

20 - 26 / 5 / 2023



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.

PRINTED MATERIAL

	CATALOGUE	EUR/ITEM	ORDERED
 	Sticker on front page (3 x 2.5 cm)	365	item
	Sticker on Map of Fair (2 x 2 cm)	85	item
	Stamp in the inlay 'Floor-plan of the Exhibitors'	70	item
	Column (1 cm tall) on all pages in the inlay 'Floor-plan of the Exhibitors'	300	item
	Stamp on the blob of the catalogue	185	item
	Inserting advertising inserts - delivered to the Fair	200	item
	Dividing cardboard - one colour page	265	item
	Dividing cardboard - both sides	345	item
	Inside colour page	170	item
	First inside page, colour	310	item
	Second cover page, colour	360	item
	Third cover page, colour	345	item
	Fourth cover page, colour	400	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	3.600	item
	Printed sticker at the home of the tickets	3.500	item
	The back of the tickets - advertising space	2.800	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 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>			

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	145	item	Colour page	300	item
1/2 colour page	120	item	Back colour page	360	item
1/3 colour page	100	item	1/2 colour page	205	item
1/4 colour page	90	item	Sticker on first colour page (6 x 3 cm)	240	item
Back colour page	255	item	Sticker on inside colour pages (6 x 3 cm)	130	item
Banner on inside pages (25,7 x 3 cm)	100	item			
Column on inside pages (6 x 38 cm)	80	item	Banner on inside pages (19 x 3 cm)	150	item
Sticker on first colour page (6 x 5 cm)	180	item			
Sticker on inside colour pages (6 x 5 cm)	100	item	Column on inside pages (4,5 x 25,7 cm)	125	item
Inserting advertising inserts for exhibitors	offer				
Inserting advertising inserts for non-exhibitors	offer		Inserting advertising inserts	offer	

FAIR NEWSBULLETIN - 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 contact during the Fair.

www.sajam.net

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	240	item	Size 970 x 90 pixels	150	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	360	item	Size 970 x 90 pixels	100	item
Size 250 x 250 pixels	510	item	Size 250 x 250 pixels	130	item
Banner on the page with the fairs of events and press page - per month *			Profile - per month *		
Size 250 x 250 pixels	100	item	Advertising page for sponsors	800	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	200	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	200	item

www.youtube.com/user/Novosadskisajam

Promotion on the YouTube channel of the Novi Sad Fair - per month	EUR/ITEM	ORDERED
Placing information	200	item

- 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.

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

TV SHOW	EUR	ORDERED	PRODUCTION	EUR	ORDERED
Broadcasting of 1 second/spot (brought in CD)	5/1 second	second	Filming and editing reportage from the stands of the exhibitors (up to 1 minute)	180/1 minute	minute
Broadcast video news (of 30 seconds)	70/item	item	Filming and editing reportage from the place of event (up to 1 minute), broadcasting and CD 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)	70/10 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 (up to 1 minute)	80/1 minute	minute
The host mentions the company's name (in one show)	130/item	item	Video of the event - award presentation (up to 1 minute)	70/1 minute	minute
Insertor to 5 seconds (in a show)	220/item	item	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

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

ENTRANCE HALL	EUR/m²/ITEM	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)	130/m²	m²	Rental of advertising space for a brought board or brought banner 1 x 2 m	45/m²	m²
Rental of advertising space for a brought roll up	220/item	item	Rental of advertising space for a brought banner (tarpaulin or mesh) - on the Avenue of Nations at Hall 2	100/m²	m²
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/ITEM	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	Rental of advertising space for a brought banner 3.60 x 0.92 m - on Manege	120/item	item
ZEPPELIN	EUR/ITEM	ORDERED	Rental of advertising space to print on concrete	45/m²	m²
Space rental for a brought zeppelin	130/item	item	Branding house	30/m²	m²

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



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

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.

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