

**20th INTERNATIONAL
FAIR OF EDUCATION
"GUIDELINES"**

19 - 21/3/2026

 **NOVI SAD FAIR**
www.sajam.net

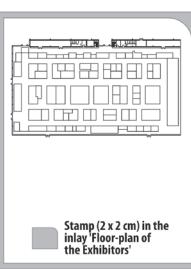
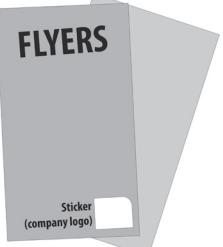
INTEGRATED MARKETING COMMUNICATIONS SECTOR

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. POSTA	www.

PRINTED MATERIAL			
CATALOGUE	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
	Stamp (2 x 2 cm) in the inlay Floor-plan of the Exhibitors'	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			
FLYERS	BILLBOARDS	EUR/item	ORDERED
		The right to hand out advertising material - exhibitors *	85
		The right to hand out advertising material - exhibitors (one day) *	45
		The right to hand out advertising material - non-exhibitors **	130
		The right to hand out advertising material - non-exhibitors (one day) **	70
		Advertising space of a flyer distributed to visitors (distributed throughout Novi Sad and nearby villages)	340
		Logo on billboards (60 x 40 cm) and on posters (12 x 10 cm) advertising the event	1.950
* 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.

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.

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
Insetter to 5 seconds (in a show)	100/show	show			



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

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					
180 x 150 pixels	250 x 250 pixels	970 x 90 pixels			

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 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)	64	m ²	Rental of advertising space for a brought board or brought banner	47	m ²
Rental of advertising space for a brought board 1 x 2 m	93	m ²	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)	150	item	Flags (1.5 x 3 m) on a movable flagpole with a console	107	item
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, _____

Seal _____

Date _____

Signature of Novi Sad Fair _____

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

Seal _____

Signature _____