53rd INTERNATIONAL
FAIR OF HUNTING AND FISHING
12 - 16/9/2020
NOVI SAD FAIR
www.sajam.net

INTEGRATED MARKETING COMMUNICATIONS SECTOR
Phone: + 381 21/483-11-32
E-mail: marketing@sajam.net

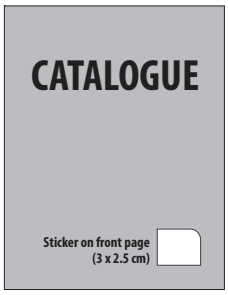
GENERAL SPONSOR
GENERALI

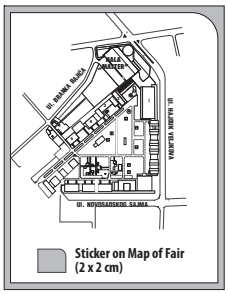
PLEASE FILL IN BLOCK CAPITALS

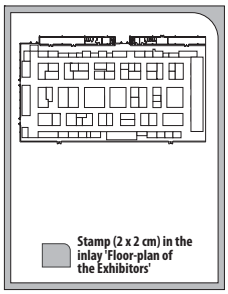
APPLICATION - CONTRACT FOR MARKETING SERVICES

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

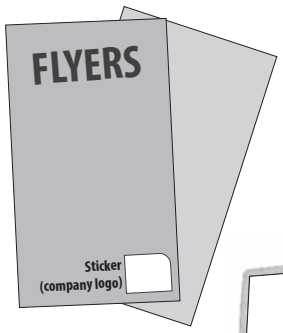
PRINTED MATERIAL

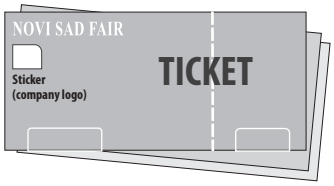






CATALOGUE	EUR/item	ORDERED
Sticker on front page (3 x 2.5 cm)	130	item
Sticker on Map of Fair (2 x 2 cm)	48	item
Sticker on the floor map (2 x 2 cm)	30	item
Inserting advertising inserts - delivered to the Fair	84	item
Dividing cardboard - one colour page	100	item
Inside colour page	70	item
Inside black-and-white 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
The right to hand out advertising material - exhibitors*	104	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
Advertising space of a flyer distributed to visitors (distributed in Novi Sad and surrounding settlements)	305	item
Logo on billboards (60 x 40 cm) and on posters (12 x 10 cm) advertising the event	1.130	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.

MARKETING

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. IIN 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
Colour page	90	item
1/2 colour page	62	item
1/3 colour page	48	item
1/4 colour page	35	item
Back colour page	180	item
Banner on inside pages (19 x 3 cm)	43	item
Column on inside pages (4,5 x 25,7 cm)	31	item
Sticker on first colour page (6 x 3 cm)	70	item
Sticker on inside colour pages (6 x 3 cm)	55	item
Inserting advertising inserts for exhibitors	offer	item
Inserting advertising inserts for non-exhibitors	offer	item

FAIR NEWSLETTER - SPECIAL EDITION	EUR/item	ORDERED
Colour page	220	item
Back colour page	305	item
1/2 colour page	148	item
Banner on inside pages (19 x 3 cm)	117	item
Column on inside pages (4,5 x 25,7 cm)	84	item
Sticker on first colour page (6 x 3 cm)	130	item
Sticker on inside colour pages (6 x 3 cm)	70	item
Inserting advertising inserts	offer	item
E-NEWSLETTER	**EUR/item**	**ORDERED**
A sticker in E-Newsletter	43	item

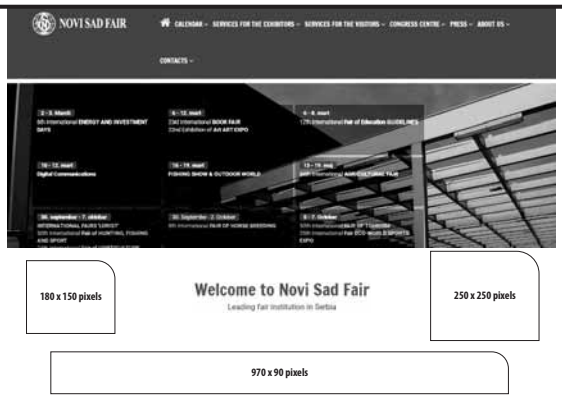
FAIR NEWS BULLETIN – print and PDF version on the Novi Sad Fair web-site (Press pages)
DAILY PAPER - IIssued daily during the event. Handed out for free to exhibitors, guests, visitors, media representatives and potential visitors to Novi Sad and the vicinity.
SPECIAL EDITION - Printed periodically before 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 contacts during the Fair.

www.lorist.sajam.net

INTERNET SITE - BANNERS	EUR/item	ORDERED
Banner on first page of website - per month *		
Size 970 x 90 pixels	220	item
Size 180 x 150 pixels	180	item
Banner on all pages of website - over 4,000 pages - per month *		
Size 970 x 90 pixels	270	item
Size 250 x 250 pixels	460	item
Banner on the page with the fairs of events and press page - per month *		
Size 250 x 250 pixels	93	item

INTERNET SITE - BANNERS	EUR/item	ORDERED
Banner of the page of the fair event - per month *		
Size 970 x 90 pixels	130	item
Size 250 x 250 pixels	180	item
Banner on the page reserved for exhibitors, page for visitors, and page about us - per month *		
Size 970 x 90 pixels	93	item
Size 250 x 250 pixels	117	item
Profile - per month *		
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 (3 times a week)	100	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. IIN 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
Broadcasting of 1 second/spot (brought in CD, DV or DVD)	3,5/second	second
One report broadcast of 30 seconds	40/item	item
Streaming video events with the Fair	81/minute	minute
Subtitle up to 10 words (design and one broadcasting)	30/item	item
A sticker along with the anchor's introduction (in one show)	70/item	item
The host mentions the company's name (in one show)	43/item	item
Inserter to 5 seconds (in a show)	90/show	show

PRODUCTION	EUR	ORDERED
Filming and editing reportage from the stands of the exhibitors (up to 1 minute) with broadcasting and DVD with a broadcasted reportage	170/item	item
Filming and editing reportage from the place of event (up to 1 minute), broadcasting and DVD with a broadcasted reportage	270/item	item
Talk at the Fair (up to 2 minutes)	130/item	item
Video record of events at the Fair (up to 1 minute)	81/minute	minute
Video of the event - award presentation (up to 1 min.)	70/minute	minute
CD or DVD with show where reports is show	4/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

LOUDSPEAKERS OF NOVI SAD FAIR

SERVICE	EUR	ORDERED
Broadcasting of 1 second spot	0,13/second	second
Lease between 400 to 3.000 second	0,10/second	second

SERVICE	EUR	ORDERED
Broadcasting a advertisement up to 20 words (three readings a day)	8,50/item	item
Call-in programmes or live interview in the studio (up to 2 minutes)	27/item	item

During the 53rd International Fairs "Lorist", the program is broadcast in the round of the Fair, with the intention of following the fair facts, the offer of exhibitors and accompanying events.

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

ENTRANCE HALL	EUR/m²	ORDERED
Rental of advertising space for a brought banner 5 x 1 m (tarpaulin or mesh)	55	m²
Rental of advertising space for a brought board 1 x 2 m	35	m²
Broadcasting of the logo of service user on the LED display	100	day
MAIN ENTRANCE	**EUR/item**	**ORDERED**
Rental of advertising space for a brought banner 2 x 3 m (tarpaulin or mesh)	1.304	item
Flags (1.5 x 3 m)	145	item
Flags (1.5 x 3 m) for a period of one month	202	item

WITHIN THE FAIR SITE AND IN THE HALL	EUR/m²/item	ORDERED
Rental of advertising space for a brought board or brought banner	27	m²
Rental of advertising space for a brought banner (tarpaulin or mesh) - on the Avenue of Nations at Hall 2	62	m²
Flags (1.5 x 3 m) in 'Master' Hall	90	item
Flags (1.5 x 3 m) on a flagpole, without a console	30	item
Flags (1.5 x 3 m) on a flagpole, with a console	55	item
Flags (1.5 x 3 m) on a movable flagpole with a console	90	item
Flags (1.5 x 3 m) on a own flagpole	27	item

ZEPPELIN	EUR/item	ORDERED
Space rental for a brought zeppelin	104	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

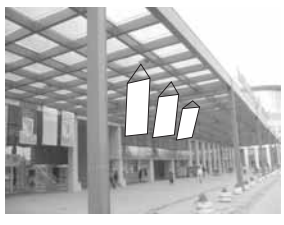
Board 1 x 2 m

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 CHARGHED BY SPECIAL OFFERS. PHONE: + 381 21/483-11-32

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. IIN 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, _____
Date

Seal

_____
Signature of Novi Sad Fair

Seal

_____
Name and surname of the authorized person for the exhibitor / Service user

_____
Signature