
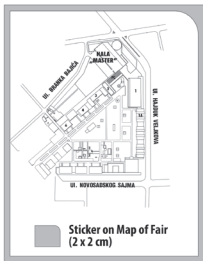
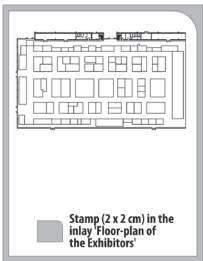
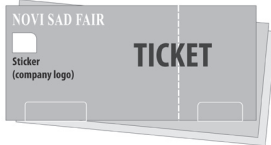



## PLEASE FILL IN BLOCK CAPITALS **APPLICATION - CONTRACT FOR MARKETING SERVICES**

FULL NAME OF EXHIBITOR / SERVICE USER	COUNTRY
CONTACT PERSON	TELEPHONE/CELLULAR PHONE
V.A.T. (Number)	POSTAL CODE, TOWN ADDRESS
E. 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 inlay Floor-plan of the Exhibitors'</p>	Sticker on front page (3 x 2.5 cm)	140	item
	Sticker on Map of Fair (2 x 2 cm)	53	item
	Sticker on the floor map (2 x 2 cm)	34	item
	Inserting advertising inserts - delivered to the Fair	89	item
	Dividing cardboard - one colour page	114	item
	Inside colour page	76	item
	Inside black-and-white pages	59	item
	First inside page, colour	178	item
	Second cover page, colour	237	item
	Third cover page, colour	212	item
	Fourth cover page, colour	280	item
		OTHER SERVICES	EUR/item
 <p>NOVI SAD FAIR</p> <p>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*	114	item
	The right to hand out advertising material - exhibitors (one day) *	34	item
	The right to hand out advertising material - non-exhibitors **	237	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	1.907	item
	Printed sticker at the home of the tickets	1.610	item
	The back of the tickets - advertising space	1.229	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 EDITIONS**

<b>FAIR NEWSLETTER - DAILY PAPER</b>	<b>EUR/item</b>	<b>ORDERED</b>
Colour page	95	item
1/2 colour page	66	item
1/3 colour page	51	item
1/4 colour page	38	item
Back colour page	191	item
Banner on inside pages (25,7x3 cm)	47	item
Column on inside pages (6 x 38 cm)	38	item
Sticker on first colour page (6x5 cm)	76	item
Sticker on inside colour pages (6x5 cm)	57	item
Inserting advertising inserts for exhibitors	offer	
Inserting advertising inserts for non-exhibitors	offer	
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.		

**www.sajam.net**

<b>INTERNET SITE - BANNERS</b>	<b>EUR/item</b>	<b>ORDERED</b>	<b>INTERNET SITE - BANNERS</b>	<b>EUR/item</b>	<b>ORDERED</b>
<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	237	item	Size 970 x 90 pixels	144	item
Size 180 x 150 pixels	195	item	Size 250 x 250 pixels	191	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	381	item	Size 970 x 90 pixels	102	item
Size 250 x 250 pixels	517	item	Size 250 x 250 pixels	127	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	102	item	Advertising page for sponsors	805	item
* Serbian and English, with a link to the company's site					

**www.facebook.com/novosadskisajam**

<b>Promotion on the Facebook page of the Novi Sad Fair - monthly</b>	<b>EUR/ITEM</b>	<b>ORDERED</b>
Placing information, tagging and shuffling customer information	161	item

**www.instagram.com/novosadski\_sajam**

<b>Promotion on the Instagram profile of the Novi Sad Fair - monthly</b>	<b>EUR/ITEM</b>	<b>ORDERED</b>
Placing information, tagging and shuffling customer information	161	item

**www.facebook.com/novosadskisajam · www.instagram.com/novosadski\_sajam**

<b>Package of services on the Facebook page and Instagram profile of the Novi Sad Fair - monthly</b>	<b>EUR/ITEM</b>	<b>ORDERED</b>
Content placement: tagging and sharing of client information, reels and stories (4 posts and 12 stories)	255	item

**LinkedIn**

<b>LinkedIn</b>	<b>EUR/ITEM</b>	<b>ORDERED</b>
Posting thematic posts on social media with mandatory tagging	45	item

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

<b>Promotion on the YouTube channel of the Novi Sad Fair - monthly</b>	<b>EUR/ITEM</b>	<b>ORDERED</b>
Placing information	161	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)	5/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	42/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
Broadcasting video events with the Fair (one minute)	85/minute	minute			
Subtitle up to 10 words (design and one broadcasting)	38/item	item	Talk at the Fair (up to 2 minutes)	144/item	item
A sticker along with the anchor's introduction (in one show)	76/item	item	Video record of events at the Fair (up to 1 minute)	85/minute	minute
The host mentions the company's name (in one show)	51/item	item	Video of the event - award presentation (up to 1 min.)	76/minute	minute
Inserter to 5 seconds (in a show)	93/show	show	CD with show where reports is show	6/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/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)	59	m <sup>2</sup>	Rental of advertising space for a brought board or brought banner 1 x 2 m	42	m <sup>2</sup>
Rental of advertising space for a brought board 1 x 2 m	42	m <sup>2</sup>	Flags (1.5 x 3 m) on a movable flagpole with a console	95	item
MAIN ENTRANCE	EUR/item	ORDERED	LED SCREEN IN ENTRANCE HALL	EUR/day	ORDERED
Rental of advertising space 5 x 1 m for a brought banner 2 x 3 m (tarpaulin or mesh)	1.424	item	Broadcasting of the company's name and logo	114	day
Flags (1.5 x 3 m)	144	item	<b>UPON SPECIAL REQUESTS</b>		
Flags (1.5 x 3 m) for a period of one month	212	item	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, \_\_\_\_\_ Date      Seal \_\_\_\_\_ Signature of Novi Sad Fair

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