

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 Number:

Phone:

Fax:

E-mail / Internet:

Contact person:



BILLBOARD

Location: Inter Expo Center's facade

dimensions 510/180 cm

- Rental price for 10 days
/from to/ 220 EUR
- Rental price for 30 days
/from to/ 570 EUR
- Print - /without company design/ 125 EUR

The price includes montage and demontage



ILLUMINATED PRINTONS

Location: central foyer on the 1st floor

dimensions 97/150 cm

- Rental price for 10 days
/from to/ 175 EUR
- Rental price for 30 days
/from to/ 240 EUR
- Print - /without company design/ 105 EUR



ILLUMINATED BOARD

Location: central foyer - hall 4

dimensions 305/180 cm

- Rental price for 30 days /month/ 550 EUR
- Print - /without company design/ 205 EUR

The wallboard remains your own property

Distribution of **company's advertising flyers** for the period of the exhibition

- With the entry ticket 450 EUR
- By the company itself 250 EUR

Advertising **banner** on the web page of the exhibition

- 164 x 80 pxl 90 EUR

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.

The offer is valid only for the exhibitors.

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 of 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. In case the advertising should be made by Bulgarreklama Agency Ltd., the customer should submit the advertising vision in vector format / CDR or EPS/ in correct size, not later than 10 working days before the inception date of the advertising period. All texts should be converted in curves.
5. Finished advertising materials are accepted not later than 5 working days before the inception date of the advertising period except for company's advertising flyers.
6. Bulgarreklama Agency should not take whatsoever responsibility for advertising materials unclaimed after 5 working days from the date of expiration of the advertising period.

For information:



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