



Business Company: ABF, a.s.
Registered office: Beranových 667,
199 00, Prague, Czech Republic

Workplace, mailing address: Dělnická 12, 170 00, Prague, Czech Republic
Company Registration No.: 63080575, Tax Id. No.: CZ63080575
Registered by Municipal Court in Prague, Section B, File no. 3309
Bank Details: Expobank CZ a.s., Account No. 5085320021/4000
IBAN: CZ24000000005085320021, SWIFT: EXPNCZPP
Tel.: +420 225 291 129
E-mail: international@abf.cz; internet: www.cestydreva.cz, www.pvaexpo.cz

PASSIVE FORM OF PRESENTATION

Binding order of advertising areas and services PVA EXPO PRAGUE

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Forms can be completed on a PC and downloaded from www.forpasiv.cz

EXHIBITOR

Company name _____ Reg. No. _____
Registered office* - street _____ Tax ID. No. _____
Town _____ Postal Code _____ Country _____
Company telephone no. _____ Company e-mail address _____
Company fax no. _____ Internet _____
Contact person _____ Position _____
Tel./mobil _____ E-mail** _____
Mailing address, if different from the registered office _____

Email for sending invoices electronically _____

* For natural persons (individuals) please state the place of business.

Campaign term for the event: **8–10 February 2018**

Closing deadline for orders: **15 January 2018**

Campaign term for the month: **January 2018**

Closing deadline for orders: **16 December 2017**

Order	Advertising area/service	Time period event/day/month	Number of pcs/days/people	Price pc/person	Price, total
1.	Triboard - area w. 294 cm, h. 530 cm, including curtain production	event		20,000 CZK/pc	
2.	Triboard - area w. 294 cm, h. 530 cm, including curtain production	month		42,000 CZK/pc	
3.	Fixed billboard - w. 510 cm, h. 240 cm, including the print and gluing of the paper poster	event		14,400 CZK/pc	
4.	Fixed billboard - w. 510 cm, h. 240 cm, including the print and gluing of the paper poster	month		20,400 CZK/pc	
5.	Mobile billboard - w. 510 cm, h. 240 cm, including the print and gluing of the paper poster	event		14,400 CZK/pc	
6.	Flags - poles in front of the Entrance Hall I or II (a set of 5 pieces) w. 150 cm x h. 100 cm or w.80 cm x h. 200 cm	event		9,600 CZK/ 5 pcs	
7.	Area on the Centre fencing a) - w. 400 cm, h. 100 cm	event		16,800 CZK/pc	
8.	Area on the Centre fencing b) - w. 200 cm, h. 100 cm	event		12,000 CZK/pc	
9.	City Light Outdoor - w. 118.5 cm, h. 175 cm, including the print	event		9,600 CZK/pc	
10.	City Light Outdoor - w. 118.5 cm, h. 175 cm, including the print	month		18,000 CZK/pc	
11.	City Light Indoor A - w. 118.5 cm, h. 175 cm, including the print	event		9,600 CZK/pc	
12.	City Light Indoor A - w. 118.5 cm, h. 175 cm, including the print	month		18,000 CZK/pc	
13.	Area on the railing in Entrance Hall I - w. 100 cm, h. 100 cm	event		6,000 CZK/pc	
14.	Area on the railing in Entrance Hall I - w. 200 cm, h. 100 cm	month		10,800 CZK/pc	
15.	A1 poster - Information, including the print	event		3,600 CZK/pc	
16.	A1 poster - Information, including the print	month		6,000 CZK/pc	
17.	A2 poster - ticket offices, including the print	event		7,200 CZK/pc	
18.	A3 poster - toilets (set of 10 pcs), including the print	event		12,000 CZK/10 pcs	



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Order	Advertising area/service	Time period event/day/month	Number of pcs/days/people	Price pc/person	Price, total
19.	A3 poster - toilets (set of 10 pcs), including the print	month		21,600 CZK/10 pcs	
20.	Double-sided sticker on the doors of Exhibition Halls including print	event		3,600 CZK/door	
21.	Area for placing a roll-up stand in the Exhibition Hall w. 100 cm, h. 100 cm	event		4,800 CZK/pc	
22.	Area for placing a roll-up stand in Entrance Hall I and II - w. 100 cm, h. 200 cm	event		6,000 CZK/pc	
23.	Distribution of promotional materials at ticket offices	event		3.50 CZK/pcs	
24.	Distribution of promotional materials on exhibitor's premises	event		36 CZK/pc	
25.	Distribution of promotional materials on information counters	event		2.50 CZK/pc	
26.	Permission to distribution of promotional materials by a hostess, paperboy or mascot	day		2,400 CZK/person	
27.	Advertising banner at www.pvaexpo.cz, 468 x 60 px	month		6,000 CZK/pc	
28.	Advertising banner at www.pvaexpo.cz, 250 x 250 px	month		12 000 CZK/pc	
29.	News on the Homepage of www.pvaexpo.cz, 2nd position	week		9 600 CZK/pc	
30.	Brand in the background www.pvaexpo.cz web, 190 px from the vertical sides (max. 250 kB) of web content (Web content: width of 970 px)	event		24 000 CZK/pc	
31.	Brand in the background www.pvaexpo.cz web, 190 px from the vertical sides (max. 250 kB) of web content (Web content: width of 970 px)	month		36 000 CZK/pc	
32.	Facebook Post PVA EXPO PRAGUE	týden		1 800 CZK/pc	
33.	Advertising area on ORION screen in Entrance Hall II	day		3 600 CZK/pc	
34.	Emails sent to the Visitors database (up to 200,000 addresses) within the required deadline	day		1,50 CZK/pc	
Price, total, VAT exclusive					

Notes concerning clarification of the campaign

The prices of advertising areas are stated including installations.

All prices are stated without VAT.

By signing the Binding Order I provide, in accordance with the Act no. 101/2000 Coll., my consent with the processing of personal data for internal needs of ABF, a.s., and I also provide my consent, in accordance with the Act no. 480/2004 Coll., with the sending of business announcement by electronic means. The consent can be withdrawn at any time by sending an e-mail message with the text "nezasílat" (Do not send) to stoplist@abf.cz

I declare that I have made myself familiar with the ABF, a.s. Conditions for Lease of Advertising Areas and Advertising Services at PVA EXPO PRAGUE, forming an integral part of the present Order, and I understand their content and I agree with them.

For ABF, a.s.

Date, signature for the Client, stamp

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ABF, a.s. Conditions for Lease of Advertising Areas and Advertising Services in PVA EXPO PRAGUE

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1. ABF, a.s. (hereinafter referred to as “the Lessor”) is the operator of the PVA EXPO PRAGUE Exhibition Centre, Beranových 667, Praha-Letňany (hereinafter referred to as “the PVA EXPO PRAGUE”).
2. The Client is interested in presenting its firm, products or services, by-way of lease of the advertising area or an order of advertising services at the PVA EXPO PRAGUE with which the visitors coming to the PVA EXPO PRAGUE will have an opportunity of getting themselves familiar.
3. The Lessor undertakes to provide to the Client the advertising area ordered for use according to the Binding Order of lease of advertising areas and advertising services. The Lessor has the right to approve the visual and text forms of the advertising, i.e. whether the advertising area content is in conformity with legal regulations. The Lessor undertakes to ensure or enable advertising services according to the Binding Order of lease of advertising areas and advertising services. Deployment of fixed advertising areas in the Exhibition Centre is stated in the Offer Catalogue of Advertising Areas and Services at the PVA EXPO PRAGUE. The exact deployment of other areas for advertising will be specified by the Lessor according to the terms required. The Lessor shall decide about the final deployment of the advertising.
4. The Client is obliged to pay the price for the lease of the advertising area and assurance of advertising services to the Lessor in an amount stated in the Binding Order of lease of advertising areas and advertising services, plus Value Added Tax within 14 days from the issuing of the invoice.
5. In case that the price of the advertising area includes costs of production of advertising eye-catchers (print of posters, curtain production), The Client will send graphic backgrounds to the Lessor according to technical specification sufficiently in advance at least 14 days before the campaign beginning. If the price of production is not included in the price of the lease of the advertising area, the Client will ensure the advertising eye-catcher production at its own expense in accordance with technical requirements obtained from the Lessor. In case of use of its own advertising eye-catchers and materials, the Client is obliged to ensure their delivery to PVA EXPO PRAGUE at least 4 business days before the campaign commencement. Then, after the end of the campaign, it shall ensure their removal at its own expense within 2 days.
6. The Client is authorised to perform exchange of visual materials of the advertising area provided that the Client is only authorised to make any change in or exchange of the advertising area after the Lessor’s approval.
7. In case of exchange of advertising visual materials, the Client shall pay all further costs for each exchange of the advertising visual materials.
8. The Client undertakes to use the advertising areas fully in accordance with legal regulations, especially in accordance with the Act no. 40/1995 Coll. on regulation of advertising, as amended, Act no. 89/2012 Coll., Civil Code, as amended, Act no. 121/2000 Coll., on copyright and rights related to the copyright and on amendment to certain other Acts (Copyright Act), as amended, i.e. especially in accordance with legal regulations regulating advertising, legal regulations governing copyright and intellectual property rights, legal regulations for protection of personality and name and commercial name of legal entities and legal regulations governing the so-called unfair competition. The Client further undertakes not to damage the interests of the PVA EXPO PRAGUE or ABF, a.s. in any manner.
9. In case of enabling distribution of advertising materials to visitors, the Client undertakes to observe the following principles: to have the Distribution Permission attached on the clothing for the entire time of the distribution agreed upon, and to identify themselves with it on the entry into the PVA EXPO PRAGUE Centre, to respect the Organisational Instructions of the event in question, to hand over the advertising materials directly to the hands of the visitors, not to place them on the information counters or behind the car windscreen wipers.
10. The Lessor and the Client have agreed that the facts which the Client has learnt in connection with execution of the present Agreement are confidential and the Client is not authorised to disclose them to any third person, to use them in contradiction with their purpose for their needs or to enable their use in any manner on the part of third persons.