

APPLICATION CONTRACT - ADVERTISEMENT



PRINT IMAGING & SIGN EXPO 2010 International Specialised Exhibition

Design, Photography, Printing, Advertising,
Visual Communications



13 - 16 October 2010

DEADLINE 27 September 2010

Company / Address:

VAT №:

Phone:

Fax:

E-mail / Internet:

Contact person:

Stand leader:

Department:

TRANSMISSION OF COMMERCIAL ON MONITORS IN THE CENTRAL FOYER AND RESTAURANTS

Advertising package	Advertising package price /in EUR/	Description of advertising packages
<input type="checkbox"/> Package 1	294	<ul style="list-style-type: none"> Commercial up to 30 sec long transmitted on 12 monitors for the whole duration of the relevant exhibition 6 transmissions per hour per point / 72 transmissions in the whole system per hour
<input type="checkbox"/> Video catalogue	30	<ul style="list-style-type: none"> 5 sec transmission of logo sign 4 transmissions per hour per point / 48 transmissions in the whole system per hour
<input type="checkbox"/> VIP Package	900	<ul style="list-style-type: none"> every 2nd transmitted advertisement (30 sec long)



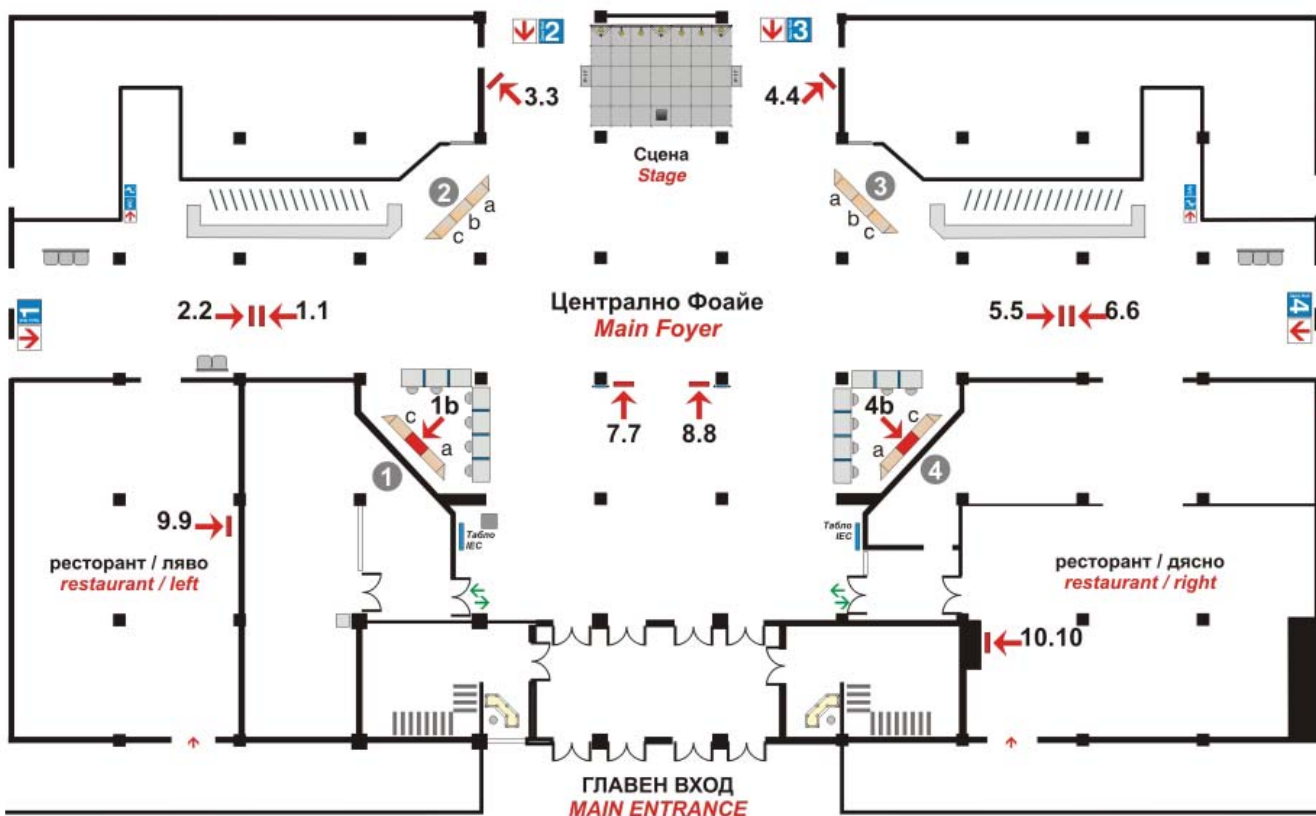
Additional advertising options:

- Corporate movie - movie transmitted on 12 monitors for the whole duration of the exhibition
- Video brochure - 10 sec commercial according preliminary defined criteria.
The commercial includes: company logo sign, company contacts, products and location during the exhibition. Made by the organisers.
- Advertising package with number of emissions complied with customer's requirements. Prices are negotiable.



BULGARREKLAMA AGENCY Ltd.
Tel.: (+359 2) 9655 220; Fax: (+359 2) 9655 231
E-mail: ttomova@iec.bg

EXPO TV



We confirm our agreement to the general conditions of participation above and overleaf.

Date:

Authorised signature/stamp:

GENERAL CONDITIONS

1. The application for participation is effective after submitting the filled in and signed Application Contract to fax + 359 (2) 9655 231.
2. Payment should be made after a proforma invoice has been issued.
3. Refusal for participation is accepted 30 /thirty/ days before the beginning of the advertising period. After this term a penalty equal to 20 % /twenty percent/ of the service value should be paid.
4. Finished commercials are accepted not later than 7 working days before the inception date of the advertising period. The commercials should have the following properties:
 - Commercial - resolution: 720x576; Aspect ratio: 16:9; Formats: MPEG2, MPEG4, h264
 - Audio file - MP3 or MP4
 - Whole screen logo signs or pictures - Resolution: 1360x768; Format: PNG or JPEG
5. Initial materials for commercials that should be made by our company are accepted in vector format CDR or EPS not later than 14 working days before the starting date of the advertising period.

For information:



BULGARREKLAMA AGENCY Ltd.
 Marketing & Advertising department
 tel: +359 2 9655 220, fax: +359 2 9655 231
 E-mail: ttomova@iec.bg