

**1**
**Application Form for Participation**

 Application deadline is August 18<sup>th</sup>, 2023

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>Address: country, town Street and number, P.O.B.:</b>	
<b>Phone:</b>	<b>Fax:</b>
<b>E-mail:</b>	<b>http:</b>
<b>All contacts should be made through:</b>	<b>Tel/e-mail:</b>
<b>Agent in Serbia (name, address &amp; phone):</b>	
<b>All correspondence to be addressed to (only if different from address above):</b>	
<b>Payment affected to the bank account number:</b>	<b>VAT number:</b>

**We rent**

<b>A</b> Shell scheme stand	appr. <input type="text"/> sq.m	<b>70,- €/sq.m</b>
<b>B</b> Raw indoor space	appr. <input type="text"/> sq.m	<b>40,- €/sq.m</b>

Technical description of the shell scheme stand shall be a form part of the present application. Exhibitors shall effect the payment through the bank stipulated in the proforma invoice. Each contracting party shall bear the bank charges in its own country. Belgrade Fair reserves its right to amend the rental prices for the exhibiting area. We hereby declare that we accept the conditions mentioned in the Fair application, General rules on the participation at Belgrade Fair events and Special rules on participation at Belgrade Book Fair.

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

Venue and date

Seal

Exhibitors signature

TO BE FILLED IN BY BELGRADE FAIR

  
 Confirmed acceptance of Application form

  
 File No.

  
 Location

  
 Date, signature and seal

The Fair defines the following exhibitor categories:

## EXHIBITORS

Companies exhibiting their own products and renting a specific exhibition space for it and the right to the registration in the official Fair Catalogue, as well as the right to use any other services included in Belgrade Fair's offer. The Exhibitors shall install their company name on the fascia board, at their stand.

## CO-EXHIBITORS

If the stand rented by the Exhibitor includes also exhibits of other companies, under presence of the staff of such other companies, such companies shall be applied as Co-Exhibitors. The Co-Exhibitors shall submit separate Application Forms for Participation and the Compulsory Registration in the Official Fair Catalogue. The Co-Exhibitors shall install their company name equally with the Exhibitors on the fascia board, at their stand.

Should the Exhibitor apply for the Co- Exhibitor's participation and Registration in the Official Fair Catalogue, he shall submit the Co-Exhibitor's authorization to do so with the Application Form.

The Exhibitor shall have the right to install the Co-Exhibitor company names, as stated above, at his stand, only if he applied such Co-Exhibitors to Belgrade Fair.

If the exhibitor installs at the rented exhibiting space a multi-level stand, he shall pay additionally the use of the elevated space in accordance with the approved design. The price for 1 sq. m. elevated space is 50% of the raw space price mentioned in the Application for Participation.

The Fair shall submit to the Exhibitors the forms for the use of electrical power, water, telephone, car parking cards, official gate passes and any other services. The Exhibitor shall fill in the forms he may find necessary and return them to Belgrade Fair within the stipulated deadline. Should he fail to do so, Belgrade Fair shall not be responsible for providing the Exhibitor with such services. These services shall be charged according to the valid Belgrade Fair

For the period of stand mounting and dismantle, the exhibitors carrying out the stand construction, as well as any other contractors, shall pay the compulsory compensation of mutual costs. The Compensation amount based upon this is determined by Belgrade Fair price list.

The Exhibitor shall obey the opening and closing dates of the Fair event and particularly arrange for his stand with the exhibits to be operating by the Fair event closing. Should the Exhibitor fail to act in accordance with the item 6. above, which will be stated by the Hall Supervisor in writing, the Exhibitor shall pay penalties, in accordance with Belgrade Fair Price List.

## The exhibiting space price shall include the following services:

- Publishing the Exhibitor's data (complete business address, telephone, fax, E-mail, http and the representation office address) in the Exhibitor Register of the Official Fair Catalogue on USB.
- Publishing of not more than 20 words of text describing the Exhibitor's product range or activity in the Exhibitor Register of the Official Fair Catalogue on USB.
- Publishing the Exhibitor's logo in the Fair Catalogue on USB.

The Official Catalogue shall be published on USB in Serbian and English languages. Exhibitors are responsible for the accuracy of the provided data. The Catalogue Editorial Staff reserves the right to adjust the titles of the products stated in this Application to those contained in the Fair Catalogue nomenclature.

## INSURANCE

Exhibits and any other Exhibitor's property shall be insured by local or international insurance companies at all Belgrade Fair events.

Any responsibility for damage to the exhibits and/or any other Exhibitor's property, if such exhibits and/or property are not insured in a way stipulated by the previous item, shall be completely borne by the Exhibitor.

## CONTRACTING AND PAYMENT METHOD

1. The Exhibitor shall make payment:

- For the rented exhibiting space, stand construction and fitting water, and telephone connection and electric connection and consumption after receipt of the proforma invoice, before the event opening.
- For the telephone consumption not later than 10 days after the event closing.

The payment shall be provided for in accordance with the Asset Turnover Law.

In case of any delayed payment or payment after the Contract deadline, the exhibitor shall pay the legal officially published interest rate. Should the interest rate not be known at the calculation time, the index from the previous month shall be applied accordingly.

2. The Exhibitor may withdraw the submitted Application for Participation not later than 15 (fifteen) days upon the Application registration in Belgrade Fair Archive Office.

Should the Exhibitor withdraw the Application after the afore mentioned date, the Exhibitor shall pay to Belgrade Fair the rent fee for the applied exhibiting space and any other expenses caused by the Exhibitor's participation 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 ([www.sajam.rs](http://www.sajam.rs)) shall be a form part of the Contract.**

# 1a

## Special Rules upon Participation in the Belgrade Book fair

### Article 1.

The Belgrade Book Fair shall be held annually, end of October, at Belgrade Fair, in Belgrade, Bulevar vojvode Misica 14.

### Article 2

Any companies carrying out the publishing and bookselling activities or publication sales and authors shall have the right of participation in the Belgrade Book Fair

### Article 3

The exhibiting range shall include anything defined as a publication by the Publishing Activity Law. Any product exhibiting not included in such definition shall be possible only upon a special organizer's decision. The side event program organizing approval shall be solely the responsibility of the Belgrade Book Fair Board.

### Article 4

Location of the basic exhibiting groups in the exhibiting halls:

- Hall 1 Arena: Local publishers having publishing as their basic activity.
- Hall 1 Boulevard Ground Floor Level and the River Sava Ground Floor Level: Local publishers having publishing as their basic activity
- Hall 1 gallery: The local publishers having publishing as their basic activity
- Hall 2A: The Guest of Honor at the Belgrade Book Fair, national presentations, international publishers, the publishers having education as their basic activity (faculties, schools, etc.), school and trade literature publishers
- Hall 4: Local and international publishers, government authorities/institutions (Ministries, libraries, museums, etc.) and those within religion and theology, book sales, distributors
- Hall 4 Gallery: Used and antiquity book sales

### Article 5

The exhibitors shall apply for one of the following exhibiting categories:

- Rent of raw exhibiting space
- Rent of standard fitted exhibiting space
- Rent of a standard book sales bookshop.

### Article 6

The exhibitors shall apply for the participation in the Fair by filling in the following forms:

- The Application Forms for Participation in the Belgrade Book Fair (Form 1).
- The Application for Participation in the International Belgrade Book Fair shall be the Contract, by which the exhibitor declares that he rents the exhibiting space defined in the Application and accepts the General Rules upon Participation in Belgrade Fair Events and the Special Rules upon Participation in the International Belgrade Book Fair (Form 1a).
- Applications for the Fair Catalog (Form 2)
  - Technical Description of the Standard Stand and Additional Equipment in the Stand Constructed Space Rent (Form 3a)

**The applications for Participation in the Belgrade Book Fair shall be received not later than August 18th 2023.**

### Article 7

Belgrade Fair offers to the Exhibitors also the following optional Services:

- Exhibiting space construction and fitting (Form 3b)
- Other technical services (water, power and/or telephone connection, etc.) (Form 4)
- Advertising services (Form 5 and 5a)
- Conference rooms rent (Form 6).

### Article 8

The exhibitors and bookshop lessees in the Halls 2a and 4 may sell at their rented stands their own and someone else's editions.

The minimum exhibiting space at the Belgrade Book Fair shall be 12 square meters, which is also the standard bookshop space.

### Article 9

Prizes shall be awarded at the Belgrade Book Fair in accordance with the Rule Book for Belgrade Book Fair Awarding (**Serbian publishers and publishers from Serbian diaspora only**).

### Article 10

The official catalog of the Belgrade Book Fair shall be published on USB in Serbian and English language. The exhibitors shall be responsible for the data accuracy. The catalog editorial board reserves the right to reconcile the product titles stated in the Application with those from the fair catalog nomenclature.

### Article 11

The Exhibitor shall make payment:

- For the rented exhibiting space, stand construction and fitting, water and telephone connection and electric connection and consumption after receipt of the proforma invoice, before the event opening.
- For the telephone consumption not later than 10 days after the event closing.

The payment shall be provided for in accordance with the Asset Turnover Law.

In case of any delayed payment or payment after the Contract deadline, the exhibitor shall pay the legal officially published interest rate. Should the interest rate not be known at the calculation time, the index from the previous month shall be applied accordingly.

### Article 12

The exhibitor is entitled to one free official pass per every 25 square meters of rented exhibition space, up to a maximum of 10 passes. Parking passes and additional official passes shall be charged according to the Belgrade Fair's price list (Form 4).

The terms and conditions of the Articles 16 and 17, item 2 of the General Rules upon Participation in Belgrade Fair Events ([www.sajam.rs](http://www.sajam.rs)) shall not be applied to the exhibitors at the Belgrade Book Fair 2023.

The Exhibitors shall obey the stipulations of the Belgrade Book Fair Special Rules, as well as operate in accordance with the valid Laws of the Republic of Serbia during their participation in the Belgrade Book Fair.

**2****Application Form for Compulsory  
Registration in Official Fair Catalogue on USB**Application deadline is  
August 18<sup>th</sup>, 2023For exhibitors and Co-Exhibitors -  
Each Co-Exhibitor shall fill in  
a separate application 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 (Co-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):

Director:

Editor-in-chief:

**The text about your activities** (up to 20 words - please send your text in English language, as for authenticity)

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**We enclose for the Fair Catalogue on USB:**

- 
- Electronic logo (.tiff .eps .png .pdf or .jpg format, at least 600 pixels width)

(please tick)

**We hereby irrevocably order:**

	Pcs.	€/pcs.
<input type="checkbox"/> Compulsory Exhibitor Register entry for the Main Exhibitor	<input type="text" value="1"/>	<b>Free of charge</b>
<input type="checkbox"/> Compulsory Exhibitor Register entry for the Co Exhibitor	<input type="text" value="1"/>	<b>Free of charge</b>
<input type="checkbox"/> USB register/catalogue and Serbian Publisher Register 2023 (Serbian)	<input type="text"/>	<b>20,-</b>

Exhibitors shall effect the payment through the bank stipulated in the proforma invoice. Each contracting party shall bear the bank charges in its own country.  
**The prices are mentioned in NET amounts. An VAT shall be added to them..**

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

# 3a

## Technical Description of the Shell Scheme Stand and Additional Equipment

To be filled in by the Exhibitors who applied for a **constructed stand space**

To be filled in block letters

Full name of Exhibitor:

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

Phone:

Fax:

E-mail:

http:

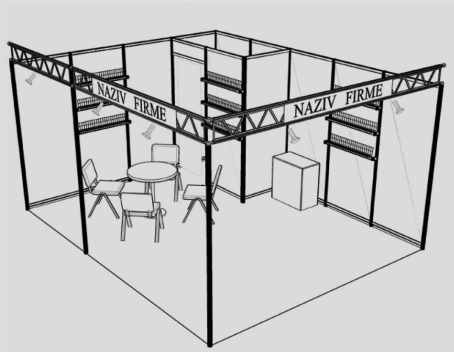
All correspondence to be addressed to:

All contacts should be made through:

Participant name for the stand title:

Please enter the participant name you would like to be written on your stand

### Standard equipped exhibiting space



- Single-use wall-to-wall carpet with PVC foil
- Aluminium wall construction with fills
- Bookshelves
- Storage space / wardrobe with a curtain
- Company title in block letters
- Stand lighting
- Furniture:
  - cupboard 1 (one)
  - 12 - 20 sq.m. 1 table/4 chairs
  - 21 - 40 sq.m. 2/6
  - 41 - 60 sq.m. 2/8
  - 61 - 80 sq.m. 3/10
  - 80 sq.m. and more 4/12 (max 16)

### Additional equipment:

	Pcs.	€ /Pcs.
<input type="checkbox"/> Club table	<input type="text"/>	20,-
<input type="checkbox"/> Chair	<input type="text"/>	20,-
<input type="checkbox"/> Lockable cupboard	<input type="text"/>	50,-
<input type="checkbox"/> Glass showcase (100*100)/(50*100)	<input type="text"/>	80,-
<input type="checkbox"/> LCD TV 55"/65"	<input type="text"/>	200,-
<input type="checkbox"/> Light/spotlight 100 W	<input type="text"/>	11, <sup>50</sup>
<input type="checkbox"/> Information/Exhibiting desk	<input type="text"/>	45,-
<input type="checkbox"/> Lockable door	<input type="text"/>	45,-
<input type="checkbox"/> 4m high tower with the company title and/or logo on four sides, 1x1m	<input type="text"/>	160,-
<input type="checkbox"/> 4m high tower with the company title and/or logo on four 2x2m	<input type="text"/>	240,-

The exhibitor shall be responsible for proper maintenance of the stand fittings during the fair event. The system fittings, including the equipment, not be pasted, nailed, damaged, changed other than within design or leaned. Any eventual missing or damaged rented fitting shall be paid in the full. Amount in accordance with its market value. Belgrade Fair guarantees fitting delivery within the existing quantities, depending upon the application date. Belgrade Fair reserves the right of a minimum design amendment of the exhibitors requirements. Should the exhibitor not use all fittings stipulated within a stand type, the construction price shall not be reduced accordingly.

**The prices are mentioned in NET amount.  
An VAT shall be added to them.**

**Note:** firm's logo to be used for the inscription on tower structure must be provided in electronic forms: ai, pdf, eps, and sent to: arh@sajam.rs or submitted to the Design Department. Belgrade Fair guarantees that all logos submitted not later than September 12th, will be mounted before the fair opening.

Venue and date

Seal

Exhibitors signature

# 3b

## Application Form - Custom made Individual Stand

To be filled in block letters

Full name of Exhibitor:

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

Phone:

Fax:

E-mail:

http:

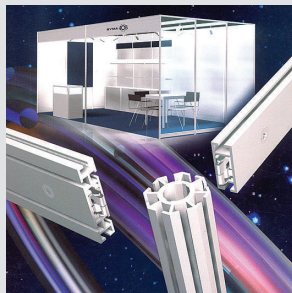
Agent in Serbia (name, address & phone):

All contacts should be made through:

### Construction type

TYPE STANDARD

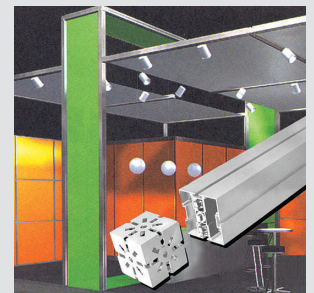
40 € /m<sup>2</sup>



TYPE LUX

3. Syma MOLTO construction  
(cubical structures)

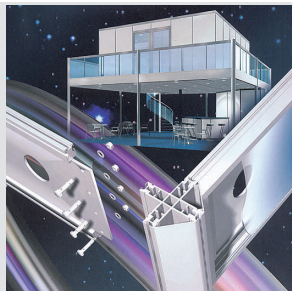
50 € /m<sup>2</sup>



MULTI LEVEL CONSTRUCTION  
STANDARD

Syma STANDARD

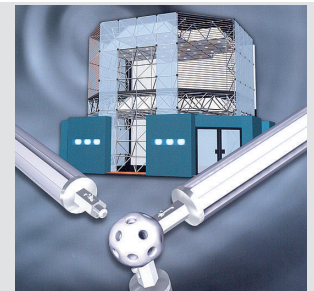
70 € /m<sup>2</sup>



MULTI LEVEL CONSTRUCTION  
ORBIT

Syma "ORBIT"  
(space structures)

70 € /m<sup>2</sup>



I ORDER HEREWITH THE CONSTRUCTION AND FULL SERVICE ARRANGEMENT:

ACCORDING TO DESIGN PROPOSAL AND PRICE INCLUDED

sq.m.

€/sq.m.

The prices are mentioned in NET amounts. VAT shall be added to them.

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

sq.m.

Date, signature and seal

Venue and date

Seal

Signature

# 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

	Pcs.	€/Pcs.		Pcs.	€/Pcs.
<input type="checkbox"/> Club table	<input type="text"/>	10,-	<input type="checkbox"/> Coffee machine with 96 capsules / additional 96 Capsules	<input type="text"/> / <input type="text"/>	100/90,-
<input type="checkbox"/> Chair	<input type="text"/>	10,-	<input type="checkbox"/> Refrigerator	<input type="text"/>	90,-
<input type="checkbox"/> Rack	<input type="text"/>	10,-	<input type="checkbox"/> Connection with/without sink	<input type="text"/>	70,-
<input type="checkbox"/> Carpet	<input type="text"/>	10,-	<input type="checkbox"/> Additional connection at the booth	<input type="text"/>	30,-
<input type="checkbox"/> LCD TV 55"/65"	<input type="text"/>	200,-	<input type="checkbox"/> Flow boiler	<input type="text"/>	25,-
<input type="checkbox"/> Telephone	<input type="text"/>	30,-	<input type="checkbox"/> Connection with a mini kitchen	<input type="text"/>	130,-
<input type="checkbox"/> Stand safeguarding 7,-/1h			<input type="checkbox"/> Connection with a mini kitchen and a hot plate	<input type="text"/>	150,-
<input type="checkbox"/> Vacuum cleaning / floor wiping 7,-/1h			<input type="checkbox"/> Compulsory fee for the mutual costs		4,50/sq.m

### Electric connection for stand equipping and exhibit demonstration

	Pcs.	€/Pcs.
<input type="checkbox"/> total power up to 5 kW	<input type="text"/>	103, <sup>50</sup>
<input type="checkbox"/> Switchboard*	<input type="text"/>	50,-

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

### Electric connection for special lighting

	Pcs.	€/Pcs.
<input type="checkbox"/> total power up to 5 kW	<input type="text"/>	138,-
<input type="checkbox"/> total power up to 10 kW	<input type="text"/>	235,-
<input type="checkbox"/> total power up to 20 kW	<input type="text"/>	414,-

\* Please ask for a special offer for the prices of the power connections with the power exceeding 20 kW. The connection price includes also electric power consumption during event.

### Internet connection for exhibitors

	Pcs.	€/Pcs.		Pcs.	€/Pcs.
<input type="checkbox"/> WiFi (up to 5/5 Mb/s)	<input type="text"/>	50,-	<input type="checkbox"/> LAN (up to 50/50 Mb/s)	<input type="text"/>	250,-

### ADDITIONAL SERVICES

<input type="checkbox"/> Device additional configuration, network spreading and other technician services	30,-/h	<input type="checkbox"/> The materials spent for the additional services (cables, connectors, etc.)	market value
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### Gate passes and tickets

	Pcs.	€/Pcs.		Pcs.	€/Pcs.
<input type="checkbox"/> Permanent parking pass	<input type="text"/>	35,-	<input type="checkbox"/> Permanent ticket	<input type="text"/>	20,-

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 Technical Service Price List 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 aforementioned services are not included in the exhibiting space rental or construction price and they are subject to additional payment.

### **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 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](mailto:inspektori@sajam.rs)



# 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 **490 €/piece**  pcs.



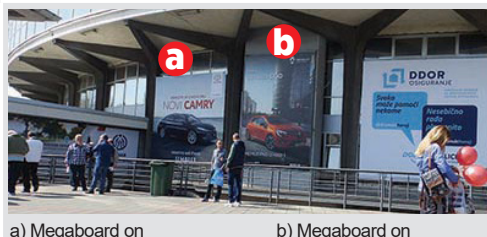
Billboard  
300x200 cm, paper **225 €/piece**  pcs.



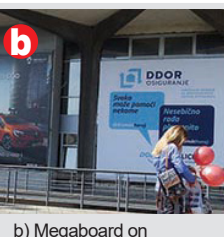
Double sided billboard on the  
pedestrian bridge, 95x195 cm, paper **99 €/piece**  pcs.



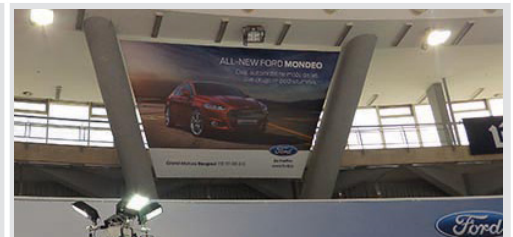
Colonnade in front of the Hall 2  
vinyl 8x1 m, incl. 4 billboards, 95x195 cm **550 €/piece**  pcs.



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 brought flags up to 150x500 cm **100 €/piece**  pcs.

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

\*distribution is carried out by the client

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

Advertising 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 3 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.

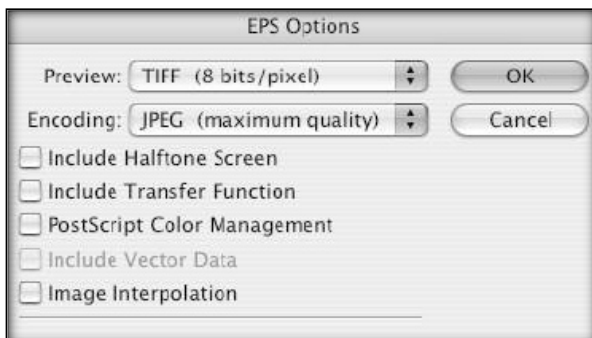
### Adobe Photoshop:

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**.








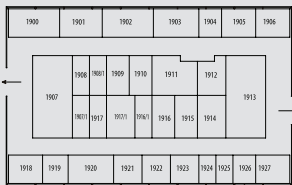
If the prepress is a combination of vector and raster elements, please merge and export it as a single raster. Make sure that you send a proof with the files. We can not accept CorelDraw files.

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

# 5a Application for Advertising Services in the Belgrade Book Fair 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
<input type="checkbox"/> The second cover 	480,-	171 x 225 mm	181 x 235 mm
<input type="checkbox"/> The third cover 	480,-	171 x 225 mm	181 x 235 mm
<input type="checkbox"/> The fourth cover 	480,-	171 x 225 mm	181 x 235 mm
<input type="checkbox"/> The medium / double page 	720,-	342 x 225 mm	352 x 235 mm
<input type="checkbox"/> Advertising page 	360,-	171 x 225 mm	181 x 235 mm
<input type="checkbox"/> 1/2 of the advertising page 	200,-	86 x 225 mm	96 x 235 mm
<input type="checkbox"/> 1/4 of the advertising page 	150,-	86 x 113 mm	96 x 123 mm
<input type="checkbox"/> A mark on the hall plan	100,-	 <p>25 mm width. The height according to the width.</p>	



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

# 6 Application Form for Participation in the Side Event Programs

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:

Address: country, town:

Street and number, P.O.B.:

Phone:

Fax:

E-mail:

http:

Agent in Serbia  
(name, address & phone):

All contacts should be made through:

## Conference rooms rent

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)			250,-
Small Conference hall in the exhibiting Hall 4, with sound system and equipment, the price per started hour (capacity 50 seats)			150,-
Festive Hall in the Head office, with sound system and equipment, the price per started hour (capacity 150 seats)			250,-

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.

TO BE FILLED IN BY BELGRADE FAIR

File no. \_\_\_\_\_

Reservation  
confirmation \_\_\_\_\_

Time \_\_\_\_\_

to \_\_\_\_\_

Date, signature and seal \_\_\_\_\_

Venue and date \_\_\_\_\_

Seal \_\_\_\_\_

Exhibitors signature \_\_\_\_\_