

92nd INTERNATIONAL AGRICULTURAL FAIR

17 - 22 / 5 / 2025

NOVI SAD FAIR
www.sajam.net

GENERAL SPONSOR

GLOBOS
OSIGURANJE

ufi
Approved
Event



HAJBOJE IZ VOJVODINE
THE BEST OF VOJVODINA

INTEGRATED MARKETING COMMUNICATIONS SECTOR

Phone: + 381 21/483-11-25
E-mail: marketing@sajam.net

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)	400	item
	Sticker on Map of Fair (2 x 2 cm)	100	item
	Stamp in the inlay 'Floor-plan of the Exhibitors'	85	item
	Stamp on the blob of the catalogue	220	item
	Inserting advertising inserts - delivered to the Fair	220	item
	Dividing cardboard - one colour page	260	item
	Dividing cardboard - both sides	355	item
	Inside colour page	190	item
	First inside page, colour	340	item
	Second cover page, colour	365	item
	Third cover page, colour	355	item
	Fourth cover page, colour	425	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 *		70	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
	<p>* The Fair shall provide three day ticket for the distribution of advertising material for exhibitors.</p> <p>** The Fair shall provide three day ticket for the distribution of advertising material for non-exhibitors.</p> <p>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	170	item	Colour page	300	item
1/2 colour page	130	item	Back colour page	360	item
1/3 colour page	110	item	1/2 colour page	205	item
1/4 colour page	95	item	Sticker on first colour page (6 x 3 cm)	240	item
Back colour page	280	item	Sticker on inside colour pages (6 x 3 cm)	130	item
Banner on inside pages (25,7 x 3 cm)	110	item	Banner on inside pages (19 x 3 cm)	150	item
Column on inside pages (6 x 38 cm)	90	item			
Sticker on first colour page (6 x 5 cm)	200	item	Column on inside pages (4,5 x 25,7 cm)	150	item
Sticker on inside colour pages (6 x 5 cm)	110	item			

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.

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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	255	item	Size 970 x 90 pixels	170	item
Size 180 x 150 pixels	220	item	Size 250 x 250 pixels	220	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	110	item
Size 250 x 250 pixels	510	item	Size 250 x 250 pixels	135	item
Banner on the page with the fairs of events and press page - per month *			Profile - per month *		
Size 250 x 250 pixels	155	item	Advertising page for sponsors	825	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 - monthly	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 - monthly	EUR/ITEM	ORDERED
Placing information, tagging and shuffling customer information	200	item

www.facebook.com/novosadskisajam · www.instagram.com/novosadski_sajam

Package of services on the Facebook page and Instagram profile of the Novi Sad Fair - monthly	EUR/ITEM	ORDERED
Content placement: tagging and sharing of client information, reels and stories (4 posts and 12 stories)	305	item

LinkedIn

LinkedIn	EUR/ITEM	ORDERED
Posting thematic posts on social media with mandatory tagging	80	item

www.youtube.com/user/Novosadskisajam

Promotion on the YouTube channel of the Novi Sad Fair - monthly	EUR/ITEM	ORDERED
Placing information	200	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)	6/1 second	second	Filming and editing reportage from the stands of the exhibitors (up to 1 minute)	220/1 minute	minute
Broadcasting video news (of 30 seconds)	85/item	item	Filming and editing reportage from the place of event (up to 1 minute) and broadcasting Talk at the Fair (up to 2 minutes)	305/item	item
Broadcasting video events with the Fair (1 minute)	155/1 minute	minute		305/item	item
Subtitle up to 10 words (design and one broadcasting)	70/10 words	words	Video record of events at the Fair (up to 1 minute)	90/1 minute	minute
A sticker along with the anchor's introduction (in one show)	180/item	item	Video of the event - award presentation (up to 1 minute)	90/1 minute	minute
The host mentions the company's name (in one show)	130/item	item	Recording of reportage from the exhibitor stand up to 3 minutes (unedited material for the exhibitor's needs)	425/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 ² /ITEM	ORDERED	WITHIN THE FAIR SITE AND IN THE HALL	EUR/m ² /ITEM	ORDERED
Rental of advertising space for a brought banner 5 x 1 m (tarpaulin or mesh)	150/m ²	m ²	Rental of advertising space for a brought board or brought banner	50/m ²	m ²
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/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/ITEM	ORDERED	Flags (1.5 x 3 m) on a flagpole, without a console	70/item	item
Flags (1.5 x 3 m)	220/item	item	Flags (1.5 x 3 m) on a flagpole, with a console	90/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 movable flagpole with a console	100/item	item
ZEPPELIN	EUR/ITEM	ORDERED	Rental of advertising space for a brought banner 3.60 x 0.92 m - on Manege	130/item	item
Space rental for a brought zeppelin	130/item	item	Rental of advertising space to print on concrete	50/m ²	m ²

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.

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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