



REGISTRATION AND GENERAL TERMS & CONDITIONS

9th International Education Fair - EDUfair™ 2012 March 8 – 10, 2012 Belgrade, Serbia

Please send the completed and signed application by December 20, 2011
to fax +381.11.303.6946 or via e-mail office@oivivio.com

Name of Exhibitor.....

 Address
 City Postal code
 Institution e-mail
 www..... County
 Tel Fax
 VAT (Tax ID)
 Name of authorized person
 Signature Date
 (Seal)

Person in Charge of Fair Tel Mob Personal e-mail
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Price List¹

- | | | |
|--|---|---------|
| <input checked="" type="checkbox"/> | Catalogue listing (mandatory) | €300 |
| Unfurnished unit booth:² | | |
| <input type="checkbox"/> | Open on one side (in line) | € 1,600 |
| <input type="checkbox"/> | Open on two sides (corner) | € 1,800 |
| <input type="checkbox"/> | Open on three sides (peninsula)
min. 2 unit booths | € 1,900 |
| <input type="checkbox"/> | Open on four sides (island)
min. 4 unit booths | € 2,100 |
| Fully furnished unit booth:^{2,3} | | |
| <input type="checkbox"/> | Open on one side (in line) | € 1,900 |
| <input type="checkbox"/> | Open on two sides (corner) | € 2,100 |
| <input type="checkbox"/> | Open on three sides (peninsula)
min. 2 unit booths | € 2,300 |
| <input type="checkbox"/> | Co-exhibitor Catalogue listing (per co-exhibitor). Please list names of co-exhibitors separately..... | € 500 |
| Presentation Hall: | | |
| <input type="checkbox"/> | Program presentation (30 minutes) | €400 |
| Banner on Fair's Web Site | | |
| <input type="checkbox"/> | Exhibitor banner (60 x 120) for 1 year on EDUfair™ web site | €400 |

TOTAL (please add up): _____

Notes:

- ¹ – All prices are subject to VAT (18%)
- ² – Size of one "unit booth" is 9m² (3m x 3m)
- ³ – Fully furnished "unit booth" is a completely constructed unit booth of 9m², comprising: floor covering, walls, info booth, table, 4 chairs, trash can, racks for books or brochures, AC outlet, flood lights, overhead panel with Exhibitor name

Catalogue Entry*

Exhibitor description and a logo should be sent electronically to the Event Organizer to office@oivivio.com.

Description for co-exhibitors and their logo should also be sent electronically to the same e-mail address.

* First 40 words are included in the price of the Catalogue listing. Additional word is charged at €4 per word.

Program Presentations

The Organizer is planning a series of Promo Program events where the Exhibitors would be able to present their 30-minute programs and products to the Fair visitors. In conjunction with this program, a series of Round Table discussions will be held. Planned topics are: relationship between academia and employers, Bologna, accreditation challenges, international programs, etc. Exhibitors are kindly invited to submit their topic suggestions.

Web Site Banner

The banner (60 x 120) or similar dimension should be send electronically for posting on the Fair's site www.edufair.rs.

Accommodation

There are several fairs and big events going on in Belgrade in mid-March 2012.

- If you would need assistance with the hotel accommodation, please tick the box. The Event Organizer has reserved a block of rooms of different categories and prices.

General Terms and Conditions

1) A signed Registration Form, accepted by the Oivivio Consulting Services LLC or their representative (hereinafter: the **Organizer**), together with the General Terms and Conditions, is considered a legally binding Contract between the Participant (hereinafter: the **Exhibitor**) and the Organizer regarding the 8th International Education Fair – EDUfair™ 2012 (hereinafter: the **Fair**).

Application and Payment

2) Upon the receipt of a dully signed Application, the Organizer will provide a pro-forma invoice to the Exhibitor, who is responsible for settling the payment, not later than 30 (thirty) days before the opening of the Fair. It should be noted that the participation in the Fair, the location and the size of the booth will be guaranteed only upon receipt of the payment in full.

- 3) The submitted application is irrevocable and obliges the Exhibitor, unless cancelled in writing more than 30 days before the opening of the Fair.
- 4) If cancellation is made:
 - a) Less than 30 but more than 15 days before the opening of the Fair, the Exhibitor is entitled to full refund of the paid up sum, minus 20% processing fee.
 - b) Less than 15 days before the opening of the Fair, the Exhibitor is not entitled to a refund. The Organizer retains the right in such a case to dispose of the exhibition space to his liking.
- 5) The Organizer retains the right to:
 - a) Allocate booth location and area to the Exhibitor,
 - b) Alter previously designated location, while making appropriate adjustments in the Invoice,
 - c) Cancel an already accepted application up to 15 days before the opening and reimburse all paid up monies,
 - d) Increase or decrease the exhibition area, depending on the capacity of the location, by up to 15% of the registered area.
- 6) The Exhibitor cannot transfer the right to use the exhibition booth to a third party without the consent of the Organizer.
- 7) The Organizer informs the Exhibitor on the location of the designated exhibition area and provides a floor plan.
- 8) All complaints regarding the exhibition area and/or location must be made in writing exclusively during the Fair.
- 9) The least amount of space that can be rented is called a "unit booth." The area of a unit booth is 9m² (3m x 3m). Exhibitor can rent an integral number of "unit booths." Peninsula and island booth configuration require minimum purchase of 2 or 4 unit booths, respectively.
- 10) Fully furnished "unit booth" is a completely constructed and equipped unit booth of 9m² (3mx3m), comprising: floor covering, walls, info booth, table, 4 chairs, trash can, racks for books or brochures, AC outlet, flood lights, overhead panel with Exhibitor name (in block letters).

Catalogue

- 11) Catalogue listing fee is compulsory for all Exhibitors and Co-exhibitors. The fee covers:
 - a) Catalogue listing containing the comprehensive info on the Exhibitor and Co-exhibitor of up to 40 words, each. Each additional word will be charged €4.
 - b) Logo of the Exhibitor printed in the Catalogue
 - c) Two (2) copies of the Catalogue
 - d) Entry in the official Exhibition map
 - e) Entry in the official Exhibition directory
 - f) Entry in the Exhibitor List published on the EDUfair™ web site www.edufair.rs

Liabilities

- 12) Organizer will undertake all necessary measures to provide for safety of Exhibitors, their staff, their belongings and the visitors. Nevertheless, the Organizer cannot be held liable for injuries, damages or losses incurred by the Exhibitor or their staff. Exhibitors are advised to obtain their own liability and damage insurance. Exhibitors are also advised not to leave valuables in the booth during the off-hours.
- 13) During the preparation and the Fair, the Exhibitor is obliged to be present when the Hall is opened and closed.

Booth Setup and Decoration

- 14) Booth setup is between 7am and 10am on the day of the Fair opening.
- 15) The exhibited goods must not be taken out nor exchanged before the closing of the Fair. Packing and removal can start only after the closing and must complete within the 12 hours after closing. After the deadline the Fair retains the right to hire a forwarding

- agent, who will store the goods in its own warehouse at the expense of the Exhibitor.
- 16) The Exhibitor can take the goods out from the Fair only with permission from the Organizer for exhibit removal, issued when all outstanding debts towards the Organizer have been settled.
- 17) The Exhibitor shall reimburse the Organizer for all damages caused by the Exhibitor's staff or third parties that work at the exhibition area under the Exhibitor's orders. The damage shall be assessed by the Committee formed by the Organizer.
- 18) The Exhibitor can use the allocated area at the Fair to demonstrate their products and services only. The loudspeaker volume at the Exhibitor's booth must be confined within the booth.
- 19) In case of dispute, the parties accept the real jurisdiction of the court in Belgrade, Serbia.
- 20) The Exhibitor hall is a smoke-free area.
- 21) Venue management does not permit private catering.

Marketing promotion

- 22) To attract qualified visitors, the Organizer undertakes to develop, fund and execute a comprehensive promotional campaign consisting of, but not limited to, the following:
 - a) Advertise the Fair in the mass media (newspaper ads, radio and TV interviews and appearances), billboards on key locations in key Serbian cities, Internet (own and third party sites);
 - b) Press releases and Press conference;
 - c) Direct mailing to over 750 schools in Serbia, Montenegro and Bosnia & Herzegovina inviting them to visit the Fair in organized groups.
- 23) To make the promotion as effective as possible, the Organizer invites the Exhibitors to join forces and create synergy through co-promotion (e.g. joint advertisements, Exhibitors inviting target audience to visit them at their booth at the Fair and/or in their private Program Presentation, promotion on their web sites, radio/TV channels, etc.)
- 24) The Organizer, as the owner of the intellectual property rights over the name and logo EDUfair™, grants Exhibitor the limited right of use for promotional purposes only. When doing so, the Exhibitor will use standard notations like the "™" or "TM".
- 25) In order to secure high number of visitors, entrance for visitors is free.

Presentation Hall (Optional)

- 26) A presentation hall accommodates up to 50 visitors and comes with complete A/V equipment (laptop, video beam, speakers, screen). The program will be especially announced and advertised. Exhibitors are encouraged to advertise their Presentation in the Media. The Organizer will provide special agency discount in that case.

Organizer

Oivivio Consulting Services LLC
 Kneginje Ljubice 13/1
 11000 Belgrade, Serbia
 Tel +381.11.303.6794
 Fax +381.11.303.6946
 e-mail office@oivivio.com
 web www.edufair.rs

Attn. Project Manager
 Fairs and Exhibitions

Note: All queries, application and specific requests should be directed to the Fair Project Manager.

For Official Use Only

Appl. No.
 Location
 Date Appl
 Date Acce
 Signature

Initials of the Exhibitor