50th INTERNATIONAL FAIRS "LORIST"

25th INTERNATIONAL FAIR

"ECO-WORLD"

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

# GENERALI GENERALI

## □ 24<sup>th</sup> INTERNATIONAL FAIR **HORTICULTURE**

### 3 - 8/10/2017

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

## 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-MAIL		www.

E-MAIL	www.		
PRINTED	MATERIAL		
	CATALOGUE	EUR/item	ORDERED
CATALOCLIF Second cover page, colour	Sticker on front page (3 x 2.5 cm)	130	item
CATALOGUE    Second cover page, colour   Third cover page, colour   Fourth cover page, colour	Sticker on Map of Fair (2 x 2 cm)	48	item
Dividing cardboard - one colour page Inside colour page	Sticker on the floor map (2 x 2 cm)	30	item
First inside page, colour Inserting advertising inserts - delivered to the Fair	Inserting advertising inserts - delivered to the Fair	83	item
(3 x 2.5 cm)	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
Stamp (2 x 2 cm) in the inlay Floor-plan of	Third cover page, colour	191	item
(2 x 2 cm) the Exhibitors	Fourth cover page, colour	261	item
	OTHER SERVICES	EUR/item	ORDERED
FLYERS NOVI SAD FAIR Sticker TICKET	The right to hand out advertising material - exhibitors*	104	item
Sticker (company logo)	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
sticker (company logo)  BILLBOARDS	Advertising space of a flyer distributed to visitors (distributed in Novi Sad and surrounding settlements)	304	item
BILLDOAMS	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
Sticker on billboards	The back of the tickets - advertising space	1.130	item
(60 x 40 cm)	* 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.		

- 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.

    IIN 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.

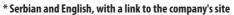
PRINT AND E-EDITIONS						
FAIR NEWSLETTER - DAILY PAPER	EUR/item	ORDERED	FAIR NEWSLETTER - SPECIAL EDITION	EUR/item	ORDERED	
Colour page	87	item	Colour page	217	item	
1/2 colour page	61	item	Back colour page	304	item	
1/3 colour page	48	item	1/2 colour page	148	item	
1/4 colour page	35	item	Banner on 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	E-NEWSLETTER	EUR/item	ORDERED	
Inserting advertising inserts for exhibitors	offer	item	A sticker in E-Newsletter	43	itana	
Inserting advertising inserts for non-exhibitors	offer	item	A Sticket III E-Newslettel	43	item	

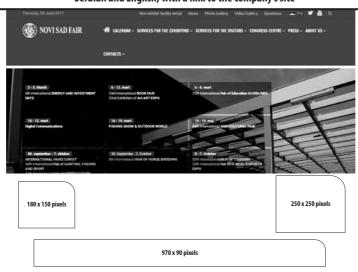
 $FAIR\,NEWS\,BULLETIN-print\,and\,PDF\,version\,on\,the\,Novi\,Sad\,Fair\,web-site\,(Press\,pages)$ 

DAILY PAPER - Ilssued 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 ORDERE			
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	





- OTE ·ALL PRICES LISTED ABOVE EXCLUDEV.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.

    IIN 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	RED 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			
Streaming video events with the Fair	73/minute	minute	(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	Talk at the Fair (up to 2 minutes)	130/item	item	
A sticker along with the anchor's introduction (in one show)	70/item	item	Video record of events at the Fair (up to 1 minute)	78/minute	minute	
The host mentions the company's name (in one show)	43/item	item	Video of the event - award presentation (up to 1 min.)	70/minute	minute	
Inserter to 5 seconds (in a show)	81/show	show	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









ADVERTISING SPACES · ADVERTISING-TECHNICAL SERVICES (during fair events)						
NTRANCE HALL EUR/m <sup>2</sup> 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)	52	m²	Rental of advertising space for a brought board or brought banner	26	m²	
Rental of advertising space for a brought board 1 x 2 m	35	m²	Rental of advertising space for a brought banner (tarpaulin or mesh) - on the Avenue of Nations at Hall 2		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) for a period of one month	196	item	Flags (1.5 x 3 m) on a flagpole, with a console	52	item	
	FIID/it	ADDEDED	Flags (1.5 x 3 m) on a movable flagpole with a console		item	
LED DISPLAY IN ENTRANCE HALL	EUR/item	EUR/item ORDERED WITH a CONSOIE				
Rental space on the LED display	800	item	Flags (1.5 x 3 m) on a own flagpole	26	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

WITHIN THE FAIR SITE

#### **ENTRANCE HALL**









Banner 5 x 3 m



Banner 1,5 x 3 m

SPONSORSHIP PACKAGES AND OTHER PACKAGE OF MARKETING SERVICES ARE CHARGHED BY SPECIAL OFFERS. PHONE: + 381 21/483-11-32

Banner 3 x 1,5 m

- 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.  $IIN\,CASE\,OF\,LEGAL\,DISPUTE, THE\,RESOLUTION\,SHALL\,FALL\,WITHIN\,THE\,RESPONSIBILITY\,OF\,A\,COURT\,IN\,NOVI\,SAD.$
  - APPLICATION IS IRREVOCABLE AND OBLIGES THE EXHIBITOR UNLESS CANCELLED IN WRITING FORM(OFFICIAL LETTER) 20 DAYS BEFORE THE OPENING OF THE EVENT.

Novi Sad,	Cool		Cool	
Date	Seal	Signature of Novi Sad Fair	Seal	Signature of Exhibitor / Service user