



**BELGRADE
FAIR**

TOURISM FAIR DEPARTMENT
Bulevar vojvode Misica 14, 11000 Belgrade, Serbia
Tel: +381 11 2655 307; 2655 206
Tel: +381 11 2655 521
turizam@sajam.rs
belgradetourismfair.com



22nd

HORECA Equipment Fair
February 25-28, 2027

1

Application Form for Participation

Application deadline
November 16, 2026

To be filled in block letters

Full name of Exhibitor:

Address: country, town

Street and number, P.O.B.

Phone:

E-mail for B2B:

E-mail:

http:

Agent in Serbia
(name, address & phone):

All contact should be made through:

Payment affected to the bank account number:

VAT number:

Maximum stand height:

4 m

We rent (Halls 2b, 2c)

1. Indoor raw space

appr. sq.m.

110,- €/sq.m.

2. STAND Application Form 3
Stand Package
(the price includes the space and stand construction)

appr. sq.m.

145,- €/sq.m.

3. LUX Application Form 3a
Stand Package
(the price includes the space and stand construction)

appr. sq.m.

155,- €/sq.m.

Compulsory registration fee:

(Exhibitor / Co-Exhibitor)

€ 300,-

Please, send also the completely filled in
Application for Compulsory Registration
in the Official Fair Catalogue
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
invoice.
The prices are mentioned in NET amounts.
VAT shall be added to them.**

TO BE FILLED IN BY BELGRADE FAIR

Confirmed acceptance
of Application form

File No.

Location

Date-Signature-Seal

Venue and date

Seal

Exhibitors signature

EXHIBITORS

Companies exhibiting their own products and renting a certain exhibiting space for it and the right to registration in the Exhibitor Register, as well as the right to use any other services within the Belgrade Fair's offer. The Exhibitors shall install their company's name on the fascia panel at their stand.

COEXHIBITORS

Should also exhibits of other companies be displayed at the stand rented by the Exhibitor and the other companies' staff is present at the stand, such companies shall be registered as Co Exhibitors. The Co Exhibitors shall apply by specific application forms for participation and compulsory registration in the Exhibitor Register and pay the relevant registration fee for it. The Co Exhibitors shall install their companies' name equally with the Exhibitors, on the fascia panel. Should the Exhibitor apply for a Co Exhibitor for the participation and compulsory registration in the Exhibitor Register, he shall enclose with his application the Co Exhibitor's approval to do so.

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.

Belgrade Fair shall distribute the exhibiting space and determine the exhibiting location of each Exhibitor. Belgrade Fair reserves its right, if it is in the interest of a fair event, to relocate Exhibitors from already allocated area to another location.

The rental price per 1 sq. m. block, front side or corner exhibiting space allocated to the Exhibitor by Belgrade Fair, in accordance with its possibilities, upon the Exhibitor's explicit requirement, shall be increased, compared with the price of the exhibiting space rental stated on the Application for Participation, as follows:

- A) Block exhibiting place
(four sides open) for 30%
- B) Front side exhibiting space
(three sides open) for 20%
- C) Corner exhibiting space
(two sides open) for 10%

Should the Exhibitor mount a multi-level stand on the exhibiting space allocated to him, he shall additionally pay also his use of the elevated areas. The price per 1 sq. m. elevated area amounts 50% of the rental price for raw exhibiting space stated on the Application for Participation. The elevated area shall be calculated based upon design approved by Belgrade Fair Design Office.

The Exhibitors shall pay the compulsory compensation of mutual costs for the period of hall preparation and clearing away. Belgrade Fair Price List shall determine the compensation amount and the payment liability bearers upon this basis.

The Exhibitor shall obey the time of a fair event opening, closing and working hours, particularly to keep his stand with exhibits fully operating by the fair event closing

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 1500,-

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 printed and/or online official catalogue 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 30 sq.m
- For every additional 10 sq.m of leased exhibition space, one more pass, up to a total of 35 passes,
- One pass for each co-exhibitor.

Parking - pedestrian passes (valid for vehicle and driver)

- For renting up to 20 sq.m one pass, for renting from 21 to 50 sq.m two, for renting from 51 to 100 sq.m three, for renting from 101 to 300 sq.m five and over 301 sq.m seven passes,
- 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

INSURANCE

Exhibits and other Exhibitor's property shall be covered by insurance policy at all Belgrade Fair exhibitions.

The Exhibitor may insure his goods through an insurance company in this country or abroad.

Any responsibility for a 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.

PAYMENT

1. Exhibitors shall effect the payment through the Bank stipulated in the pro-forma invoice. 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 30 days prior to Fair event opening by pro-forma invoice to the Fair foreign currency account at an authorized commercial bank.
- for other requirements not later than 10 days after the closing date of the Fair event 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. The Exhibitor may withdraw the submitted Application for Participation only within the time period of 15 days, provided that Belgrade Fair has not confirmed the receipt and acceptance of the Application for Participation in the meantime.

3. Should Belgrade Fair fail to inform the Applicant of its decision within the time period, the Application for Participation shall be considered accepted.

4. Should the Exhibitor withdraw the submitted Application for Participation after the above mentioned deadline, or after confirmation of the Application acceptance, the Exhibitor shall pay to Belgrade Fair the rental fee for the applied exhibiting space, registration fee, as well as any other costs occurred due to such Exhibitor's withdrawal accordingly. Exceptionally, in justified cases, Belgrade Fair may release the Exhibitor from such obligation, completely or partially.

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 shall be a form part of the Contract.



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TOURISM FAIR DEPARTMENT
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turizam@sajam.rs
belgradetourismfair.com



22nd

HORECA Equipment Fair

February 25-28, 2027

2

Application Form for Compulsory Registration in Official Fair Catalogue

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

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, town
street and number, P.O.B.:

Phone:

Fax:

E-mail:

http:

Activity wording:

Exhibition items:

- ☐ National Tourist Organizations
- ☐ Regional Tourist Organizations
- ☐ Tour Operators / Travel Agency
- ☐ Health Care Tourism
- ☐ Accommodation (hotels, motels, apartments...)
- ☐ Transport service (Air Transport, Railway, rent-a-car, cruise)
- ☐ Technology in tourism and hospitality
- ☐ HORECA equipment

PROGRAM DESTINATIONS (obligatory for tour operators and travel agencies):

With copies of the application please enclose:

For publishing in the Fair Catalogue - your registered trade mark
(.tiff .eps or .jpg format-600 dpi)

Compulsory registration fee as per this application amounts to EUR 300.

Publishing in the printed and/or online official catalogue and/or on the B2B portal of data about activities not exceeding 20 words, and the registered trade mark are included in the registration fee.

TO BE FILLED IN BY BELGRADE FAIR

Confirmed acceptance
of Application form

File No.

Location

Venue and date

Seal

Exhibitors signature

Date-Signature-Seal



**BELGRADE
FAIR**

DESIGN SECTION

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



22nd

HORECA Equipment Fair

February 25-28, 2027

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:

Agent in Serbia (name, address & phone):

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

1

1

2

Table/Chairs

1/4

1/6

2/8

Bar stool

/

1

1

Cubicle incl. curtain

/

✓

✓

Spot light 50W

2

4

6

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		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. 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.

Venue and date

Seal

Signature

TO BE FILLED IN BY BELGRADE FAIR

Confirmed acceptance
of Application form

sq.m.

Date, signature and seal



**BELGRADE
FAIR**

DESIGN SECTION

Bulevar vojvode Misica 14, 11000 Beograd, Serbia

Tel: +381 11 2655 225

Fax: +381 11 2655 522

arh@sajam.rs

belgradetourismfair.com



22nd

HORECA Equipment Fair

February 25-28, 2027

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:

Agent in Serbia (name, address & phone):

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.

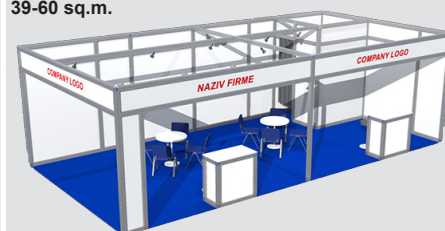
25-38 sq.m.

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 50W

2

4

6

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		45,-	☐ 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. 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.

Venue and date

Seal

Signature

TO BE FILLED IN BY BELGRADE FAIR

Confirmed acceptance
of Application form

sq.m.

Date, signature and seal



**BELGRADE
FAIR**

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



22nd

HORECA Equipment Fair
February 25-28, 2027

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.
☐ Club table		20,-	☐ Coffee machine with 96 capsules / additional 96 Capsules	/	100/80,-
☐ Chair		20,-	☐ Ice machine		65,-
☐ Rack		10,-	☐ Water dispenser with 19-liter bottle and 100 cups / each additional bottle	/	70/25,-
☐ Carpet		10,-	☐ Water connection with/without sink		70,-
☐ LCD TV 55"		220,-	☐ Additional connection at the booth		30,-
☐ Telephone		30,-	☐ Flow boiler		25,-
☐ Refrigerator		90,-	☐ Water connection with a mini kitchen		130,-
☐ Stand safeguarding 8,-/1h			☐ Water connection with a mini kitchen and a hot plate		150,-
☐ 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

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

Electric connection for special lighting

	Pcs.	€/Pcs.
☐ total power up to 5 kW		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

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

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 aforementioned 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

Tel: +381 11 2655 261, 2655 260
Fax: +381 11 2655 260

Open area

Tel: +381 11 2655 341, 2655 340
Fax: +381 11 2655 341

E-mail: inspektori@sajam.rs



**BELGRADE
FAIR**

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



22nd

HORECA Equipment Fair
February 25-28, 2027

5

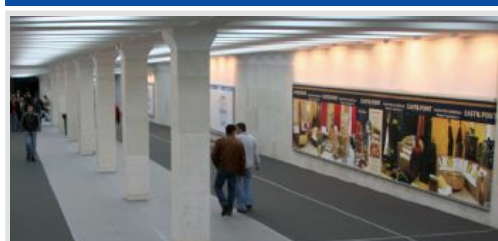
Application Form for Advertising Services

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.

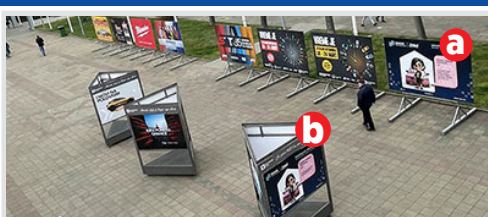
To be filled in block letters

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**



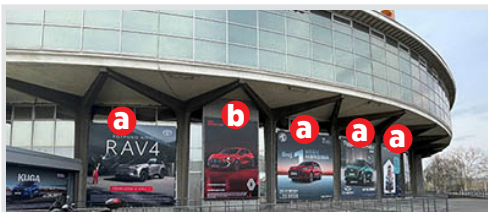
a) Billboard
300x200 cm, paper **240 €/kom.**
b) Trigonous billboard
(3 boards), 186x125 cm **400 € (complete)**



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



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



a) Megaboard on
Hall 1, 6x6, vinyl **1.600 €/piece**
b) Megaboard on
Hall 1, 4x6, paper **650 €/piece**



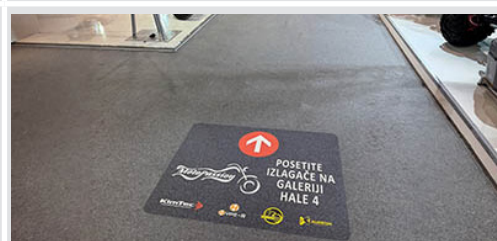
Megaboard at Hall 1, V-banner,
vinyl, 735x427 cm **990 €/piece**



a) Billboard
6x1.5m **170 €/piece**
b) Vinyl on railing
above the stand **33 €/sq.m**



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



Floor advertising sticker
120x100 cm **78 €/piece**

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 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.

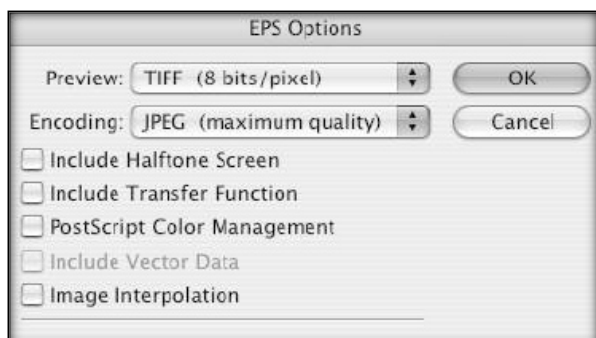
Adobe Photoshop:

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!**



**BELGRADE
FAIR**

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



22nd

HORECA Equipment Fair
February 25-28, 2027

5a

Application for Advertising Services in the Tourism 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:

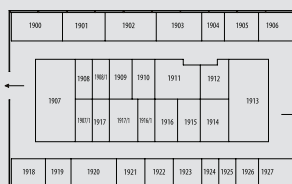
Agent in Serbia (name, address & phone):

Contact person:

Advertising services	€	Dimensions	File dimensions
☐ 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**

TOURISM FAIR DEPARTMENT
Bulevar vojvode Misica 14, 11000 Belgrade, Serbia
Tel: +381 11 2655 307; 2655 206
Tel: +381 11 2655 521
turizam@sajam.rs
belgradetourismfair.com



22nd

HORECA Equipment Fair

February 25-28, 2027

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)			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.

TO BE FILLED IN BY BELGRADE FAIR

File no.

Reservation
confirmation

Time

to

Date, signature and seal

Venue and date

Seal

Exhibitors signature