

93rd INTERNATIONAL AGRICULTURAL FAIR

ufi
Approved
Event

16 - 21 / 5 / 2026



NOVI SAD FAIR
www.sajam.net



HAJIBOLJE 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)	107	item
	Stamp in the inlay 'Floor-plan of the Exhibitors'	90	item
	Stamp on the blob of the catalogue	220	item
	Inserting advertising inserts - delivered to the Fair	220	item
	Dividing cardboard - one colour page	276	item
	Dividing cardboard - both sides	374	item
	Inside colour page	195	item
	First inside page, colour	360	item
	Second cover page, colour	382	item
	Third cover page, colour	374	item
	Fourth cover page, colour	450	item
	OTHER SERVICES	EUR/ITEM	ORDERED
	The right to hand out advertising material - exhibitors*	374	item
	The right to hand out advertising material - exhibitors one day *	72	item
	The right to hand out advertising material - non-exhibitors **	500	item
	The right to hand out advertising material - non-exhibitors one day **	107	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	136	item	Back colour page	360	item
1/3 colour page	115	item	1/2 colour page	205	item
1/4 colour page	98	item	Sticker on first colour page (6 x 3 cm)	250	item
Back colour page	293	item	Sticker on inside colour pages (6 x 3 cm)	130	item
Banner on inside pages (25,7 x 3 cm)	115	item	Banner on inside pages (19 x 3 cm)	150	item
Column on inside pages (6 x 38 cm)	93	item			
Sticker on first colour page (6 x 5 cm)	205	item	Column on inside pages (4,5 x 25,7 cm)	150	item
Sticker on inside colour pages (6 x 5 cm)	115	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.					

www.sajam.net					
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	270	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	115	item
Size 250 x 250 pixels	510	item	Size 250 x 250 pixels	142	item
Banner on the page with the fairs of events and press page - per month *			Profile - per month *		
Size 250 x 250 pixels	160	item	Advertising page for sponsors	866	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	205	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	205	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)	314	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	205	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)	90/item	item	Filming and editing reportage from the place of event (up to 1 minute) and broadcasting	310/item	item
Broadcasting video events with the Fair (1 minute)	160/1 minute	minute	Talk at the Fair (up to 2 minutes)	310/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)	450/item	item
 <p>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</p>					

ADVERTISING SPACES - ADVERTISING-TECHNICAL SERVICES (during fair events)					
ENTRANCE HALL	EUR/m²/ITEM	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)	153/m²	m²	Rental of advertising space for a brought board or brought banner	59/m²	m²
Rental of advertising space for a brought roll up	220/item	item	Flags (1.5 x 3 m) in 'Master' Hall	136/item	item
Broadcasting of the logo of service user on the LED display	119/day	days	Flags (1.5 x 3 m) on a flagpole, without a console	76/item	item
MAIN ENTRANCE	EUR/ITEM	ORDERED	Flags (1.5 x 3 m) on a flagpole, with a console	93/item	item
Flags (1.5 x 3 m)	220/item	item	Flags (1.5 x 3 m) on a movable flagpole with a console	110/item	item
Flags (1.5 x 3 m) for a period of one month	625/item	item	Rental of advertising space for a brought banner 3.60 x 0.92 m - on Manege	136/item	item
ZEPPELIN	EUR/ITEM	ORDERED	Rental of advertising space to print on concrete	53/m²	item
Space rental for a brought zeppelin	136/item	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		WITHIN THE FAIR SITE		MAIN ENTRANCE	
					
Banner 5 x 1 m	Board 1 x 2 m	Banner 3,60 x 0,92 m	Banner 5 x 3 m	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 _____
Date Signature of Novi Sad Fair Name and surname of the authorized person for the exhibitor / Service user Signature