

# 20<sup>th</sup> INTERNATIONAL FAIR OF EDUCATION "GUIDELINES"

**19 - 21 / 3 / 2026**



## RENTAL OF EXHIBITING AREA

Phone: + 381 21/483-01-56; + 381 63/402-218

E-mail: vuk.ugrenovic@sajam.net

## STAND CONSTRUCTION

Phone: + 381 21/483-07-70

E-mail: tehnika@sajam.net

## MARKETING SERVICES

Phone: + 381 21/483-11-25, 483-11-45

E-mail: marketing@sajam.net

## QUALITY APPRAISAL

Phone: + 381 21/483-01-25; + 381 64/237-6610

E-mail: svetlana.tosic@sajam.net

## PARKING

Phone: 021/483-07-10

E-mail: parking@sajam.net

## CONGRESS CENTRE

Phone: 021/483-07-77

E-mail: kongresnicentar@sajam.net

PLEASE FILL IN BLOCK CAPITALS

# APPLICATION - CONTRACT FOR PARTICIPATION

COMPANY NAME	COUNTRY	
CONTACT PERSON	TELEPHONE/CELLULAR PHONE	
V.A.T. (Number)	POSTAL CODE, TOWN ADDRESS	
E-MAIL	WWW.	APPLICATION DEADLINE <b>30<sup>th</sup> January 2026</b>

SERVICE	PRICE/EUR	ORDERED	SERVICE	PRICE/EUR	ORDERED
<b>RENTAL OF EXHIBITING INDOOR AREA WITH STAND CONSTRUCTION</b>	Description stand: walls, company name, carpet, table and 4 chairs, info desk 45/m <sup>2</sup>	m <sup>2</sup>	<b>QUALITY APPRAISAL INSTITUTION IN EDUCATION</b>	Preschool 100/item	item
<b>COMPULSORY CATALOGUE LISTING</b>	Exhibitor 49/item	item		Primary and secondary schools 150/item	item
	Co-exhibitor 45/item	item		Higher education 450/item	item
	Indirect exhibitor 42/item	item		Exhibitors at the 20 <sup>th</sup> International Fair of Education "Guidelines" are entitled to a 20% discount on the specified prices to quality appraisal institution in education.	
<b>CONNECTORS</b>	Electric receptacle of up to 15 kW 60/item	item	<b>PARKING</b>	Rental of numbered parking-space 15/item	item
<b>ADDITIONAL EQUIPMENT</b>	Kitchenette utilisation with water connection 200/item	item	<b>CONGRESS CENTRE SERVICES</b>	Up to 50 seats 150/hour	hour
	Branding 20/m <sup>2</sup>	m <sup>2</sup>	<b>Date</b> _____	Up to 100 seats 210/hour	hour
			<b>Time</b> _____	Up to 200 seats 320/hour	hour
				Grand Hall (350 seats) 420/hour	hour

<b>ASSIGNED PARKING</b>	12 m <sup>2</sup> - 49 m <sup>2</sup> .....1	50 m <sup>2</sup> .....2
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- NOTE:**
- PRICES OF PARKING IS WITH V.A.T. INCLUDED, AND OTHER PRICES DO NOT INCLUDE V.A.T. 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.

<b>FILLED BY NOVI SAD FAIR</b>  Confirm the renting of exhibiting space _____ m <sup>2</sup> Hall _____  Novi Sad, _____ Seal _____  Date _____ Signature of Novi Sad Fair _____	<b>FILLED BY EXHIBITOR</b>  _____ Name and surname of the authorized person  Seal _____ Signature _____
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# 20<sup>th</sup> INTERNATIONAL FAIR OF EDUCATION "GUIDELINES"

**19 - 21 / 3 / 2026**



## INTEGRATED MARKETING COMMUNICATIONS SECTOR

Phone: + 381 21/483-11-26

E-mail: katalog@sajam.net

PLEASE FILL IN BLOCK CAPITALS

### CATALOGUE DATA - EXHIBITOR

The exact name of the exhibitor			
Country, ZIP code, city/town, street and number			
Phone		Fax	
www.		E-mail	
Contact person in charge of the Cata- logue listing and their phone number			

### CATALOGUE DATA - CO-EXHIBITORS

Name of the co-exhibitor		Name of the co-exhibitor	
Country, ZIP code, city/town		Country, ZIP code, city/town	
Street and number		Street and number	
Phone		Phone	
Fax		Fax	
www.		www.	
E-mail		E-mail	

### CATALOGUE DATA - INDIRECT EXHIBITORS

Name of the indirect exhibitor		Name of the indirect exhibitor	
Country and City		Country and City	

#### NOTE:

- IN CASE THE EXHIBITOR ALSO APPLIES MORE THAN TWO CO-EXHIBITORS AND INDIRECT EXHIBITORS, PLEASE MAKE COPIES OF THIS PAGE.
- PLEASE SEND YOUR COMPANY COLOUR TRADEMARK AND LOGO ALONG WITH THE CATALOGUE DATA. YOU CAN SEND YOUR COLOUR TRADEMARK AND LOGO IN ELECTRONIC FORMAT (TIF, EPS, JPG, BMP IN HIGH RESOLUTION, OR IN A VECTOR FORMAT AI).

\_\_\_\_\_  
Name and surname of the authorized person for the exhibitor

\_\_\_\_\_  
Signature

## PLEASE NOTE

- ☐ State university
- ☐ Private university
- ☐ State faculty
- ☐ Private faculty
- ☐ Academy
- ☐ State advanced school
- ☐ Private advanced school
- ☐ State secondary school
- ☐ Private secondary school
- ☐ Specialised secondary school
- ☐ Public primary school
- ☐ Private primary school
- ☐ Foreign language school
- ☐ Computer school
- ☐ Agency for specialised testing
- ☐ Agencies for employee training
- ☐ Agencies for adult education
- ☐ Tourist agency
- ☐ Scientific institute
- ☐ Colleges
- ☐ Open university
- ☐ Student association
- ☐ Students news centre
- ☐ Publishing house
- ☐ Institute
- ☐ School equipment and accessories

☐ \_\_\_\_\_

☐ \_\_\_\_\_

☐ \_\_\_\_\_

☐ \_\_\_\_\_

☐ \_\_\_\_\_

☐ \_\_\_\_\_

☐ \_\_\_\_\_

Please state the following data about your: Foundation date, Mission, Goals, Departments, Divisions, Number of enrolled students, Number of graduates annually, Terms and Conditions of Enrollment, Tuition Scholarships, Extracurricular activities or similar (650 characters)

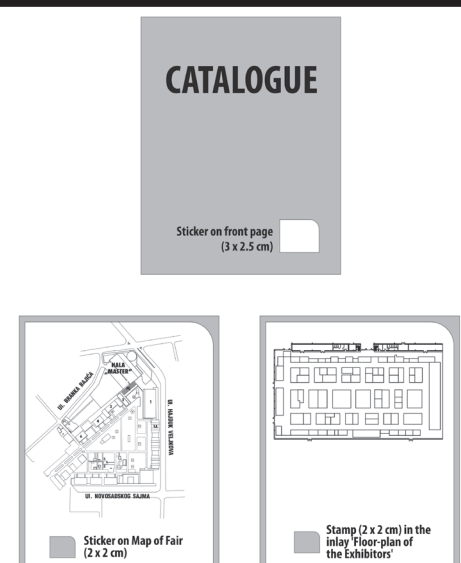
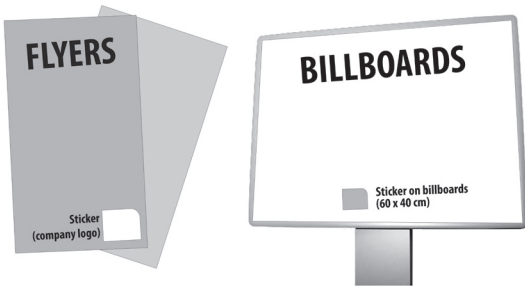
## INFORMATION FOR INFORMATIVE SEGMENT OF CATALOGUE

New project you present at the Fair:


If you celebrate an anniversary in 2026, please state.


# 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
	Sticker on front page (3 x 2.5 cm)	145	item
	Sticker on Map of Fair (2 x 2 cm)	55	item
	Sticker on the floor map (2 x 2 cm)	45	item
	Inserting advertising inserts - delivered to the Fair	100	item
	Dividing cardboard - one colour page	130	item
	Inside colour page	95	item
	Inside black-and-white pages	70	item
	First inside page, colour	195	item
	Second cover page, colour	255	item
	Third cover page, colour	240	item
	Fourth cover page, colour	300	item
	OTHER SERVICES	EUR/item	ORDERED
	The right to hand out advertising material - exhibitors *	85	item
	The right to hand out advertising material - exhibitors (one day) *	45	item
	The right to hand out advertising material - non-exhibitors **	130	item
	The right to hand out advertising material - non-exhibitors (one day) **	70	item
	Advertising space of a flyer distributed to visitors (distributed throughout Novi Sad and nearby villages)	340	item
	Logo on billboards (60 x 40 cm) and on posters (12 x 10 cm) advertising the event	1.950	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.</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:**
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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/second	second	Filming and editing reportage from the stands of the exhibitors (up to 1 minute)	220/item	item
One report broadcast of 30 seconds	90/item	item	Filming and editing reportage from the place of event (up to 1 minute) and broadcasting reportage	270/item	item
Broadcasting video events with the Fair (one minute)	90/minute	minute			
Subtitle up to 10 words (design and one broadcasting)	47/item	item	Talk at the Fair (up to 2 minutes)	153/item	item
A sticker along with the anchor’s introduction (in one show)	93/item	item	Video record of events at the Fair (up to 1 minute)	90/minute	minute
The host mentions the company’s name (in one show)	85/item	item	Video of the event - award presentation (up to 1 min.)	90/minute	minute
Insertor to 5 seconds (in a show)	100/show	show			
<div>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</div>					

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	255	item	Size 970 x 90 pixels	153	item
Size 180 x 150 pixels	209	item	Size 250 x 250 pixels	205	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	404	item	Size 970 x 90 pixels	110	item
Size 250 x 250 pixels	545	item	Size 250 x 250 pixels	136	item
Banner on the page with the fairs of events and press page - per month *			Profile - per month *		
Size 250 x 250 pixels	110	item	Advertising page for sponsors	851	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	180	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	180	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)	270	item

LinkedIn		
LinkedIn	EUR/ITEM	ORDERED
Posting thematic posts on social media with mandatory tagging	90	item

www.youtube.com/user/Novosadskisajam		
Promotion on the YouTube channel of the Novi Sad Fair - monthly	EUR/ITEM	ORDERED
Placing information	180	item

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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)	64	m <sup>2</sup>	Rental of advertising space for a brought board or brought banner	47	m <sup>2</sup>
Rental of advertising space for a brought board 1 x 2 m	93	m <sup>2</sup>	Flags (1.5 x 3 m) in 'Master' Hall	100	item
MAIN ENTRANCE	EUR/item	ORDERED	Flags (1.5 x 3 m) on a flagpole, without a console	47	item
Rental of advertising space 5 x 1 m for a brought banner 2 x 3 m (tarpaulin or mesh)	1.447	item	Flags (1.5 x 3 m) on a flagpole, with a console	90	item
			Flags (1.5 x 3 m) on a movable flagpole with a console	107	item
Flags (1.5 x 3 m)	150	item	ZEPPELIN	EUR/item	ORDERED
Flags (1.5 x 3 m) for a period of one month	223	item	Space rental for a brought zeppelin	136	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

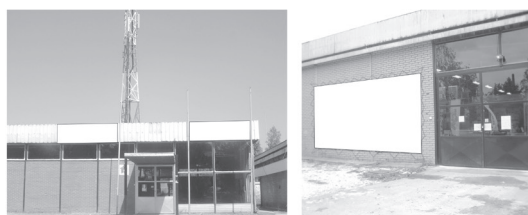
#### ENTRANCE HALL



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 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

# GENERAL TERMS AND CONDITIONS OF CONTRACTING

## 1. TERMS AND CONDITIONS OF CONTRACTING

A signed application form and the General Terms and Conditions comprise a contract concluded between the applicant (hereinafter: the Exhibitor) and the Novi Sad Fair (hereinafter: the Fair).

**If the Exhibitor is canceled, exclusively in writing (official letter) from 35 to 21 days before the opening of the Fair, the Exhibitor is obliged to pay the Fair 20% of the amount of the last advance within 8 days from the delivery of the cancellation, in the name of the obligations arising from the contract relationships, executed reservations of the exhibition space (project design, location, PTT costs, etc.).**

**The filed application is irrevocable and obligatory for the Exhibitor if it is not canceled exclusively in writing (by official letter) 20 days before the opening of the Fair. In the event that the Exhibitor cancels an appearance within a period shorter than 20 days before the opening of the Fair, it is obliged to pay the entire amount of the last budget for the outstanding debt for the reservation of the exhibition space and other services under this contract, whether it is exhibited in the registered area or not, and the Fair reserves the right to allocate the given space to another exhibitor or space that the Exhibitor does not use according to the concept of the event at the expense of the Exhibitor.**

Upon completion of the event, the Exhibitor will be sent a final invoice for the services that have been used. The Exhibitor is obligated to pay the remaining debt according to the final invoice within the specified period.

The Fair reserves the right to:

- approve or reject the application
- determine the location and size of the exhibition space
- modify the already assigned location
- cancel the accepted application 15 days before the opening of the event
- registered exhibitors by commodity groups.

The minimum size of the exhibition space that can be leased is 12 m<sup>2</sup> of the indoor space. The Fair reserves the right to increase or decrease the exhibitor's space depending on possibilities for determining location. The Fair will notify in writing the Exhibitor of the location of the allocated exhibition space and will submit the Space Plan.

Without the approval of the Fair, the Exhibitor may not transfer the right to use the leased space to another user.

A single booth may not be used by more than one exhibitor, unless the present business entities have been registered with the Fair as co-exhibitors alongside the lead exhibitor.

If the exhibitor does not register co-exhibitors or indirect exhibitors, or fails to provide complete information in his registration, Fair is entitled to subsequently charge the exhibitor for costs of co-exhibitor and indirect exhibitor registration fees.

**All complaints for the exhibition space and technical services may be submitted only for the time of the event in writing(official letter).**

**It is forbidden to take exhibits and disassemble the stand before the official closing of the fair event. Exhibitors are obliged to ensure that their representatives are present on the stand until the official end of the fair event. In the event that the Hall Inspector notes on the record the non-compliance with the provision from the previous paragraph, the exhibitor is obliged to pay a contractual fine in the amount of 500 EUR with VAT.**

**Packaging can begin after the official end of the fair event (after the gates of the Fair have been closed for visitors).**

The Exhibitor may take out the goods only with a permit issued at the Exhibition Service of the Fair, after all the debts to the Fair have been settled.

The Exhibitor is required to upload their property from the area of the Fair within two (2) days after the end of the event. After this period, the Fair has the right to charge the cost storage of the Exhibitor's assets in its space for the price by the current price list of the Fair Services. If the Exhibitor at the expiration of the period of 15 days from the date of completion of the event does not upload their property, it becomes the property of the Novi Sad Fair.

## 2. PAYMENT TERMS AND CONDITIONS

**On the basis of signed application, the Fair will deliver a pro-forma invoice, based on which is required that the Exhibitor settle the payment in advance of 20% of the total amount of the invoice within 5 days of the date of invoice, and the remaining 80% no later than 35 days before the event. Additional services ordered by the exhibitor according to the offer will be invoiced in accordance with the request.**

## 3. STAND CONSTRUCTION

Design of exhibition area includes structural design of booth, work on booth (erection of aluminum construction, erection of water-supply and electric power supply), expert and technical supervision.

**Standard booths** have aluminum construction in natural aluminum color OCTANORM, **floor covering, small floodlights, sign on booth** in block letters (logotype charged additionally), **bookshelves** and **counters** according to size of standard stand, **furniture** – as per Exhibitor's choice.

The Exhibitor may order **additional equipment**, the prices of which are not specified in the registration, by completing an order form, all in line with the current Fair price list. The complete price list is available on the Novi Sad Fair website at [www.sajam.net](http://www.sajam.net).

**Part of the additional equipment that the exhibitor may order** (prices are without VAT):

- A barrier - wall - 18,00 EUR/pc.
- Installation and use of floor covering - 6,00 EUR/m<sup>2</sup>
- "Vizi" chair - 8 EUR/ pc.
- Table 120 x 80 cm - 12 EUR/ pc.

**Price of setting up standard booth includes services related to erecting and disassembling of following booth elements:**

STANDARD BOOTH

NAME	QUANTITY	Up to 25 m <sup>2</sup>	26 - 50 m <sup>2</sup>	51 - 100 m <sup>2</sup>	> 100 m <sup>2</sup>
OFFICE	ITEMS	1	2	2	4
STORAGE	ITEMS	1	1	1	1
TABLE	ITEMS	1	2	4	5
CHAIR	ITEMS	4	8	16	18
KITCHEN SHELF LOW	ITEMS	1	1	1	1
KITCHEN SHELF HIGH	ITEMS	0	1	1	3
FLOOR COVERING	ACCORDING TO SIZE OF STAND IN m <sup>2</sup>				

**Terms and conditions for renting stand construction and furniture:**

Stand elements must not be covered, painted, dismantled or appropriated.

The Exhibitor is responsible for maintenance of elements at the stand during the fair event. The Exhibitor shall compensate for any possible loss or damage of any rented element in accordance to its market value.

The Fair retains the right to make minimal changes in the project.

The Fair guarantees that all elements shall be delivered, provided there are enough items on stock, which depends on the time of application for exhibiting. If the Exhibitor



chooses not to use all elements belonging to the particular stand type, the price of stand construction shall not be lowered.

**It is possible to order a construction of a customized stand at the request of the Exhibitor.**

**The Exhibitor may carry out the construction and the arrangement of the exhibition area in the manner as follows:**

- Engaging Novi Sad Fair, in which case design certification is not charged;
- If Exhibitor independently carries out work or engaging other contractors will be charged design certification in the amount of 3,5 EUR/m<sup>2</sup> (VAT not included).

**The attestation of the project and the project attestation fees are solely the obligation of the contractor.**

**The Exhibitor may take over the obligation of paying for the project attestation fee, in case, before the assembly has been started, he provides a certified document wherein he confirms such obligation.**

In case the Exhibitor executes the construction himself or contracts his own constructor, works cannot start until the Novi Sad Fair acknowledges the project of the stand.

If exhibitors independently decorate leased area or enlist the services of a decorating company, they are obliged to submit the design to the Fair for APPROVAL, including the following attachments, namely:

1. Specification of materials for setting up booth
  2. Specification of furniture
  3. Registered own blank bill of exchange (signed by authorized person) and proof of bill of exchange registration (for contractors from Serbia)
  4. Vehicle license plate number
  5. List of workers who will be carrying out works.
- If any of the above is missing, they will not be able to access Fair Halls.

Contractor is obliged to pay the invoiced amount or to deposit a bill of exchange upon design certification and prior to commencing works.

Works not mentioned in the application, but wanted by the Exhibitor to be done at his stand in the hall or outdoors, can be ordered, in writing, in an order form, not later than two days (48 hours) before the beginning of the event.

For all timely extra orders of the Exhibitor, the current pricelist will be used.

## 4. OTHER TECHNICAL INFORMATION

**Upon arrival at the Fair, each Exhibitor shall report to the relevant inspector, in order to receive precise information regarding the location and dimensions of the designated premises in the hall. Should an Exhibitor occupy a location other than the one designated to him, he shall bear all costs of relocating to his designated exhibition area.**

The Exhibitor is obliged to be present during pavilion opening and closing during preparations for the fair event and during the fair event itself. **Fair shall in no way be liable for any disappearance of or damage to exhibition materials or exhibits.**

**The sound equipment at the exhibition stand can be tolerated only within the space covered by the stand and it cannot be louder than 85 dB.**

The Exhibitor may use the exhibition space to organise demonstrations of equipment, provided it does not disturb other exhibitors and visitors. During the demonstration, all safety and precaution measures should be taken by the Exhibitor, who takes the whole responsibility for possible damage.

The Exhibitor may begin arranging and decoration of the exhibition area, as well as delivery of merchandise to Fair premises five (5) days prior to fair event opening in the closed area, respectively, but no later than 48 hours prior to the opening. Activities may commence earlier than stated above, subject to special approval of the Fair. Otherwise, Fair shall not be liable for untimely arranging and decoration of the exhibition area.

**The Exhibitor is obliged to complete arranging and decoration of the exhibition area 24 hours prior to fair event opening, as well as to remove any packaging and other materials which will not be exhibited, by the same deadline.**

**The exhibitor is obligate to fully apply and respect all regulations on health care, instructions of the organizers as well as the measures of the Emergency Situations Headquarters of the City of Novi Sad at the territory of Novi Sad.**

**The Exhibitors obliged to provides the application of required measures of safety and healthcare at work in accordance with the law and other bylaws for all his employees, other persons engaged or for the company he engages for assembling stands or other activities. The Exhibitor is obliged to empower the engaged employees for the above mentioned jobs for safe and healthy work, to provide equipment for work, i.e. material and equipment for personal safety at work to which safety and healthcare measures have been applied.**

**Pursuant to the Law on Protection of the Population from Exposure to Tobacco Smoke in Facilities, it is forbidden to smoke in the halls of the Novi Sad Fair.**

Should the Exhibitor decide to perform plumbing works at the Fair, the Exhibitor should ask the Novi Sad Fair to inspect the installations.

**Novi Sad Fair will supply electrical power for installations in exhibition areas.**

**If exhibitor or his contractor will be doing electrical wiring from the main power supply, he is obliged to submit the wiring diagram to Novi Sad Fair for inspection prior to commencing works.**

**Exhibitor or contractor shall be liable for correct electrical wiring from the main power supply.**

The Exhibitor shall pay for the damage done by the Exhibitor's workers or third parties hired by the Exhibitor to perform works at the Fair. The amount shall be determined by a committee established by the Fair.

## 5. COMPULSORY CATALOGUE LISTING

**All exhibitors, regardless of the application deadline, are obliged to pay the catalogue listing, mobile application and internet. The Fair has defined the following categories of exhibitors:**

**EXHIBITORS** - economic entities who present their own products or services, rent a designated exhibition space and who are obliged to be listed in the official Catalogue. If the Exhibitor lists its representative offices (outside of headquarters) pays the registration fee that applies to indirect exhibitors for each of the specified representative office.

**CO-EXHIBITORS** - If on the stand rented by the Exhibitor are the other economic entities, they are required to be registered as co-exhibitors. The co-exhibitors are registered by the Exhibitor and the Exhibitor is also obliged to pay the Catalogue listing fee. The information about the co-exhibitor shall not be listed under the first letter of the company's name, but are listed alongside the information about the Exhibitor, in accordance with the text submitted by the Exhibitor.

**INDIRECT EXHIBITORS** - If business entities (manufacturers and countries of origin) which are not Fair exhibitors, and which have a business relationship with an exhibitor, are listed in the catalogue of exhibitors, they shall have the status of indirect exhibitors. The Exhibitor shall the Fair a fee for each listed indirect exhibitor. The information about the indirect exhibitor shall not be listed under the first letter of the company's name, but are listed alongside the information about the Exhibitor, in accordance with the text submitted by the Exhibitor.

**• The fee for compulsory Catalogue listing for EXHIBITORS includes the following:**

- publishing of information about the Exhibitor (exact name, address, phone and fax number, e-mail address, http, logo) in the list of exhibitors in the Catalogue
- publishing of text up to 650 characters about the products or services in the list of exhibitors in the Catalogue, in accordance with the commodity groups published in the Catalogue
- entering data in the list of exhibitors on the Fair website
- entry in the Fair information system (a multimedia information centre)
- a copy of the Catalogue

**• The fee for compulsory Catalogue listing for CO-EXHIBITORS, includes the following:**

- publishing of information about the co-exhibitor (exact name, address, phone and fax number, e-mail address, http, logo) in the list of exhibitors in the Catalogue
- publishing of text up to 650 characters about the products or services in the list of exhibitors in the Catalogue, in accordance with the commodity groups published in the Catalogue
- entering data in the list of exhibitors on the Fair website
- entry in the Fair information system (a multimedia information centre)
- a copy of the Catalogue

**• The fee for compulsory catalogue listing for INDIRECT EXHIBITOR includes the following:**

- name of the indirect exhibitor, town/city and country



The Catalogue is printed in Serbian. The Exhibitors are responsible for correctness of the information published. The Fair retains the right to adjust the names of products listed in the Catalogue application form in accordance with the commodity groups, which are integral part of the Catalogue.

The Catalogue application form is submitted with the application for exhibiting and the two forms are regarded as the same application. **The information received after 6<sup>th</sup> March 2026 shall be printed in a supplement for late-entries.**

## 6. PARKING

- An appropriate parking is provided at the Fair's circle. Every exhibitor gets a certain number of parking places according to the size of the rented exhibiton space.
- 1 (one) parking space belongs to the exhibitor up to 49 m<sup>2</sup>, 2 (two) parking spaces belong to one that occupies over 50 m<sup>2</sup>. Parking passes are handed out at the Exhibition services. Entrance at the Novi Sad Fair's circle will be secured at Cargo entrance 1, from Branka Bajica street.
- Exhibitors that enter Novi Sad Fair's circle by vehicle without a parking ticket will take the ticket at the ramp and will pay the parking for every next hour according to Novi Sad Fair's valid price list.
- Parking payment machine is located in front of Hall 4.

## 7. INSURANCE

It is recommended that the Exhibitor arrange insurance for their property and the persons who will be present/exposed at the Fair during its duration, given that the Fair, as the organizer, does not bear responsibility for any potential loss, damage, theft, or destruction of the exhibitor's property, nor for injuries to persons participating in the exhibitor's activities at the fair.

During the fair, the exhibitor shall be directly liable and obliged to compensate for all damages caused to employees and/or to property of the Fair, to third parties and/or to property of third parties and to the environment by the exhibitor's activities or by owned property.

The Fair shall not be liable for the loss of or for the damage to the property of the exhibitor at the Fair.

The Lessee in Congress centre of Fair is materially responsible and obligated to compensate for any damage to the equipment and space that is the subject of the lease or use during the lease period.

## 8. GENERAL TERMS AND CONDITIONS FOR CONTRACTING MARKETING SERVICES

### MATERIAL DELIVERY DEADLINES:

The signatory applicant for marketing services is obliged to deliver the material ready for print (advertisements on CDs or in electronic format) to the Novi Sad Fair not later than 20 working days prior to the beginning of the fair event. In the event that he does not deliver the material, the Fair will realise the ordered service according to the data it has at its disposal, and if it is not possible, the applicant will bear all the costs stated in the application as if the service were done.

Materials for a CD: format jpg 800 x 600

Materials for the Internet site - banners: format jpg or gif, 120 x 60 pixels or 180 x 150 pixels

### DEADLINES FOR AND TERMS OF CANCELLATION OF SIGNED REGISTRATIONS

Once submitted, the application for marketing services is irrevocable and legally binding, unless cancelled in writing, as follows:

#### - THE CATALOGUE

- **At least 20 days before the start of the event**, the applicant is obligated to pay on behalf of the obligations of the contractual relationship 10% of the ordered services (final invoice).

- **In period shorter than 20 days and if the Exhibitor do not submit the material for publication**, the applicant is obligated to pay on behalf of the obligations of the contractual relationship 100% of the value of ordered services (final invoice).

#### - ADVERTISING SPACES

Renting and making advertising signs may be stipulated for the duration of the fair or for a period longer than the duration of the fair event.

In case the contract is terminated due to any applicant's fault, the applicant shall bear the costs of the dismantling of the advertisement from the advertising space.

Once submitted, the application is irrevocable and legally binding, unless the applicant submits a cancellation in writing:

- within 20 days before the start of the event (cancellation deadline less than 20 days)-the applicant is obligated to pay on behalf of the obligations of contractual relationship 10% of the ordered services (final invoice).

The applicant is obliged to make the payment in full not later than before the works begin, according to the stated prices for the services.

## 9. PRODUCT AND SERVICE QUALITY APPRAISAL

The quality appraisal fee must be paid before any appraisal is carried out by the quality appraisal committee, in accordance with the submitted pro forma invoice. Only those participants who have paid the fee before appraisal commences will be subject to appraisal. Quality appraisal committee will work in accordance with „Basic rulebook of product and service quality appraisal” and „Rulebook for the evaluation of the quality of institutions in education” of the Novi Sad Fair.

Each awarded participant in the quality appraisal process will be entitled to use the fair logo in media promotion of his product(s) and in his own market promotion, in line with current regulations.

Quality appraisal results will be published on the Novi Sad Fair website [www.sajam.net](http://www.sajam.net), where quality appraisal rulebooks and registration forms are also available.

## 10. CONGRESS CENTRE SERVICES

The price of renting the hall includes the complete audio-visual support:

### a) from Great Hall (350 seats)

- frontal projections with two projectors, 6,000 ANSI Lumen each
- two automatic screens 4 m
- plasma screen in front of the Hall
- PC (PowerPoint, DVD, Video, USB drive)
- audio (Radio, DVD, Mic, PC)
- video (DVD)
- two cameras on the ceiling
- wireless microphones
- desk microphones
- monitors on the chairperson's desk
- monitor on speaker's desk
- access provided for notebooks, both on the speaker's desk and the chairperson's desk

### b) for halls accommodating between 100 and 1.000 people

- frontal projection with a projector, 4,500 ANSI Lumen
- automatic screen 3 m
- PC (PowerPoint, DVD, Video, USB drive)
- audio (Radio, DVD, Mic, PC)
- video (DVD)
- a camera on the ceiling
- wireless microphones
- desk microphones
- monitors on the chairperson's desk
- monitor on the speaker's desk
- access provided for notebooks, both on the speaker's desk and the chairperson's desk
- plasma screen in front of the Hall (halls 3, 4, 5 and 6)

The Renter is responsible for possible damage to the equipment which is an integral part of the rented space during the renting period. The Fair is not responsible for possible loss or damage to technical devices, material, equipment and other items brought in by the Renter before, during and after the renting period agreed.

Novi Sad Fair reserves the right to set the final date and time in accordance with the order of registrations.

**Catering and hospitality services** shall be arranged separately.

Contact: [kongresnicentar@sajam.net](mailto:kongresnicentar@sajam.net)