



53<sup>rd</sup> INTERNATIONAL  
**FAIR OF TOURISM**  
17 - 19/11/2022



E-mail: turizam@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. POŠTA                              | 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 entry 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)                     | 50       | item    |
|   | Sticker on the floor map (2 x 2 cm)                   | 30       | item    |
|   | Inserting advertising inserts - delivered to the Fair | 85       | item    |
|   | Dividing cardboard - one colour page                  | 100      | item    |
|   | Inside colour page                                    | 70       | item    |
|   | Inside black-and-white pages                          | 55       | item    |
|   | First inside page, colour                             | 175      | item    |
|   | Second cover page, colour                             | 220      | item    |
|   | Third cover page, colour                              | 200      | item    |
|   | Fourth cover page, colour                             | 270      | item    |

|   | OTHER SERVICES  | EUR/item | ORDERED |
|---|---|----------|---------|
| <p>NOVI SAD FAIR TICKET</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*                          | 105      | item    |
|   | The right to hand out advertising material - non-exhibitors **                    | 220      | 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    |
|   | Logo on billboards (60 x 40 cm) and on posters (12 x 10 cm) advertising the event | 1.750    | item    |
|   | Printed sticker at the home of the tickets  | 1.478    | item    |
|   | The back of the tickets - advertising space                                       | 1.130    | 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.

**TV SHOW "LET'S ALL GO TO THE FAIR"**


| TV SHOW  | EUR       | ORDERED | PRODUCTION   | EUR       | ORDERED |
|--|-----------|---------|--|-----------|---------|
| Broadcasting of 1 second/spot (brought in CD)                | 4/second  | second  | Filming and editing reportage from the stands of the exhibitors (up to 1 minute)   | 170/item  | item    |
| One report broadcast of 30 seconds                           | 40/item   | item    | Filming and editing reportage from the place of event (up to 1 minute), broadcasting and CD with a broadcasted reportage | 270/item  | item    |
| Streaming video events with the Fair                         | 81/minute | minute  |  |           |         |
| 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)  | 81/minute | minute  |
| The host mentions the company's name (in one show)           | 45/item   | item    | Video of the event - award presentation (up to 1 min.)   | 70/minute | minutae |
| Inserter to 5 seconds (in a show)                            | 90/show   | show    | CD with show where reports is show   | 5/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

**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.

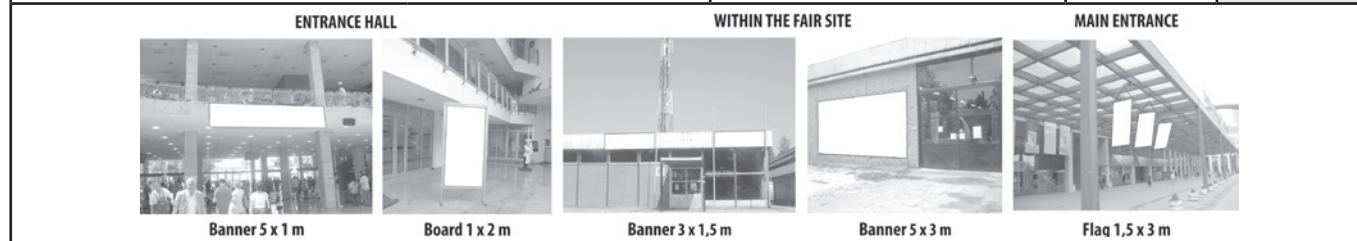
| www.sajam.net  |          |         |   |          |         |
|--|----------|---------|---|----------|---------|
| INTERNET SITE - BANNERS  | EUR/item | ORDERED | INTERNET SITE - BANNERS   | EUR/item | ORDERED |
| <b>Banner on first page of website - per month *</b>                               |          |         | <b>Banner of the page of the fair event - per month *</b>   |          |         |
| Size 970 x 90 pixels   | 220      | item    | Size 970 x 90 pixels  | 130      | item    |
| Size 180 x 150 pixels  | 180      | item    | Size 250 x 250 pixels   | 180      | 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   | 360      | item    | Size 970 x 90 pixels  | 95       | item    |
| Size 250 x 250 pixels  | 500      | item    | Size 250 x 250 pixels   | 117      | 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  | 95       | 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 | 130      | item    |

| www.instagram.com/novosadski_sajam                                  |          |         |
|---|----------|---------|
| Promotion on the Instagram profile of the Novi Sad Fair - per month | EUR/item | ORDERED |
| Placing information, tagging and shuffling customer information     | 130      | item    |

| www.youtube.com/user/Novosadskisajam                              |          |         |
|---|----------|---------|
| Promotion on the YouTube channel of the Novi Sad Fair - per month | EUR/item | ORDERED |
| Placing information   | 130      | item    |

| ADVERTISING SPACES - ADVERTISING-TECHNICAL SERVICES (during fair events)  |          |         |  |                               |                |
|---|----------|---------|--|-------------------------------|----------------|
| MAIN ENTRANCE   | EUR/item | ORDERED | ENTRANCE HALL  | EUR/m <sup>2</sup> /item      | ORDERED        |
| Rental of advertising space 5 x 1 m for a brought board or brought banner 2 x 3 m (tarpaulin or mesh)             | 1.305    | item    | Rental of advertising space for a brought banner 5 x 1 m (tarpaulin or mesh) | 55                            | m <sup>2</sup> |
| Flags (1.5 x 3 m)   | 145      | item    | Rental of advertising space for a brought board 1 x 2 m                      | 35                            | m <sup>2</sup> |
| Flags (1.5 x 3 m) for a period of one month   | 205      | item    | <b>WITHIN THE FAIR SITE AND IN THE HALL</b>                                  | <b>EUR/m<sup>2</sup>/item</b> | <b>ORDERED</b> |
|   |          |         | Rental of advertising space for a brought board or brought banner 1 x 2 m    | 35                            | m <sup>2</sup> |
| <b>UPON SPECIAL REQUESTS</b>  |          |         | Flags (1.5 x 3 m) in 'Master' Hall   | 900                           | item           |
| An option to rent advertising space on the facade of the Novi Sad Fair over a period of one month novior one year |          |         |  |                               |                |



**SPONSORSHIP PACKAGES AND OTHER PACKAGE OF MARKETING SERVICES ARE CHARGED BY SPECIAL OFFERS. PHONE: + 381 21/483-11-25.**

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Novi Sad, \_\_\_\_\_ Seal \_\_\_\_\_ Seal \_\_\_\_\_  
 Date Signature of Novi Sad Fair Name and surname of the authorized person for the exhibitor / Service user Signature