

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.

PRINTED MATERIAL

	CATALOGUE	EUR/item	ORDERED
 	Sticker on front page (3 x 2.5 cm)	360	item
	Sticker on Map of Fair (2 x 2 cm)	81	item
	Stamp in the inlay 'Floor-plan of the Exhibitors'	68	item
	Column (1 cm tall) on all pages in the inlay 'Floor-plan of the Exhibitors'	290	item
	Stamp on the blob of the catalogue	185	item
	Inserting advertising inserts - delivered to the Fair	200	item
	Dividing cardboard - one colour page	261	item
	Dividing cardboard - both sides	342	item
	Inside colour page	170	item
	First inside page, colour	306	item
	Second cover page, colour	360	item
	Third cover page, colour	342	item
	Fourth cover page, colour	392	item
		OTHER SERVICES	EUR/item
 	The right to hand out advertising material - exhibitors*	370	item
	The right to hand out advertising material - exhibitors* one day	65	item
	The right to hand out advertising material - non-exhibitors**	500	item
	The right to hand out advertising material - non-exhibitors one day**	100	item
	Advertising space of a flyer distributed to visitors (distributed throughout Novi Sad and nearby villages)	400	item
	Logo on billboards (60 x 40 cm) and on posters (12 x 10 cm) advertising the event	3.500	item
	Printed sticker at the home of the tickets	2.800	item
	The back of the tickets - advertising space	2.800	item

* 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.

- 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	144	item	Colour page	288	item
1/2 colour page	117	item	Back colour page	360	item
1/3 colour page	99	item	1/2 colour page	202	item
1/4 colour page	90	item	Sticker on first colour page (6 x 3 cm)	234	item
Back colour page	234	item	Sticker on inside colour pages (6 x 3 cm)	126	item
Banner on inside pages (25,7 x 3 cm)	99	item	Banner on inside pages (19 x 3 cm)	147	item
Column on inside pages (6 x 38 cm)	80	item	Column on inside pages (4,5 x 25,7 cm)	122	item
Sticker on first colour page (6 x 5 cm)	178	item	Inserting advertising inserts	offer	
Sticker on inside colour pages (6 x 5 cm)	99	item	E-NEWSLETTER	EUR/item	ORDERED
Inserting advertising inserts for exhibitors	offer		A sticker with a link to the company site	90	item
Inserting advertising inserts for non-exhibitors	offer		Announcement of the company's performance at the Fair	180	item

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

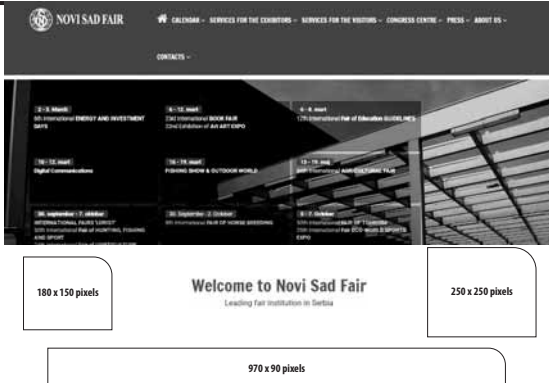
DAILY PAPER – Issued daily during the event. Handed out for free to exhibitors, guests, visitors, media representatives and potential visitors to Novi Sad and the vicinity.

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.agriculture.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	237	item	Size 970 x 90 pixels	145	item
Size 180 x 150 pixels	200	item	Size 250 x 250 pixels	200	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	300	item	Size 970 x 90 pixels	96	item
Size 250 x 250 pixels	510	item	Size 250 x 250 pixels	128	item
Banner on the page with the fairs of events and press page - per month *			Profile - per month *		
Size 250 x 250 pixels	96	item	Advertising page for sponsors	800	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 menu with links like 'CALENDAR', 'SERVICES FOR THE EXHIBITORS', 'SERVICES FOR THE VISITORS', 'CONGRESS CENTRE', 'PRESS', and 'ABOUT US'. Below the menu, there are several banner and profile options with their respective dimensions:

- 180 x 150 pixels: A small square banner.
- 250 x 250 pixels: A square profile banner.
- 970 x 90 pixels: A wide horizontal banner.

The main content area features a 'Welcome to Novi Sad Fair' message with the tagline 'Leading Fair Institution in Serbia'.

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)	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, DV or DVD)	4/1 second	second	Filming and editing reportage from the stands of the exhibitors with broadcasting (up to 1 minute)	180/1 minute	minute
Broadcast video news (of 30 seconds)	65/item	item	Filming and editing reportage from the place of event (up to 1 minute), broadcasting and DVD with a broadcasted reportage	305/item	item
Streaming video events with the Fair (1 minute)	140/1 minute	minute			
Subtitle up to 10 words (design and one broadcasting)	55/10 words	words	Talk at the Fair (up to 2 minutes)	270/item	item
A sticker along with the anchor's introduction (in one show)	180/item	item	Video record of events at the Fair (1 minute)	81/1 minute	minute
The host mentions the company's name (in one show)	130/item	item	Video of the event - award presentation (1 minute)	70/1 minute	minute
Insertor to 5 seconds (in a show)	220/item	item	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)	27/item	item

During the 88th International Agricultural Fair, 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	ORDERED	WITHIN THE FAIR SITE AND IN THE HALL	EUR	ORDERED
Rental of advertising space for a brought banner 5 x 1 m (tarpaulin or mesh)	130/m ²	m ²	Rental of advertising space for a brought board or brought banner	43/m ²	m ²
Rental of advertising space for a brought board 1 x 2 m	95/m ²	m ²	Rental of advertising space for a brought banner (tarpaulin or mesh) - on the Avenue of Nations at Hall 2	100/m ²	m ²
Broadcasting of the logo of service user on the LED display	100/day	days	Flags (1.5 x 3 m) in 'Master' Hall	130/item	item
MAIN ENTRANCE	EUR	ORDERED	Flags (1.5 x 3 m) on a flagpole, without a console	70/item	item
Rental of advertising space for a brought banner 2 x 3 m (tarpaulin or mesh)	1.750/item	item	Flags (1.5 x 3 m) on a flagpole, with a console	90/item	item
Flags (1.5 x 3 m)	220/item	item	Flags (1.5 x 3 m) on a movable flagpole with a console	100/item	item
Flags (1.5 x 3 m) for a period of one month	610/item	item	Flags (1.5 x 3 m) on a own flagpole	48/item	item
ZEPPELIN	EUR	ORDERED	Rental of advertising space to print on concrete	43/m ²	m ²
Space rental for a brought zeppelin	130/item	item	Branding house	28/m ²	m ²
Zeppelin rental of up to 7 days without filling	104/item	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
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 _____ Name and surname of the authorized person for the exhibitor / Service user _____ Signature _____