

# 5 Application Form for Advertising Services

The present Application form should be filled in and certified in two copies. All copies should be submitted to Belgrade Fair which will confirm the receipt and return a copy to the Exhibitor.

To be filled in block letters

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

## Advertising space - printed



Megaboard, Underground Passage,  
995x195 cm, paper, illuminated **438 €/piece**  pcs.



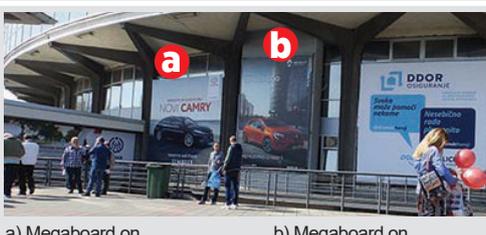
Billboard  
300x200 cm, paper **225 €/piece**  pcs.



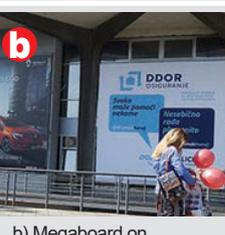
Double sided billboard on the  
pedestrian bridge, 95x195 cm, paper **99 €/piece**  pcs.



Colonnade in front of the Hall 2  
vinyl 8x1 m, incl. 4 billboards, 95x195 cm **400 €/piece**  pcs.



a) Megaboard on  
Hall 1, 6x6, vinyl **1.500 €/piece**  pcs.



b) Megaboard on  
Hall 1, 4x6, paper **600 €/piece**  pcs.



Megaboard at Hall 1, V-banner,  
vinyl, 735x427 cm **960 €/piece**  pcs.



a) Billboard  
6x1.5m **160 €/piece**  pcs.

b) Vinyl on railing  
above the stand **30 €/sq.m**  sq.m



Advertising surface  
on the vinyl per sq.m. **30 €/sq.m**  sq.m



Flag pole (height 11m) at the Boulevard  
for flags up to 150x700 cm **100 €/piece**  pcs.

### Advertising space in the Exhibitor Registry

- 2<sup>nd</sup> cover  
 3<sup>rd</sup> cover **270 €**  
 4<sup>th</sup> cover

Advertising page **200 €**

### Advertising document distribution within the fairground\* (price per 1 day)

Adv. doc. distribution FOR EXHIBITORS **100 €**

\*distribution is carried out by the client

Adv. doc. distribution **200 €**

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

### Note:

The prices are mentioned in NET amounts. VAT shall be added to them.  
 Payment upon receipt of proforma invoice.

TO BE FILLED IN BY BELGRADE FAIR

Confirmed acceptance  
 of Application form

Hall No.

Location

Venue and date

Seal

Exhibitors signature

Date, signature and seal

Please send the prepress files, including the filled-in and sealed application, to the e-mail address [in.ad@sajam.rs](mailto:in.ad@sajam.rs), not later than twenty days before the event opening.

Please upload larger files (10 MB and more) to some file sharing service (i.e. WeTransfer) and place the link in the email.

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.

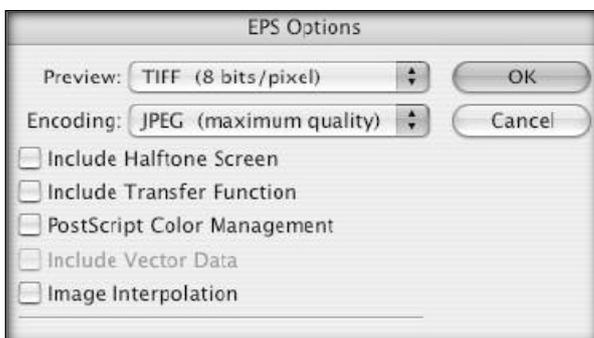
### Adobe Photoshop:

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.

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