

RENTAL OF EXHIBITING AREA

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STAND CONSTRUCTION
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MARKETING SERVICES

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TICKETS
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E-mail: ulaznice@sajam.net
PARKING
Phone: + 381 21/483-07-10
E-mail: parking@sajam.net

QUALITY APPRAISAL

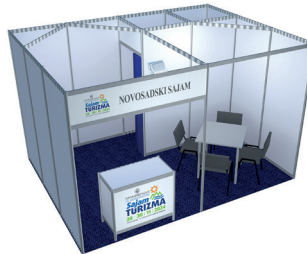
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CONGRESS CENTRE
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E-mail: kongresnicentar@sajam.net

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 16th October 2026 |

| 1 | RENTAL STANDARD STAND | EUR/item | ORDERED | RENTAL STANDARD STAND | EUR/item | ORDERED |
|----------------|-----------------------|----------|---------|---------------------------------------|-------------------|---------|
| STANDARD stand | 12 m ² | 530 | item | STANDARD stand with quality appraisal | 12 m ² | 800 |
| | 16 m ² | 690 | item | | 16 m ² | 960 |
| | 20 m ² | 880 | item | | 20 m ² | 1.150 |
| PREMIUM stand | 25 m ² | 1.200 | item | PREMIUM stand with quality appraisal | 25 m ² | 1.470 |

Description of standard stand:
Area, stand construction, lighting, electric receptacle, info desk and company name
Table, chairs
Storage room with curtain
1 parking-space
3 passes for exhibitor
Compulsory catalogue listing
Note: printing and installation of graphics are not included in the price.



STANDARD



PREMIUM

| 2 | EXHIBITING AREA IN HALL | EUR/m ² | ORDERED | 3 | COMPULSORY CATALOGUE LISTING AND INTERNET | EUR/item | ORDERED |
|---|-----------------------------------|--------------------|----------------|---|---|----------|---------|
| | Rental without stand construction | 30 | m ² | | Exhibitor | 165 | item |
| | Standard stand construction | 30 | m ² | | Co-exhibitor | 140 | item |
| | Premium stand construction | 35 | m ² | | Indirect exhibitor | 94 | item |

| 4 | ADDITIONAL EQUIPMENT AND SERVICES | EUR/m ² /item | ORDERED | CONNECTORS | EUR/item | ORDERED |
|---|---|--------------------------|----------------|------------------------------------|----------|---------|
| | Kitchenette utilisation with water connection | 195 | item | Water faucet | 105 | item |
| | Utilisation of refrigerator | 85 | item | Electric receptacle of up to 15 kW | 70 | item |
| | Cleaning | 2 | m ² | Electric receptacle of over 15 kW | 80 | item |
| | Printing and installation of graphics | 20 | m ² | Utilisation of sink | 60 | item |

| 5 | TICKETS | EUR/item | ORDERED | 6 | CONGRESS CENTRE SERVICES | EUR/hour | ORDERED |
|---|--|----------|---------|-----------------------|--------------------------|----------|---------|
| | For adults | 4,5 | item | | Hall up to 50 seats | 150 | hour |
| | Collective visits (15 and more people) | 4 | item | | Hall up to 100 seats | 210 | hour |
| | Permanent admission | 11 | item | | Hall up to 200 seats | 320 | hour |
| | | | | | Grand Hall (350 seats) | 420 | hour |
| 7 | NUMBERED PARKING-SPACE | EUR/item | ORDERED | DATE _____ TIME _____ | | | |
| | VIP area (behind "Master" Hall) | 25 | item | | | | |

BELONGING PARKING ON THE FAIR 12 m² - 50 m²1 51 m² - 100 m²2 Over 101 m²3

NOTE:

- PRICES OF TICKETS AND PARKING ARE 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.
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- APPLICATION IS IRREVOCABLE AND OBLIGES THE EXHIBITOR UNLESS CANCELLED IN WRITING FORM (OFFICIAL LETTER) 30 DAYS BEFORE THE OPENING OF THE EVENT.

FILLED BY NOVI SAD FAIR

Confirm the renting of exhibiting space _____ m² Hall _____

Novi Sad, _____ Seal _____

Date _____ Signature of Novi Sad Fair _____

FILLED BY EXHIBITOR

Name and surname of the authorized person

Seal _____

Signature _____

ORDER FORM

PLEASE FILL IN BLOCK CAPITALS

| | | |
|--------------------|----------------------|------------------------------|
| COMPANY NAME | | COUNTRY |
| CONTACT PERSON | | TELEPHONE/ CELLULAR PHONE |
| V.A.T. (Number) | POSTAL CODE, TOWN | ADDRESS |
| E-MAIL | | WWW. |

| INTERNET | EUR/ITEM | ORDERED |
|---|----------|---------|
| Promo S speed 10/1 Mbps unlimited, with 2 wireless access licenses included (2 devices) - all days of the Fair | 80 | item |
| Promo M speed 10/5 Mbps unlimited, with 4 wireless access licenses included (4 devices) - all days of the Fair | 140 | item |
| Promo L speed 16/16 Mbps unlimited, with 8 wireless access licenses included (8 devices) - all days of the Fair | 190 | item |
| Promo XL speed 30/20 Mbps unlimited, with 16 wireless access licenses included (16 devices) - all days of the Fair | 270 | item |
| Promo XXL speed 40/20 Mbps unlimited, with 20 wireless access licenses included (20 devices) - all days of the Fair | 310 | item |

Note:

It will not be possible to use the various 3 / 4G home routers of mobile operators or hotspot solutions.

The above license numbers are defined by package and refer to a possible number of devices that can obtain access parameters for connection.

One license is one user, or one device.

Clients can rent multiple times the same package or more different if they wish or need.


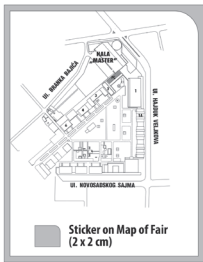
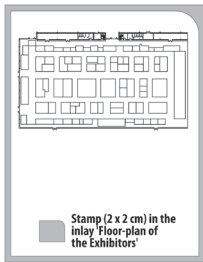
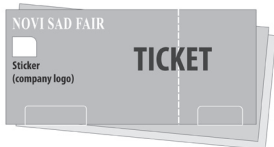

- NOTE:**
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 - ORDER FORM IS IRREVOCABLE AND OBLIGES THE EXHIBITOR UNLESS CANCELLED IN WRITING FORM (OFFICIAL LETTER) 30 DAYS BEFORE THE OPENING OF THE EVENT.

| | |
|--------------------------------|----------------------------------|
| FILLED BY NOVI SAD FAIR | |
| Novi Sad, _____ | Seal _____ |
| Date _____ | Signature of Novi Sad Fair _____ |

| | |
|----------------------------|---|
| FILLED BY EXHIBITOR | |
| _____ | Name and surname of the authorized person |
| Seal _____ | Signature _____ |

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. POŠTA | WWW. |

| PRINTED MATERIAL | | | |
|---|--|----------------|----------|
| | CATALOGUE | EUR/item | ORDERED |
|  <p>CATALOGUE</p> <p>Sticker on front page (3 x 2.5 cm)</p>  <p>Sticker on Map of Fair (2 x 2 cm)</p>  <p>Stamp (2 x 2 cm) in the inlay 'Floor-plan of the Exhibitors'</p> | 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 |
|  <p>NOVI SAD FAIR</p> <p>Sticker (company logo)</p> <p>TICKET</p>  <p>BILLBOARDS</p> <p>Sticker on billboards (60 x 40 cm)</p> | The right to hand out advertising material - exhibitors* | 120 | item |
| | The right to hand out advertising material - exhibitors (one day) * | 45 | item |
| | The right to hand out advertising material - non-exhibitors ** | 255 | item |
| | The right to hand out advertising material - non-exhibitors (one day) ** | 70 | item |
| | Logo on billboards (60 x 40 cm) and on posters (12 x 10 cm) advertising the event | 1.950 | item |
| | Printed sticker at the home of the tickets | 1.700 | item |
| | The back of the tickets - advertising space | 1.280 | 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. 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> | | |

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PRINT EDITIONS

| FAIR NEWSLETTER - DAILY PAPER | EUR/item | ORDERED |
|--|-----------------|----------------|
| Colour page | 100 | item |
| 1/2 colour page | 72 | item |
| 1/3 colour page | 60 | item |
| 1/4 colour page | 45 | item |
| Back colour page | 215 | item |
| Banner on inside pages (25,7x3 cm) | 60 | item |
| Column on inside pages (6 x 38 cm) | 51 | item |
| Sticker on first colour page (6x5 cm) | 85 | item |
| Sticker on inside colour pages (6x5 cm) | 60 | item |
| Inserting advertising inserts for exhibitors | offer | |
| Inserting advertising inserts for non-exhibitors | offer | |

FAIR NEWS BULLETIN - 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.

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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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), broadcasting and CD with a broadcasted reportage | 270/item | item |
| Broadcasting video events with the Fair (one minute) | 90/minute | minute | Talk at the Fair (up to 2 minutes) | 153/item | item |
| Subtitle up to 10 words (design and one broadcasting) | 47/item | item | Video record of events at the Fair (up to 1 minute) | 90/minute | minute |
| A sticker along with the anchor's introduction (in one show) | 93/item | item | Video of the event - award presentation (up to 1 min.) | 90/minute | minute |
| The host mentions the company's name (in one show) | 85/item | item | | | |
| Inserter 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

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 1 x 2 m | 47 | m ² |
| Rental of advertising space for a brought board 1 x 2 m | 93 | m ² | Flags (1.5 x 3 m) on a movable flagpole with a console | 100 | item |
| MAIN ENTRANCE | EUR/item | ORDERED | LED SCREEN IN ENTRANCE HALL | EUR/day | ORDERED |
| Rental of advertising space for a brought banner 2 x 3 m (tarpaulin or mesh) | 1.447 | item | Broadcasting of the company's name and logo | 120 | day |
| Flags (1.5 x 3 m) | 150 | item | UPON SPECIAL REQUESTS | | |
| Flags (1.5 x 3 m) for a period of one month | 223 | item | 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



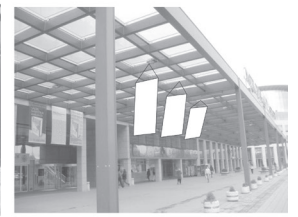
Board 1 x 2 m



Banner 3 x 1,5 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, _____ Date Seal _____ Signature of Novi Sad Fair _____ Name and surname of the authorized person for the exhibitor / Service user Seal _____ Signature

GENERAL TERMS AND CONDITIONS OF CONTRACTING

1. INTRODUCTORY NOTES

1.1. Categories of participants at the Fair:

EXHIBITORS - companies, institutions, organisations that want to cooperate with the Novi Sad Fair through the presentation of products and/or services and rent certain exhibition space for that.

CO-EXHIBITORS - economic entities that present themselves at the stand rented by exhibitors. The obligation of the exhibitor is to report the presence of co-exhibitors at the stand and the manner and the scope of mandatory entry in the Catalogue and other services provided by co-exhibitors is defined in the Item 4 of the General Terms and Conditions.

INDIRECT EXHIBITORS - economic entities (producers and countries of origin) that do not exhibit at the Fair but that have business relationship with the exhibitor and that want to be specified in the Catalogue of exhibitors. The exhibitor shall pay the registration fee for every specified indirect exhibitor and the manner and the scope of services provided by indirect exhibitors is defined in the Item 4 of the General Terms and Conditions

ADVERTISERS - companies that recognise events organised by the Novi Sad Fair as an excellent opportunity for their visibility and for the promotion of their companies, products and services they provide to participants.

1.2. Categories of Services for Participants at the Fair:

1.2.1. EXHIBITING AT THE FAIR - by accepting ordered rent of equipped/not equipped exhibition space, the status of the exhibitor at the Fair shall be acquired. Irrespective of the date of application, all exhibitors shall be obliged to accept the General Terms and Conditions for the exhibition, which makes the integral part of the Application Form - Agreement for Participation.

In addition to selected rented space services, every exhibitor shall be obliged to pay the registration fee for the Catalogue (within this service, exhibitors shall have the right to be registered in the official database of exhibitors, co-exhibitors and indirect exhibitors - the Catalogue; basic internet connection.

1.2.2. TECHNICAL SERVICES AND ADDITIONAL EQUIPMENT - the construction and equipping of the exhibition space shall be agreed directly with the Fair and this includes the design of the stand, the execution of works at the stand (assembly of the structure, temporary electric and water supply installations), professional and technical supervision. **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/m² (VAT not included) for indoor area.

1.2.3. MARKETING SERVICES - can be realised before and during the event with reference to the promotion of participants of the Fair by means of the following channels and tools (in the Catalogue of the Fair; on tickets, billboards, posters; on the website of the Novi Sad Fair; in TV shows of the Fair "Let's go to the Fair"; on advertising areas within the Fairgrounds ...). All services are specified in the Price List of the Fair and sponsorship packages that also enable presence in advertisements and in PR campaigns for events of the Fair shall be governed by means of special offers.

1.2.4. TICKETS AND PASS CARDS - on the basis of the electronic control system, all pass cards and tickets shall have a bar code on them. With reference to the size of the exhibition space applied for, exhibitors shall be entitled to corresponding **exhibition pass cards** that will be valid during the whole time of the event at the Fair. In addition, all participants of the Fair can provide one-time **tickets, tickets for collective visits** (groups of more than 15 people), as well as **permanent tickets** that will be valid during the whole time of the event at the Fair.

1.2.5. PARKING LOTS - within the premises of the Fair, shall be provided for exhibitors at previously designated positions and, in accordance with the exhibition space that has been applied for, the exhibitors shall be entitled to corresponding parking lots in the duration of the Fair event. All other requirements for additional parking lots within the premises of the Fair shall be governed by special Application - Order Form and shall be invoiced in accordance with the applicable Price List.

1.2.6. CONGRESS CAPACITIES - for the purpose of holding conferences, congresses, educational and promotional gatherings, shall be ordered by signing the Application Form for the hall of 350 seats and/or for the capacity of the hall from 100 to 1,000 seats with accompanying equipment and services and the Fair shall determine the final date and time in line with the sequence of application.

1.2.7. QUALITY ASSESSMENT - shall be implemented by the Quality Assessment Commission in compliance with the "Basic Rulebook on the Quality Assessment of Products and Services", the "Rulebook on the Quality Assessment of Buildings and Services" and the "Rulebook on the Quality Assessment of Equipment in Hotels and Hospitality Industry" of the Novi Sad Fair. Medals (bronze, silver, gold and big gold), charters, plaques and trophies - are the result of evaluated criteria and also the confirmation of the level of quality for owners and the recommendation for guests that have been successfully used by participants for decades in promotional campaigns and for the purpose of raising their reputation in public.

Hotel categories: grand hotels (over 150 beds), medium-sized hotels (from 81 to 150 beds), small hotels (up to 80 beds), motels, spas.

1.3. Mandatory Conditions for Participation:

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

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.

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

If the exhibitor does not transport the goods using their own means of transport, the transport and despatch of the goods from the entrance to the Fair to the exhibition space may be done by a forwarding agency.

Please note that Novi Sad Fair mustn't be stated as importer in invoices, neither for final import of promo goods and samples, neither for temporary import of exhibits. All shipments must be consigned to your partner in Serbia or freight forwarder.

| DEADLINES | DATE | NOTE |
|---|--|---|
| CANCELLATION OF THE PARTICIPATION AT THE FAIR | Until 26 th October 2026 | Without the compensation of costs |
| | From 27 th October to 6 th November 2026 | It shall be compulsory to pay to the Fair 20% of the amount of the last pro-forma invoice within 8 days after the delivery of the cancellation* |
| | From 9 th to 26 th November 2026 | It shall be compulsory to pay the full amount of the last pro-forma invoice** |

1.3.1. Deadlines for the Application for and the Cancellation of the Participation at the Fair

It is necessary for the cancellation statement to be in writing.

***The written notice of cancellation within the specified period of time is necessary, as well as the payment of the expected fee for costs that have been incurred due to the agreed relationship (the reservation of exhibition space - the preparation of the design, location, etc.)**

**** On behalf of the main debt for the reservation made for the exhibition space and for other services under this Agreement no matter whether the exhibitor is using or not using the applied for space. At the same time, the Fair shall reserve the right to allocate the relevant space to another exhibitor and to arrange the space, which the exhibitor is not using, in accordance with the concept of the event at the expense of the exhibitor.**

1.3.2. 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 applicant 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.

1.3.3. 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.

1.4. Health care measures:

The exhibitors obliged to provide the application of required measures of safety and health-care 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 exhibitors 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 health care 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.

2. EXHIBITION SPACE AT THE FAIRGROUNDS

2.1. Size and Position of the Exhibition Space

The minimum size of the exhibition space that can be leased is 12 m² of the indoor space. 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. The Fair shall notify the exhibitor in writing about the location of allocated exhibition space and deliver the plan of that space to the exhibitor. Until the receipt of the final plan of the space, the exhibitor shall not be allowed to make public the disposition of stands in the Hall or to share information about the location with the external public.

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, as well as in the open exhibition area. 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.

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. The exhibitor is obliged to ensure the presence of representatives and exhibit items at the stand until the official closing of the fair exhibition. Packaging can begin after the official end of the fair event (after closing the entrance of the Fair for visitors).

The exhibitor may remove goods only with an approved permit for exit, which will be sent by email during the event.

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 applicant'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.

2.2. Arrangement of exhibition space

Standard booths have aluminum construction in natural aluminum color OCTANORM and MAXIMA, floor covering, small floodlights, sign on booth in block letters (logotype charged additionally), furniture.

Additional equipment (stand cleaning, e.g.) may be ordered by way of the purchase order, all according to the current price list of the Fair.

The price for the preparation of standard and premium stand includes assembly and disassembly services: structure, furniture, specially rented elements, as well as temporary electric and water supply installations.

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.

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

2.3. 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 exhibitor, but wanted by the applicant 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.

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

2.5. 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 applicant's workers or third parties hired by the applicant to perform works at the Fair. The amount shall be determined by a committee established by the Fair.

3. MODE OF WORK AND STAY IN THE FAIR SPACE

3.1. Arrangement of the exhibition space and delivery of goods to the Fair premises may be initiated by the exhibitor five (5) days for indoor area and ten (10) days for outdoor area before the opening of the fair event, and no later than 48 hours before the opening of the fair. With the special consent of the Fair, works can start earlier. Otherwise, the Fair is not responsible for the untimely arrangement of the exhibition space.

The exhibitor shall be obliged to fully complete the preparation of the exhibition space 24 hours before the opening of the Fair event. Until then, it will be necessary to remove packaging and other materials that are not exposed.

3.2. The opening and closing of halls shall be done by the Commission. The exhibitor is obliged to be present during halls 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 or damage to exhibition materials or exhibits.

3.3. All cards and tickets for exhibitors can be taken in the Exhibition Activities Service, before and during the Fair. If there is a need to hire more staff at the stands or for the guests of exhibitor, permanent tickets can be ordered in the Exhibition Activities Service.

All cards allow the user an unlimited number of entries into the exhibit space during the working hours for exhibitors, whereby the user must comply with the below terms of use:

- At each entry, the pass user must allow the person controlling the entry to scan the bar code and record the entry.
- Pass holder must permit person in charge of monitoring entrance to scan the bar code and record entrance, on every single occasion of entrance.
- Pass must be scanned on every occasion of departure, as well.
- Pass holder whose pass has not been recorded at departure will not be permitted re-entry; i.e. the only way to re-enter will be by purchasing a one-day pass.
- Only pass holder may be subject to recording of entrance and departure; a single pass may only be used by a single person.
- Pass is property of Novi Sad Fair.

In the event of misuse or use contrary to rules, pass shall be blocked and/or confiscated without right to reimbursement, and without Fair's obligation to issue a replacement pass.

3.4. The sound equipment at the exhibition stand can be tolerated if it doesn't disturb other exhibitors and visitors 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.

4. COMPULSORY CATALOGUE LISTING

By completing the Application Form for the participation at the Fair, the exhibitor shall accept the obligation to be registered in the official Catalogue of the Fair.

• 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 up to 20 words 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
- Internet - means the basic package, the minimum speed of 1 Mbps for all participants, each user receives one license for wireless access (1 license = 1 device).

- The number of accompanying pass cards for exhibitors with the bar code shall be defined in line with the size of rented exhibition space to be used by the exhibitor:

- for indoor space of up to 25 m² three passes, for each additional 25 m² additional two passes
- for outdoor or covered exhibition space of up to 50 m² three passes, and for each additionally required 100 m² one additional pass.

• 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 up to 20 words 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
- Internet - means the basic package, the minimum speed of 1 Mbps for all participants, each user receives one license for wireless access (1 license = 1 device).

- The number of accompanying pass cards with the bar code for co-exhibitors shall be defined in line with the number of registered co-exhibitors in the Catalogue – two pass cards for every registered co-exhibitor in the Catalogue.

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.

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

- name of the indirect exhibitor, town/city and country
- Internet - means the basic package, the minimum speed of 1 Mbps for all participants, each user receives one license for wireless access (1 license = 1 device).

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 Catalogue is printed in Serbian and English. 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.

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.

The Catalogue application form is submitted with the application for exhibiting and the two forms are regarded as the same application. **Data received after 13th November, 2026 will be entered in the annex for subsequently received applications.**

5. GENERAL TERMS AND CONDITIONS FOR CONTRACTING MARKETING SERVICES

5.1. 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 in the following format and within the stipulated deadlines:

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 | DATE | NOTE |
|----------------------------------|---|---|
| DELIVERY OF MATERIALS | Until 3rd November 2026 | Catalogue, Advertising Areas |
| | Until 20th November 2026 | Website of the Fair |
| CANCELLATION OF ORDERED SERVICES | Until 26th October 2026 | Without the compensation of costs with an explanation in writing within the specified period (for the Catalogue and for advertising areas) |
| | Until 6th November 2026 | 10% of the value of ordered services (the last pro-forma invoice) on behalf of costs that have been incurred due to agreed relationship - for the Catalogue and for advertising area |
| | From 9th to 26th November 2026 | The signatory of the Application Form shall be obliged to pay 100% of the value of ordered services (the last pro-forma invoice) on behalf of costs that have been incurred due to agreed relationship. |

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.

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.

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.

6. CONGRESS CENTRE SERVICES

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

6.1. 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

6.2. for halls accommodating between 100 and 1.000 people

- NEC 40001244, quantity: 2
- InfinityBoard 86", professional interactive display; V864Q InGlass Touch Display; OPS Slot-In PC incl. Windows 10 IoT; Huddly Camera; SP-8415M Speakers; 2 x passive Pen; NEC Multi-Presenter Stick; Mosaic Canvas white board software
- 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

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.

The renter of the hall receives passes for lecturers in accordance with the size of the hall lease.

7. QUALITY APPRAISAL OF FACILITIES, SERVICES AND PRODUCTS

Quality appraisal committee will work in accordance with "Basic rulebook of product and service quality appraisal", "Rulebook of facilities and services quality appraisal", "Rulebook of equipment for hotels and catering quality appraisal" 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, where quality appraisal rulebooks are also available.

| 8. CONTACT | Telephone | E-mail |
|---|---|---|
| PARTICIPATION IN THE FAIR | + 381 21/483-01-30, 483-02-08, 483-01-21, 483-01-15 | turizam@sajam.net |
| HOSTED BUYER PROGRAMME | + 381 21/483-02-08 | |
| CAREER DAYS IN TOURISM | + 381 21/483-02-08 | |
| STAND CONSTRUCTION | + 381 21/483-07-70 | tehnika@sajam.net |
| PROMOTION AND PRESS | + 381 21/483-11-25, 483-11-18 | marketing@sajam.net; pr@sajam.net |
| CONGRESS CENTRE | + 381 21/483-07-77 | kongresnicentar@sajam.net |
| QUALITY APPRAISAL OF PRODUCTS AND SERVICES | + 381 21/483-02-15 | ocena.kvaliteta@sajam.net |
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