8th INTERNATIONAL **FAIR OF HORSE BREEDING** AND EQUIPMENT 5 - 8/10/2017

S NOVI SAD FAIR

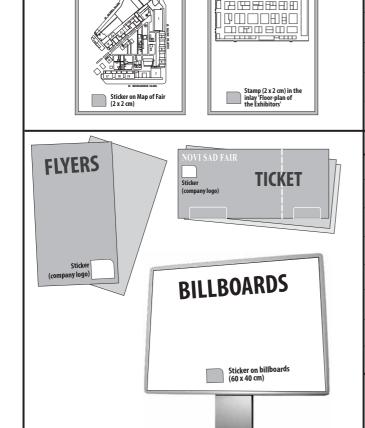
CATALOGUE

INTEGRATED MARKETING COMMUNICATIONS SECTOR Phone: + 381 21/483-11-32, fax: + 381 21/483-11-23 E-mail: marketing@sajam.net

Third cover page, colour Fourth cover page, colour Dividing cardboard - one colour page ide colour page First inside page, colour

Please fill in this form in legible capital letters, so that we can process the data about your company – exhibitor correctly.

Serbia - 21000 Novi Sad, Hajduk Veljkova 11 The Applications, Rules and Regulation	ons can be found at www.horsebreeding.novisadexpo.com					
APPLICATION – CONTRACT FOR MARKETING SERVICES						
CORRECT NAME OF EXHIBITOR						
COUNTRY, POSTAL CODE, CITY, STREET AND NUMBER						
PERSON IN CHARGE CONTRACTING THE EXHIBITION AT THE FAIR						
TELEPHONE / FAX	V.A.T. (Number)					
E-MAIL	www					
APPLICATION DEADLINE						
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	83	item
Dividing cardboard - one colour page	100	item
Inside colour page	70	item
Inside black-and-white pages	52	item
First inside page, colour	165	item
Second cover page, colour	217	item
Third cover page, colour	191	item
Fourth cover page, colour	261	item
OTHER SERVICES	EUR/item	ORDERED
The right to hand out advertising material - exhibitors*	104	item
The right to hand out advertising material - exhibitors* The right to hand out advertising material - non-exhibitors **	104 217	item
The right to hand out advertising material		
The right to hand out advertising material - non-exhibitors ** The right to hand out advertising material - exhibitors (one day) * The right to hand out advertising material - non-exhibitors (one day) **	217	item
The right to hand out advertising material - non-exhibitors ** The right to hand out advertising material - exhibitors (one day) * The right to hand out advertising material - non-exhibitors (one day) ** Advertising space of a flyer distributed to visitors (distributed in Novi Sad and surrounding settlements)	217	item
The right to hand out advertising material - non-exhibitors ** The right to hand out advertising material - exhibitors (one day) * The right to hand out advertising material - non-exhibitors (one day) ** Advertising space of a flyer distributed to visitors	217 30 60	item item
The right to hand out advertising material - non-exhibitors ** The right to hand out advertising material - exhibitors (one day) * The right to hand out advertising material - non-exhibitors (one day) ** Advertising space of a flyer distributed to visitors (distributed in Novi Sad and surrounding settlements) Logo on billboards (60 x 40 cm) and	217 30 60 304	item item item

- $\hbox{* The Fair shall provide three day ticket for the distribution of advertising material for exhibitors.}$
- ** 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.

- · 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.

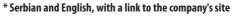
PRINT AND E-EDITIONS					
FAIR NEWSLETTER - DAILY PAPER	EUR/item	ORDERED	FAIR NEWSLETTER - SPECIAL EDITION	EUR/item	ORDERED
Colour page	87	item	Colour page	217	item
1/2 colour page	61	item	Back colour page	304	item
1/3 colour page	48	item	1/2 colour page	148	item
1/4 colour page	35	item	Banner on inside pages (19 x 3 cm)	110	item
Back colour page	174	item	Column on inside pages (4,5 x 25,7 cm)	77	item
Banner on inside pages (19 x 3 cm)	40	item	Sticker on first colour page (6 x 3 cm)	130	item
Column on inside pages (4,5 x 25,7 cm)	29	item	Sticker on inside colour pages (6 x 3 cm)	70	item
Sticker on first colour page (6 x 3 cm)	70	item	Inserting advertising inserts	offer	item
Sticker on inside colour pages (6 x 3 cm)	52	item	E-NEWSLETTER	EUR/item	ORDERED
Inserting advertising inserts for exhibitors	offer	item	A sticker in E-Newsletter	43	item
Inserting advertising inserts for non-exhibitors	offer	item	א אוועבו ווו ב-וופשאפונפו	43	item

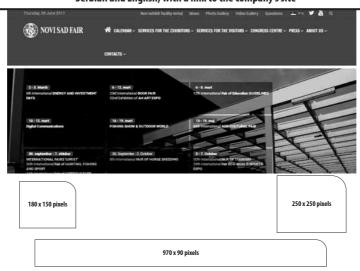
 $FAIR\,NEWS\,BULLETIN-print\,and\,PDF\,version\,on\,the\,Novi\,Sad\,Fair\,web-site\,(Press\,pages)$

DAILY PAPER - Ilssued 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.horsebreeding.novisadexpo.com					
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	200	item	Size 970 x 90 pixels	120	item
Size 180 x 150 pixels	160	item	Size 250 x 250 pixels	160	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	240	item	Size 970 x 90 pixels	85	item
Size 250 x 250 pixels	410	item	Size 250 x 250 pixels	110	item
Banner on the page with the fairs of events and press page - per month * Profile - per month *					
Size 250 x 250 pixels	85	item	Advertising page for sponsors	765	item





- OTE · 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	PRODUCTION EU		ORDERED
Broadcasting of 1 second/spot (brought in CD, DV or DVD)	3/second	second	Filming and editing reportage from the stands of the exhibitors (up to 1 minute) with broadcasting and DVD with a broadcasted reportage	146/item	item
One report broadcast of 30 seconds	39/item	item	Filming and editing reportage from the place of event		
Streaming video events with the Fair	73/minute	minute	(up to 1 minute), broadcasting and DVD with a broadcasted reportage	261/item	item
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	70/item	item	Tamatan (up to 2 illinates)	150/110111	item
(in one show)	70/110111	Itelli	Video record of events at the Fair (up to 1 minute)	78/minute	minute
The host mentions the company's name (in one show)	43/item	item	Video of the event - award presentation (up to 1 min.)	70/minute	minute
Inserter to 5 seconds (in a show)	81/show	show	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









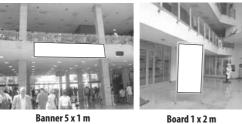
ADVERTISING SPACES · ADVERTISING-TECHNICAL SERVICES (during fair events)					
ENTRANCE HALL	EUR/m²	ORDERED	WITHIN THE FAIR SITE AND IN THE HALL	EUR/m²/item	ORDERED
Rental of advertising space for a brought banner 5 x 1 m (tarpaulin or mesh)	52	m²	Rental of advertising space for a brought board or brought banner	26	m ²
Rental of advertising space for a brought board 1 x 2 m	35	m²	m ² Rental of advertising space for a brought banner (tarpaulin or mesh) - on the Avenue of Nations at Hall 2		m²
MAIN ENTRANCE	EUR/item	ORDERED	Flags (1.5 x 3 m) in 'Master' Hall	87	item
Rental of advertising space for a brought banner 2 x 3 m (tarpaulin or mesh)	1.304	item	Flags (1.5 x 3 m) on a flagpole, without a console	30	item
Flags (1.5 x 3 m)	143	item			
Flags (1.5 x 3 m) for a period of one month	196	item	Flags (1.5 x 3 m) on a flagpole, with a console	52	item
· .			Flags (1.5 x 3 m) on a movable flagpole with a console	87	item
LED DISPLAY IN ENTRANCE HALL	EUR/item	ORDERED	WILLI a COLISOIE		item
Rental space on the LED display	800	item	Flags (1.5 x 3 m) on a own flagpole	26	item

UPON SPECIAL REQUESTS

 $\cdot \, \text{An option to rent advertising space on the facade of the Novi Sad Fair over a period of one month novior one year} \,$

WITHIN THE FAIR SITE

ENTRANCE HALL









INDET 5 x 1 m Board 1 x 2 m Banner 3 x 1,5 m Banner 5 x 3 m Banner 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 NOVISAD.

· APPLICATION IS IRREVOCABLE AND OBLIGES THE EXHIBITOR UNLESS CANCELLED IN WRITING FORM(OFFICIAL LETTER) 20 DAYS BEFORE THE OPENING OF THE EVENT.

Novi Sad,	Coal		Coal	
Date	Seal	Signature of Novi Sad Fair	Seal	Signature of Exhibitor / Service user