	<b>Banner 1,5 x 3 m</b>
<b>Board 1 x 2 m</b>	<b>Banner 5 x 3 m</b>	

**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