



# BELGRADE FAIR

ADVERTISING DEPARTMENT  
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sebbe.com




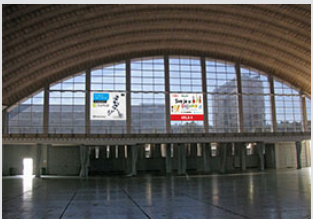


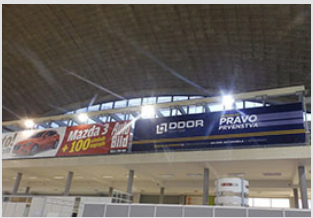
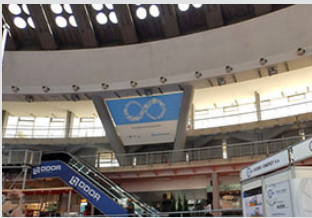

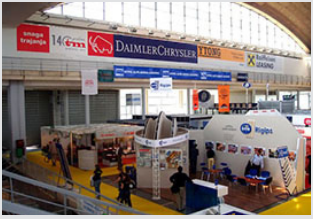




45<sup>th</sup> International Building Trade Fair  
South-East Europe Belgrade Building Expo  
April 17-20, 2019

## 5 Application Form for Advertising Services

To be filled in block letters

Full name of Exhibitor:		Contact person:	Mob.phone:
Address: country, town Street and number, P.O.B.:		Mail:	
Tel/Fax:		E-mail:	
Payment affected to:		The Bank Acc. no.:	VAT number:

### Advertising space - printed

<p>Fair Car Entrance Arch 10x1 m (vinyl), with 4 panels 95x195 cm (paper)</p> <p><b>400 €/piece</b></p> <input type="checkbox"/> Pcs. 	<p>Megaboard at the Hall 3 on the glass, 503x282 cm</p> <p><b>450 €/piece</b></p> <input type="checkbox"/> Pcs. 	<p>Billboard at the Hall 1 600x150 cm, paper</p> <p><b>160 €/piece</b></p> <input type="checkbox"/> Pcs. 
<p>Megaboard Underground Passage 995x195 cm, paper, Illuminated</p> <p><b>350 €/piece</b></p> <input type="checkbox"/> Pcs. 	<p>Megaboard at the Hall 2 at the Gallery, height 2.62 m, width min. 2 m</p> <p><b>30 €/sq.m</b></p> <input type="checkbox"/> sq.m 	<p>Megaboard at the Hall 1 V-banner, vinyl, 735x427 cm</p> <p><b>960 €/piece</b></p> <input type="checkbox"/> Pcs. 
<p>Billboard 300x200 cm paper</p> <p><b>180 €/piece</b></p> <input type="checkbox"/> Pcs. 	<p>Billboard at the Hall 2 wall, paper, height 2 m, length min. 5 m, price per sq.m.</p> <p><b>25 €/sq.m</b></p> <input type="checkbox"/> sq.m 	<p>Advertising surface on the vinyl per sq.m.</p> <p><b>30 €/sq.m</b></p> <input type="checkbox"/> sq.m 
<p>Double sided billboard on the pedestrian bridge 95x195 cm, paper</p> <p><b>80 €/piece</b></p> <input type="checkbox"/> Pcs. 	<p>Colonnade In front of the Hall 2 vinyl 8x1 m with 4 billboards 95x195 cm paper</p> <p><b>400 €/piece</b></p> <input type="checkbox"/> Pcs. 	<p>Flag pole height 11 m at the Boulevard for the flags up to 150x700 cm</p> <p><b>100 €/piece</b></p> <input type="checkbox"/> Pcs. 

### Advertising space in the Exhibitor Registry

- 2<sup>nd</sup>, 3<sup>rd</sup>, 4<sup>th</sup> cover **270 €**
 Double sided ribbon insert Color print **350 €**
 Advertising page (one sided) Color print **200 €**

### Advertising document distribution

- Adv. doc. distribution within the fair ground, carried out by the client (price per 1 day, for exhibitors) **100 €**

PLEASE FIND THE COMPLETE ADVERTISING LIST ON OUR **WEBSITE**

### Note:

The prices are mentioned in net amounts. The amount of the invoice will be increased by the legal VAT rate. Payment upon receipt of invoice.

TO BE FILLED IN BY BELGRADE FAIR

Venue and date	Seal	Exhibitors signature	Date, signature and seal	File No.	Location
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Please send a general idea, in the file form (Floppy Disk, CD, USB Flash Disk) with your filled in and sealed Application or by e-mail (in.ad@sajam.rs), not later than twenty days before the event opening.

The Advertising Department shall reserve an adequate space for you, as well as a different advertising component, if the requested space has already been rented, in accordance with the available space and the dates of the application, as well as its receipt of documents.

The rent price of all advertising components shall be related to the duration period of each fair event, other than the items otherwise defined (rented on a day or monthly basis).

The Fair shall control the advertising components during the fair events. In case of any damage of such components, the Fair shall replace them as soon as possible, at its own cost.

Any specific orders shall be contracted personally (facade or window graphics, megaboard, rent of the advertising balloons, distribution of advertising materials along with entry tickets, etc).

Any installation of advertising towers, fascias, columns or wall panels exceeding the height of 4 meters shall be subject to the approval of the Advertising Department and the Design Office.

The flag poles and flags shall not be installed independently outside the rented advertising space.

Any advertising components individually installed by an exhibitor on the Fair ground (banners, flags, rigid components, etc.) shall be charged by the valid prices from the present price list. Belgrade Fair reserves its right to remove the afore mentioned components if they esthetically spoil the event general look or another exhibitor's component, as estimated by Belgrade Fair.

## File prepress

The printing files shall be sent in Adobe Photoshop **EPS** or Adobe Illustrator **EPS** or **PDF** format.

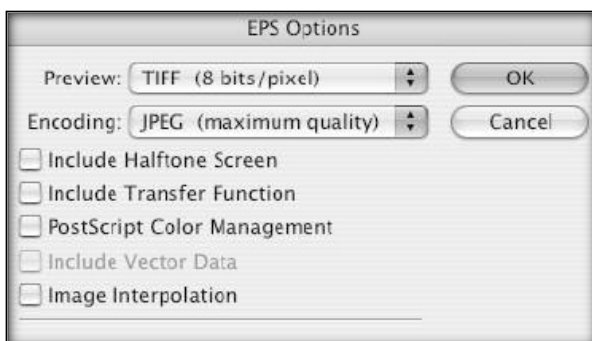
### Adobe Photoshop:

File scale for large print formats (i.e. billboard 4m x 3m) - 1:10.  
Resolution 300-500 dpi.

File scale for small print formats (i.e. B2 poster) - 1:1.  
Resolution 100-150 dpi.

Colour mode: **CMYK**

File recording: Photoshop Encapsulated Postscript (**EPS**), with the following settings:



### Adobe Illustrator:

File scale for large print formats - 1:10.

File scale for small print formats - 1:1.

The file **SHOULD NOT** include any wedges, passers, clips, printing instructions, measures, numbers of copies, etc.

Each file is a print itself (if you have five posters, you should record them in five different files).  
Convert the text into curves.

Colour mode: **CMYK**

File recording : **EPS** or **PDF**.

If the prepress is a combination of vector and raster elements, please merge and export it as a single raster. Make sure that you send a proof with the files. We can not accept CorelDraw files.

**Since our server limit is 10 MB, please upload larger files on some of the file sharing services (i.e. Wetransfer) and place the link in the email.**

**Please make the files in accordance with the above mentioned instructions. Otherwise, BELGRADE FAIR shall not be responsible for the printing quality!**