



**BELGRADE
FAIR**

Bulevar vojvode Misica 14, 11000 Belgrade, Serbia
Tel: +381 11 2655 248; 2655 301; 2655 621
seebbe@sajam.rs
seebbe.com



50th International Building Trade Fair
South-East Europe Belgrade Building Expo
April 21 - 24, 2026

1

Application Form for Participation

Space allocation from December 2, 2025

To be filled in block letters

Full name of Exhibitor:

Address: country, town
Street and number, P.O.B.:

Phone:

Fax:

E-mail:

http:

Agent in Serbia
(name, address & phone):

All correspondence to be addressed to
(only if different from address above):

Contact person:

Mob.phone:

Mail:

Payment affected to
the bank account number:

VAT number:

Name of your bank:

Swift code:

Person in charge:

We rent

A Indoor raw space

appr. sq.m

€ 70,- /sq.m

B Outdoor raw space

appr. sq.m

€ 45,- /sq.m

Compulsory registration fee amounts to

€ 250,-

WiFi access included in the price of the
exhibitor registration fee

Discount

- 5% to the exhibiting space if the exhibitor rents 80 sq.m and more
- 10% to the exhibiting space if the exhibitor rents 100 sq.m and more
- 15% to the exhibiting space if the exhibitor rents 150 sq.m and more
- 20% to the exhibiting space if the exhibitor rents 200 sq.m and more

Are you:

- | | |
|---|--|
| ☐ Manufacturer | ☐ Importer (please tick) |
| ☐ Wholesaler | ☐ Retail trader |
| ☐ Exporter | ☐ Distributer |
| ☐ Service renderer | ☐ Publisher |
| ☐ Intermediary/Agent | ☐ Others <input type="text"/> |

Technology inovation you will present at the fair:

If your company celebrates any jubilee this year, please name it

The prices are mentioned in NET amounts.
The amount of the invoice will be increased by the legal VAT rate.

Please, send also the completely filled in Application for Compulsory Registration in the Official Fair Catalogue
and the USB along with the present Application.

We declare hereby that we are aware of the participation conditions mentioned in the General Rules for Participation
at Belgrade Fair Events and the present Application Form and that we fully accept them.
Payment upon receipt of the proforma.

TO BE FILLED IN BY BELGRADE FAIR

Confirmed acceptance
of Application form

File No.

Location

Venue and date

Seal

Exhibitors signature

Date, signature and seal

EXHIBITORS

Companies or individuals renting exhibition space for their product range display are entitled to the registration in the official Fair Catalogue, inscription on fascia panel and the right to use all other Belgrade Fair services.

CO-EXHIBITORS

If the stand area rented by the Exhibitor is used by another company represented by its own exhibits and staff, such company shall apply as Co-Exhibitor and shall submit a separate Application form and pay the Registration fee for compulsory Catalogue listing.

Co-Exhibitors shall have their inscription on the fascia panel alongside Exhibitor's inscription. If the Exhibitor applies for the Co-Exhibitor's participation and Fair Catalogue listing, he shall submit Co-Exhibitor's written approval with the Application form.

The Exhibitor has the right to install inscriptions of Co-Exhibitors as stated above on his own stand only if he applied for such Co-Exhibitors to Belgrade Fair.

If the Exhibitor does not apply for Co-Exhibitors or submit incomplete data in its Application form, Belgrade Fair has the right to charge the Exhibitor for all the costs related to Registration fees for Co-Exhibitors.

The allowed height of the stand partition wall structure is 4.0 m at the indoor exhibiting space. The maximal component height for which the compensation shall not be paid is 4 m. For the components exceeding this height, the compensation of EUR.20.00 / 1 sq. m. of the space installed above the 4 m height. The exhibits are not subject to the height limit.

Should an exhibitor install his multi-level stand within his allocated exhibiting space, he shall pay the additional amount for the elevated space use based upon the approved design, as well. The 1 sq.m. elevated space price shall be 50% of the raw exhibiting space price mentioned in the Application for participation.

The indoor exhibitors at the locations enabling it, that the highest allowed stand point is 7 (seven) meters

The Fair shall submit to the Exhibitors the forms for use of electrical power, water, telephone, car parking, to be filled in and returned to Belgrade Fair by the stipulated date. Otherwise, Belgrade Fair shall not provide the Exhibitor with the services stated above. The services are charged according to the Belgrade Fair Price List, based on the supplied services confirmation as stated in this Application form.

During the period of preparations and clearance of the Halls, the Exhibitors pay the compulsory joint costs determined by the Belgrade Fair Price List.

Exhibitors shall obey the opening and closing dates of the Fair event and particularly shall arrange for their stand with the exhibits to be open by the closing date of the Fair event. In case the Exhibitor does not act in accordance with the previous item, which shall be stated in writing by the Hall Supervisor, the Exhibitor shall pay the Contract penalty of EUR 800,-

REGISTRATION FEE INCLUDES

1. Exhibitor Register

- Publication of information about the exhibitor (full business address, phone, e-mail, http and representative office address) in the Exhibitor Register, in the official catalog and/or USB and/or on the B2B portal
 - Publication of up to 20 words about products or activities in the register of exhibitors
 - Publication of the trademark in the register of exhibitors
 - Publication of the stand position
- Exhibitors are responsible for the accuracy of the data.

2. Exhibition passes, according to the following key:

Pedestrian passes

- Three passes for renting up to 50 sq.m
- For every additional 10 sq.m of leased exhibition space, one more pass, up to a total of 12 passes,
- One pass for each co-exhibitor.

Parking - pedestrian passes (valid for vehicle and driver)

- Car and pedestrian parking passes for a car and driver for the exhibitors' rent up to 20 sq.m. and the Co-exhibitor, up to 100 sq.m. for two such car passes and more than 100 sq.m. for three cars and drivers.
- 1 pass for co-exhibitors.

Note: exhibitors and co-exhibitors have the option of purchasing additional pedestrian and parking passes

3. Access to wireless internet for exhibitors

EXHIBIT INSURANCE

Exhibits and any other Exhibitor's property shall be insured against theft, damage, etc. at all fair events taking place at Belgrade Fair. The insurance of exhibits and any other Exhibitor's property shall cover the time period from the good unloading at Belgrade Fair, mounting, the event duration, dismantle, up to the goods loading into a transportation vehicle while leaving Belgrade Fair premises. The Exhibitor may insure his goods through an insurance company in this country or abroad. Should the exhibits or any other Exhibitor's property not be insured in one of the ways mentioned, the Exhibitor shall be fully responsible for any damage to such exhibits or other property.

PAYMENT

1. Exhibitors shall effect the payment through the Bank stipulated in the proforma. Each Contract Party shall bear the bank charges in its own country. Exhibitors are requested to fulfill following liabilities:

- for the booked exhibition space, building and equipping of stand not later than 45 days prior to Fair event opening by invoice to the Fair foreign currency account at an authorized commercial bank.

In case of a delayed payment or payment after a contract date, the exhibitor shall pay an interest rate according to the rate of the National bank of Serbia at the moment of settlement the due amount.

2. DISCOUNT:

- 5% to the exhibiting space if the exhibitor rents 80 sq.m and more
- 10% to the exhibiting space if the exhibitor rents 100 sq.m and more
- 15% to the exhibiting space if the exhibitor rents 150 sq.m and more
- 20% to the exhibiting space if the exhibitor rents 200 sq.m and more

3. Exhibitors may withdraw the submitted Application form only 15 days upon the application registration.

4. In case the Exhibitor withdraws the Application form after the deadline of 15 days upon the application registration, the Exhibitor will be liable for 100% of the total cost for space, Registration fee and other expenses due to the Exhibitor's cancellation.

Application form has the legal force of a Contract. In case of any disputes, the Contract Parties have agreed to settle such disputes by the Foreign Trade Arbitration with the Serbian Chamber of Commerce in Belgrade.

Regulations for Participation at Belgrade Fair Events and the Contract Special Conditions shall be a form part of the Contract.



SEBE
South-East Europe Belgrade Building Expo

ufi Approved International Event

50th International Building Trade Fair
South-East Europe Belgrade Building Expo
April 21 - 24, 2026

2 Application Form for Compulsory Registration in Official Fair Catalogue & USB

The present Application is a part of the Application for Participation.

(Please state the Alphabet letter, under which to be registered in the Official Fair Catalogue)		To be filled in block letters
Full name of Exhibitor:		
Address: country, zip code and town, street and number, P.O.B:		
Phone:	Fax:	
E-mail:	http:	
Agent in Serbia (name, address and phone):		

Activity wording:

[illegible]

With copies of the application please enclose:

1. For publishing in the Fair Catalogue and USB - your registered trade mark (.tiff .eps .png .pdf ili .jpg format - at least 600 px width)

Compulsory registration fee as per Application for Participation amounts to EUR 250.

Publishing in the official catalog and / or USB and / or on the B2B portal of data about activities not exceeding 20 words are included in the registration fee.
Each additional word shall be charged EUR 5.

The prices are mentioned in NET amounts. VAT will be calculated according to the Tax Law.

Commodity group(s) you belong to:

- ☐ Thermal Insulation, Water & Sound Proofing
- ☐ Corrosion and Fire Protection
- ☐ Final Works Materials - Paints, Lacquers, Admixtures
- ☐ Wall Painting Tools
- ☐ Concrete, Reinforcement, Concrete Products, Accessories
- ☐ Marble, Granite, Stone
- ☐ Air Conditioning and Heating Systems
- ☐ Solar Power Systems and Geothermal Energy
- ☐ Pipes, Fittings and Sewerage Equipment
- ☐ General Purpose Accessories
- ☐ Electric and Energetic Appliances
- ☐ Various Construction Tools
- ☐ Bricks and Blocks
- ☐ Roofing Tiles, Tegola and Other Roofing Coverings
- ☐ Chimneys and Ventilation Systems
- ☐ Ceramic and Granite Tiles
- ☐ Sanitary Ware
- ☐ Sanitary Fittings
- ☐ Bathroom Furniture and Sanitary Accessories
- ☐ Swimming Pools, Saunas and Equipment
- ☐ Floorings and Wall Linings
- ☐ Partition Walls and Ceilings
- ☐ Lighting
- ☐ Door and Window Profile Processing Machines
- ☐ Building Structures, Panels and Profiles
- ☐ Door and Window Profiles
- ☐ Glass and Glass Facades
- ☐ Glass Processing Machines
- ☐ Doors and Windows
- ☐ Gates, Fences and Parking Systems
- ☐ Door and Window Hardware and Fittings
- ☐ Wooden Staircases, Parquette, Wall Lining, Timber
- ☐ Roll-up Shutters, Vertical and Lightweight Blinds
- ☐ Computer Software in Civil Engineering
- ☐ Construction Machines and Devices
- ☐ Mining Machines and Devices
- ☐ Scaffoldings and Ladders
- ☐ Supports and Formworks
- ☐ Construction Industry Material Machines and Devices
- ☐ Design, Engineering, Construction, Reconstruction & Restoration
- ☐ Exterior Fitting
- ☐ Interior Fitting
- ☐ Elevators and Escalators
- ☐ Safety Equipment
- ☐ National Exhibitions
- ☐ Trade Publications
- ☐ Prefabricated Facilities
- ☐ Real Estate and Investment
- ☐ Architecture and Urbanism

TO BE FILLED IN BY BELGRADE FAIR

File no.

Confirmed acceptance
of Application form

Location

Venue and date

Seal

Exhibitors signature

Date, signature and seal



**BELGRADE
FAIR**

DESIGN SECTION

Bulevar vojvode Misica 14, 11000 Belgrade, Serbia
Tel: +381 11 2655 225
Fax: +381 11 2655 522
arh@sajam.rs
seebbe.com



South-East Europe Belgrade Building Expo



50th International Building Trade Fair
South-East Europe Belgrade Building Expo
April 21 - 24, 2026

3

Application Form
Full Package Stand Type STANDARD

To be filled in block letters

Full name of Exhibitor:

Address: country, town
Street and number, P.O.B.:

Phone:

Fax:

E-mail:

http:

All contacts should be made through:

Standard aluminium construction

I order herewith the construction
and full service arrangement of the
exhibition space of:

12-24 sq.m.

25-38 sq.m.

39-60 sq.m.



sq.m.

€ 35 /sq. m

Services and equipment
included in price/sq.m:

Partition walls

Name panel - logo

Instant use carpet - grey

Info desk/podium

Table/Chairs

Bar stool

Cubicle incl. curtain

Spot light 100W

Socket up to 1kW

Decorative arrangement of exhibits

Space fee



1

1/4

/

/

4

1



1

1/6

1



6

1



2

2/8

1



8

1



Notice: It is necessary to apply your logo by e-mail: arh@sajam.rs (.ai, .pdf, .eps format)

We have booked a full package stand and order the following additional equipment according to the condition overleaf: (please tick)

	Pcs.	€/Pcs.		Pcs.	€/Pcs.		Pcs.	€/Pcs.
☐ Door with a lock		30,-	☐ LCD TV 55"		220,-	☐ Company logo 96x62, adv. tower		30,-
☐ Info desk 100/200x50x105		80,-	☐ Glass Showcase 100x100x220		80,-	☐ Company logo 196x62, adv. tower		50,-
☐ Table		10,-	☐ Glass Showcase 100x50x220		60,-	☐ Company logo fascia 186x22		30,-
☐ Chair		10,-	☐ Glass Showcase 50x50x220		40,-	☐ Digital print mesh, vinyl / self-adhesive foil		18-25,- /sq.m.
☐ Bar stool		20,-	☐ Low Glass Showcase 100/50x75		30/40,-	☐		
☐ Podium		30,-	☐ Advertising Tower Structure		50,-	☐		

The prices are mentioned in NET amounts. The amount of the invoice will be increased by the legal VAT rate. I state herewith that I am cognizant with Belgrade Fair price list, Terms for construction and arrangement of exhibition space which I fully accept. Stand construction cancellation costs shall be invoiced to the amount of 50% of the stand construction price.

TO BE FILLED IN BY BELGRADE FAIR

Confirmed acceptance
of Application form

Venue and date

Seal

Signature

Date, signature and seal



BELGRADE FAIR

DESIGN SECTION

Bulevar vojvode Misica 14, 11000 Belgrade, Serbia

Tel: +381 11 2655 225

Fax: +381 11 2655 522

arh@sajam.rs

seebbe.com



South-East Europe Belgrade Building Expo



Approved International Event

50th International Building Trade Fair
South-East Europe Belgrade Building Expo
April 21 - 24, 2026

3a

Application Form Full Package Stand Type MOLTO

To be filled in block letters

Full name of Exhibitor:

Address: country, town
Street and number, P.O.B.:

Phone:

Fax:

E-mail:

http:

All contacts should be made through:

Syma Molto aluminium construction (cubical structures)

I order herewith the construction and full service arrangement of the exhibition space of:

12-24 sq.m.

25-38 sq.m.

39-60 sq.m.



sq.m.

€ 45 /sq. m

Services and equipment included in price/sq.m:

Partition walls

✓

✓

✓

Name panel - logo

✓

✓

✓

Instant use carpet - grey

✓

✓

✓

Info desk/podium

1

1

2

Table/Chairs

1/4

1/6

2/8

Bar stool

/

1

1

Cubicle incl. curtain

/

✓

✓

Spot light 100W

4

6

8

Socket up to 1kW

1

1

1

Decorative arrangement of exhibits

✓

✓

✓

Space fee

✓

✓

✓

Notice: It is necessary to apply your logo by e-mail: arh@sajam.rs (.ai, .pdf, .eps format)

We have booked a full package stand and order the following additional equipment according to the condition overleaf: (please tick)

	Pcs.	€/Pcs.		Pcs.	€/Pcs.		Pcs.	€/Pcs.
☐ Door with a lock		50,-	☐ LCD TV 55"		220,-	☐ Company logo 91x91, adv. tower		30,-
☐ Info desk 100/200x50x110		110,-	☐ Glass Showcase 100x100x220		80,-	☐ Company logo 191x91, adv. tower		50,-
☐ Table		20,-	☐ Glass Showcase 100x50x220		60,-	☐ Company logo fascia 191x41		40,-
☐ Chair		20,-	☐ Glass Showcase 50x50x220		40,-	☐ Digital print mesh, vinyl / self-adhesive foil		18-25,- /sq.m.
☐ Bar stool		30,-	☐ Low Glass Showcase 100/50x100		30/40,-	☐		
☐ Podium		40,-	☐ Advertising Tower Structure		70,-	☐		

The prices are mentioned in NET amounts. The amount of the invoice will be increased by the legal VAT rate. I state herewith that I am cognizant with Belgrade Fair price list, Terms for construction and arrangement of exhibition space which I fully accept. Stand construction cancellation costs shall be invoiced to the amount of 50% of the stand construction price.

TO BE FILLED IN BY BELGRADE FAIR

Confirmed acceptance of Application form

Venue and date

Seal

Signature

Date, signature and seal



**BELGRADE
FAIR**

FAIR EVENT ORGANIZATION DEPARTMENT
Bulevar Vojvode Misica 14 11000 Belgrade, Serbia
Tel/Fax: +381 11 2655 341, 2655 241, 2655 191, 2655 848, 2655 261
inspektori@sajam.rs
belgrade-fair.com



South-East Europe Belgrade Building Expo



50th International Building Trade Fair
South-East Europe Belgrade Building Expo
April 21 - 24, 2026

4

Application Form for Technical Services

To be filled in block letters

Full name of Exhibitor:

Address: country, town
Street and number, P.O.B.:

Contact person:

Tel:

Mob.phone:

E-mail:

Technical services

☐ Club table	Pcs. 	€/Pcs. 20,-	☐ Coffee machine with 96 capsules / additional 96 Capsules	Pcs. 	€/Pcs. 100/80,-
☐ Chair		20,-	☐ Refrigerator		90,-
☐ Rack		10,-	☐ Water connection with/without sink		70,-
☐ Carpet		10,-	☐ Additional water connection at the booth		30,-
☐ LCD TV 55"		220,-	☐ Flow boiler		25,-
☐ Telephone		30,-	☐ Connection with a mini kitchen		130,-
☐ Stand safeguarding 8,-/1h	☐ Vacuum cleaning / floor wiping 8,-/1h	☐ Compulsory fee for the mutual costs 5,-/sq.m			

☐ Switchboard* 50,-

* The switchboard shall be used to connect electric power to the stand

Electric connection for stand equipping and exhibit demonstration

☐ total power up to 5 kW	Pcs. 	€/Pcs. 111,-
☐ total power up to 10 kW		155,-
☐ total power up to 20 kW		241,-

Electric connection for special lighting

☐ total power up to 5 kW	Pcs. 	€/Pcs. 138,-
☐ total power up to 10 kW		208,-
☐ total power up to 20 kW		345,-

* The prices of power connection higher than 20 kW, as well as the connection prices for the events taking more than 10 days, will be specified as demanded, by special price offers and decisions.

Internet connection for exhibitors

Access to the wireless Internet network is included in the price of the exhibitor registration fee

☐ LAN (up to 100/100 Mb/s)	Pcs. 	€/Pcs. 350,-
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ADDITIONAL SERVICES

☐ Device additional configuration, network spreading and other technician services	30,-/h	☐ The materials spent for the additional services (cables, connectors, etc.)	market value
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Special request

(Write in special requests referring to the services indicated above)

Belgrade Fair reserves the right to correct the prices.

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

Venue and date

Seal

Exhibitors signature

The services mentioned in the Application Form for Technical Services can be contracted solely in the Inspection Office of the relevant exhibiting hall, where also information on other services that can be rendered by Belgrade Fair can be obtained respectively. The afore mentioned services are not included in the exhibiting space rental or construction price and they are subject to additional payment. Signing the application does not guarantee the realization of the service. The ordered services will be provided in accordance with technical possibilities and capacities, and according to the order of receipt of application.

ELECTRICITY

Belgrade Fair power has got the voltage of 220 V single phase and 3 x 380 V three phase alternating power of 50 Hz. Any cables and/or devices shall be compatible for operation under the said voltage and frequency. For manufacturing of cabling for connection of various devices, machines, and lights, as for protection from the touch-in voltage, regulations on manufacturing of temporary electrical cables shall be applied accordingly. A stand shall have a switchboard, fully in accordance with the regulations, Belgrade Fair will connect it to the network. The connection of the installed cables shall be approved by an authorized employee of Belgrade Fair Electricity Department.

TELEPHONE

Belgrade Fair has got an internal mail telephone exchange for its users, which enables all kind of incoming and outgoing telephone calls automatically (an operator calling for the connection is necessary). The connection means a connection to the telephone network with a telephone set, whereas usage of an additional set or fax machine is subject to additional payment in accordance with the price list.

WATER

Belgrade Fair plumbing has got the connection size 3/4 inch, which can be reset to 1/2 inch upon request. Any water connection made by an exhibitor shall be approved by Belgrade Fair authorized staff.

INTERNET

1. The exhibitor MAY NOT install and use its own WiFi devices, emitting signals at at his booth at 2.4 GHz and 5 GHz. If he however installs them and they disturb work of other WiFi users, Belgrade Fair shall be entitled to turn such devices off or stop supplying electric power to the booth until the device has been removed (all exhibitors are recommended to use Belgrade Fair WiFi infrastructure of the latest generation, in order to avoid the possibility of disturbances at the WiFi frequencies).
2. Belgrade Fair does not guarantee the speeds through the WiFi connections, since they depend upon many factors (WiFi card quality in the device, obstacles and distance from AP, the drivers in the devices, etc.).
3. The cable package shall be fulfilled where the relevant technical possibilities exist and shall be announced not later than seven days before the event opening.
4. The cable package price DOES NOT include the costs of network spreading and configuration at the exhibitor's booth.
5. The connection speeds and special requirements, which differ from those already offered shall be contracted separately, not later than seven days before the event opening.

STAFF ENGAGEMENT

Subject to filling in the relevant form and additional payment in accordance with the Price List, Belgrade Fair puts to its exhibitors disposal staff for all types of works mentioned therein.

FURNITURE AND EQUIPMENT:

Belgrade Fair rents furniture and other necessary equipment for the exhibiting space arrangement, in accordance with Belgrade Fair Price List prices.

The furniture and equipment rent price includes furniture rent for one fair event and the costs of the furniture delivery to the stand and its removal from it.

COMPULSORY FEE FOR THE MUTUAL COSTS:

The Exhibitors constructing their stands themselves shall pay the compulsory fee for mutual costs according to the rented exhibiting space, as follows:

- 0 - 150 sq. m. - each square meter shall be calculated
- 151 - 300 sq. m. - fixed 150 sq. m. + 40% difference between 300 and 150 sq. m.
- 301 - 500 sq. m. - fixed 210 sq. m. + 30% difference between 500 and 300 sq. m.
- More than 500 sq. m. - fixed 270 sq. m. + 20% difference between the actual space and 500 sq. m.

EXHIBIT INSURANCE

Exhibits and any other Exhibitor's property shall be insured against theft, damage, etc. at all fair events taking place at Belgrade Fair. The insurance of exhibits and any other Exhibitor's property shall cover the time period from the good unloading at Belgrade Fair, mounting, the event duration, dismantle, up to the goods loading into a transportation vehicle while leaving Belgrade Fair premises. The Exhibitor may insure his goods through an insurance company in this country or abroad. Should the exhibits or any other Exhibitor's property not be insured in one of the ways mentioned, the Exhibitor shall be fully responsible for any damage to such exhibits or other property.

INFO

Hall 1

Tel: +381 11 2655 191, 2655 190

Fax: +381 11 2655 191

Hall 2 and 1A

Tel: +381 11 2655 241, 2655 240

Fax: +381 11 2655 241

Hall 3 and 3A

Tel: +381 11 2655 341, 2655 340

Fax: +381 11 2655 341

Hall 4

Tel: +381 11 2655 848, 2655 014

Fax: +381 11 2655 848

Hall 5, Hall 11 and Open area

Tel: +381 11 2655 261, 2655 260

Fax: +381 11 2655 260

E-mail: inspektori@sajam.rs



**BELGRADE
FAIR**

ADVERTISING DEPARTMENT
Bulevar Vojvode Misica 14, 11000 Belgrade, Serbia
Tel/Fax: +381 11 2655 370, 2655 002
in.ad@sajam.rs
beogradskisajam.rs



South-East Europe Belgrade Building Expo



50th International Building Trade Fair
South-East Europe Belgrade Building Expo
April 21 - 24, 2026

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

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



Megaboard, Underground Passage,
995x195 cm, paper, illuminated **520 €/piece** pcs.



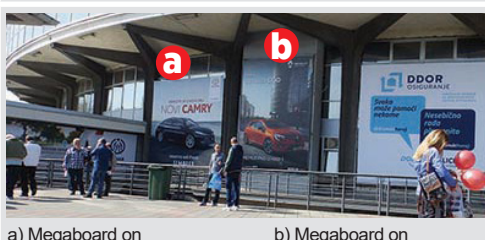
Billboard
300x200 cm, paper **240 €/piece** pcs.



Double sided billboard on the
pedestrian bridge, 95x195 cm, paper **105 €/piece** pcs.

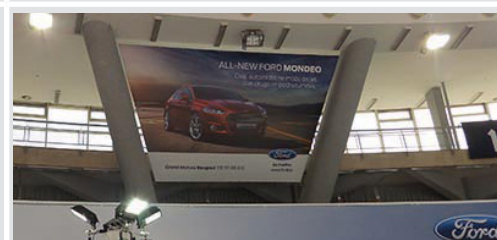


Colonnade in front of the Hall 2
vinyl 8x1 m, incl. 4 billboards, 95x195 cm **580 €/piece** pcs.



a) Megaboard on
Hall 1, 6x6, vinyl **1.600 €/piece** pcs.

b) Megaboard on
Hall 1, 4x6, paper **650 €/piece** pcs.



Megaboard at Hall 1, V-banner,
vinyl, 735x427 cm **990 €/piece** pcs.



a) Billboard
6x1.5m **170 €/piece** pcs.

b) Vinyl on railing
above the stand **33 €/sq.m** sq.m



Advertising surface
on the vinyl per sq.m. **33 €/sq.m** sq.m



Flag pole (height 11m) at the Boulevard
for brought flags up to 150x500 cm **100 €/piece** pcs.

Advertising space in the Exhibitor Registry

- ☐ 2nd cover
☐ 3rd cover
☐ 4th cover

290 €

☐ Advertising page **210 €**

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

*distribution is carried out by the client

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

☐ 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**, 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.

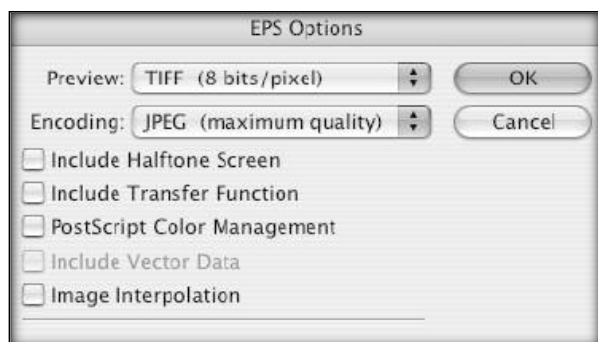
Adobe Photoshop:

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!**



**BELGRADE
FAIR**

ADVERTISING DEPARTMENT
Bulevar Vojvode Misica 14, 11000 Belgrade, Serbia
Tel/Fax: +381 11 2655 370, 2655 002
in.ad@sajam.rs
beogradskisajam.rs



South-East Europe Belgrade Building Expo



Approved
International
Event

50th International Building Trade Fair
South-East Europe Belgrade Building Expo
April 21 - 24, 2026

5a

Application for Advertising Services in the SEEBBE Guide

To be filled in block letters

Full name of Exhibitor:

Address: country, town
Street and number, P.O.B.:

Phone:

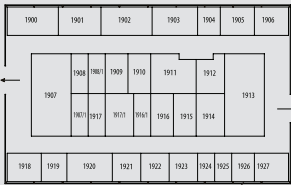
Fax:

E-mail:

http:

Agent in Serbia (name, address & phone):

Contact person:

Advertising services	€	Dimensions	File dimensions
☐ The second cover 	500,-	171 x 225 mm	181 x 235 mm
☐ The third cover 	500,-	171 x 225 mm	181 x 235 mm
☐ The fourth cover 	500,-	171 x 225 mm	181 x 235 mm
☐ The medium / double page 	790,-	342 x 225 mm	352 x 235 mm
☐ Advertising page 	390,-	171 x 225 mm	181 x 235 mm
☐ 1/2 of the advertising page 	220,-	86 x 225 mm	96 x 235 mm
☐ 1/4 of the advertising page 	160,-	86 x 113 mm	96 x 123 mm
☐ A mark on the hall plan 	110,-	 25 mm width. The height according to the width. Your logo stand 1926	



All above mentioned prices are net amounts. VAT shall be added to each of the prices accordingly.

All advertisements are in colors. The prepressed files shall be in .eps, .tiff, .ai or .pdf format. The fonts need to be replaced by curves.
All photos shall be in CMYK color profile, 300 dpi resolution. The logo shall be submitted in the vector format.

Venue and date

Seal

Exhibitors signature

TO BE FILLED IN BY BELGRADE FAIR

Name of exhibition and
hall number



**BELGRADE
FAIR**

RENTAL SERVICES

Bulevar vojvode Misica 14, 11000 Belgrade, Serbia

Tel: +381 11 2655 809

jovica.dimitrijevic@sajam.rs

seebbe.com



South-East Europe Belgrade Building Expo



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6

Application Form for Participation in the Side Event Programs

To be filled in block letters

Full name of Exhibitor:

Address: country, town:

Street and number, P.O.B.:

Phone:

Fax:

E-mail:

http:

**Agent in Serbia
(name, address & phone):**

Contact person:

Mob.phone:

Mail:

Payment affected to the bank acc. no.:

VAT number:

Conference rooms rent

Date

Time of use

€/h

Large Conference hall in the exhibiting Hall 4, with sound system and equipment, the price per started hour (capacity 300 seats)

300,-

Small Conference hall in the exhibiting Hall 4, with sound system and equipment, the price per started hour (capacity 50 seats)

200,-

Festive Hall in the Head office, with sound system and equipment, the price per started hour (capacity 150 seats)

300,-

For the presentation we need: (please tick)

☐ Screen

☐ LCD Projector for PC Presentations

☐ PC Laptop

☐ Internet

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

TO BE FILLED IN BY BELGRADE FAIR

**Reservation
confirmation**

Time

to

Venue and date

Seal

Exhibitors signature

Date, signature and seal



**BELGRADE
FAIR**

Bulevar vojvode Misica 14, 11000 Belgrade, Serbia
Tel: +381 11 2655 248; 2655 301; 2655 621
seebbe@sajam.rs
seebbe.com



50th International Building Trade Fair
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8

Application for the Exhibit Estimation

To be filled in block letters

Full name and address of the manufacturer:

The exhibit title with the type sign (please submit a separate application for each exhibit competing for the prize):

Please mention any special characteristics you may consider important for the estimation:

Has the exhibit been manufactured by your own design or by a license?

Has the exhibit been tested? If yes, by whom?

Hall and stand number at which the exhibit is located?

Name and phone number of the expert at the stand who will provide all necessary information of the exhibit:

THE APPLICATION FORM FOR THE EXHIBIT EVALUATION IS FREE OF CHARGE.

The deadline for the application of exhibits is April 20, 2026.

The authenticity of the provided data shall be confirmed by the person-authorized exhibitor's representative by his signature and company's stamp.

The Application forms are submitted to:
ocenjivanje.seebbe@sajam.rs

The awarding criteria:

- The product reported for the award shall be new in technical and technological meaning.
- Such product shall have the certificate of an authorized organization
- The exhibit manufacturer shall be an exhibitor or co-exhibitor at Building Trade Fair.

Venue and date

Seal

Authorized signature and seal