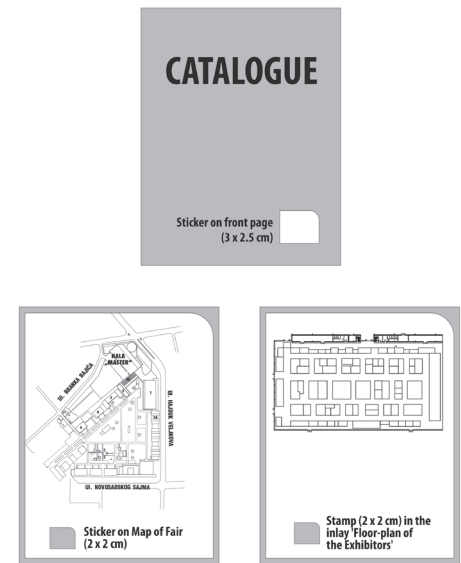
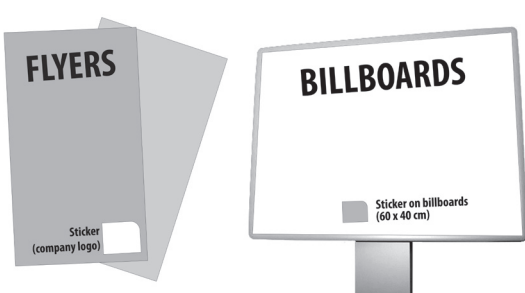


# APPLICATION - CONTRACT FOR MARKETING SERVICES

FULL NAME OF EXHIBITOR / SERVICE USER	COUNTRY
CONTACT PERSON	TELEPHONE/CELLULAR PHONE
V.A.T. (Number)	POSTAL CODE, TOWN ADDRESS
E. POŠTA	WWW.

PRINTED MATERIAL			
 <p><b>CATALOGUE</b></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 inlay 'Floor-plan of the Exhibitors'</p>	<b>CATALOGUE</b>	<b>EUR/item</b>	<b>ORDERED</b>
	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
 <p><b>FLYERS</b></p> <p>Sticker (company logo)</p> <p><b>BILLBOARDS</b></p> <p>Sticker on billboards (60 x 40 cm)</p>	<b>OTHER SERVICES</b>	<b>EUR/item</b>	<b>ORDERED</b>
	The right to hand out advertising material - exhibitors *	105	item
	The right to hand out advertising material - exhibitors (one day) *	30	item
	The right to hand out advertising material - non-exhibitors **	220	item
	The right to hand out advertising material - non-exhibitors (one day) **	60	item
	Advertising space of a flyer distributed to visitors (distributed throughout Novi Sad and nearby villages)	305	item
	Logo on billboards (60 x 40 cm) and on posters (12 x 10 cm) advertising the event	1.750	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:**
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  - 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)	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 (one minute)	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	minute
Insert to 5 seconds (in a show)	90/show	show	CD with show where reports is show	5/item	item

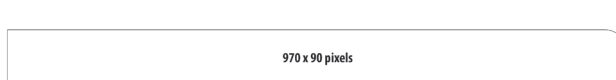
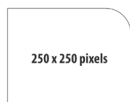
TV SHOW "LET'S ALL GO TO THE FAIR" – TV show produced by the Novi Sad Fair, broadcast on 40 regional and local television stations across Serbia  
**DURING THE FAIR** – 25-minute shows produced daily during the event and broadcast on local television stations  
**BEFORE AND AFTER THE FAIR** – 15-minute shows produced once a week and broadcast on the network of regional and local television



**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	150	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	150	item

**www.youtube.com/user/Novosadskisajam**

Promotion on the YouTube channel of the Novi Sad Fair - per month	EUR/item	ORDERED
Placing information	150	item

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

ENTRANCE HALL	EUR/m <sup>2</sup> /item	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)	55	m <sup>2</sup>	Rental of advertising space for a brought board or brought banner	35	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	62	m <sup>2</sup>
<b>MAIN ENTRANCE</b>	<b>EUR/item</b>	<b>ORDERED</b>			
Rental of advertising space 5 x 1 m for a brought banner 2 x 3 m (tarpaulin or mesh)	1.305	item	Flags (1.5 x 3 m) in 'Master' Hall	90	item
Flags (1.5 x 3 m)	145	item	<b>ZEPPELIN</b>	<b>EUR/item</b>	<b>ORDERED</b>
Flags (1.5 x 3 m) for a period of one month	205	item	Space rental for a brought zeppelin	105	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

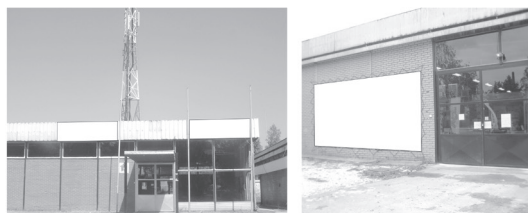
**ENTRANCE HALL**



Banner 5 x 1 m

Board 1 x 2 m

**WITHIN THE FAIR SITE**



Banner 3 x 1,5 m

Banner 5 x 3 m

**MAIN ENTRANCE**



Flag 1,5 x 3 m

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

Date