



Business Company: ABF, a.s.
Registered office: Beranových 667,
199 00 Prague 9 – Letňany

Company Reg. 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: CZ72400000005085320021, SWIFT: EXPNCZPP
Tel.: +420 225 291 129
E-mail: international@abf.cz, Internet: www.pvaexpo.cz

Binding Order of Advertising Areas and Services of PVA EXPO PRAGUE

1

CLIENT

Commercial name _____ Company Reg. No. _____
Registered office* - street _____ Tax Id. No. _____
City _____ Post Code No. _____ Country _____
Company phone _____ Company e-mail _____
Internet _____
Contact person _____ Position _____
Tel./mobile _____ E-mail _____
Correspondence address (if different from the registered office) _____

* For natural persons: place of business.

Campaign term:

Event:

Order	Advertising area/service	Time period event/day/ month	Number of pcs/days/ people	Price pc/person	Price, total
1.	Triboard (Triangular stand) – area w. 294 cm, h. 530 cm, including curtain production	event		25,000 CZK/1 flat	
2.	Triboard (Triangular stand) – area w. 294 cm, h. 530 cm, including curtain production	month		35,000 CZK/1 flat	
3.	Fixed billboard – w. 510 cm, h. 240 cm, including the print and gluing of the paper poster	event		12,000 CZK/pc	
4.	Fixed billboard – w. 510 cm, h. 240 cm, including the print and gluing of the paper poster	month		17,000 CZK/pc	
5.	Mobile billboard – w. 510 cm, h. 240 cm, including the print and gluing of the paper poster	event		12,000 CZK/pc	
6.	Mobile billboard – w. 510 cm, h. 240 cm, including the print and gluing of the paper poster	month		17,000 CZK/pc	
7.	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		8,000 CZK/5 pcs	
8.	Area on the Centre fencing a) – w. 400 cm, h. 100 cm	event		12,000 CZK/pc	
9.	Area on the Centre fencing a) – w. 400 cm, h. 100 cm	month		16,000 CZK/pc	
10.	Area on the Centre fencing b) – w. 200 cm, h. 100 cm	event		10,000 CZK/pc	
11.	Area on the Centre fencing b) – w. 200 cm, h. 100 cm	month		15,000 CZK/pc	
12.	Area on the railing in Entrance Hall I – w. 100 cm, h. 100 cm	event		5,000 CZK/pc	
13.	Area on the railing in Entrance Hall I – w. 200 cm, h. 100 cm	event		10,000 CZK/pc	
14.	City Light Outdoor – w. 118.5 cm, h. 175 cm, including the print	event		8,000 CZK/pc	
15.	City Light Outdoor – w. 118.5 cm, h. 175 cm, including the print	month		15,000 CZK/pc	
16.	City Light Indoor – w. 118.5 cm, h. 175 cm, including the print	event		8,000 CZK/pc	
17.	City Light Indoor – w. 118.5 cm, h. 175 cm, including the print	month		15,000 CZK/pc	
18.	A1 poster – Information, including the print	event		3,000 CZK/pc	
19.	A2 poster – ticket offices, including the print	event		6,000 CZK/pc	
20.	A3 poster – toilets (a set of 10 pcs), including the print	event		10,000 CZK/10 pcs	

On www.pvaexpo.cz you can download a form that can be filled in electronically



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1a

Order	Advertising area/service	Time period event/day/ month	Number of pcs/days/ people	Price pc/person	Price, total
21.	A3 poster – toilets (a set of 10 pcs), including the print	month		18,000 CZK/10 pcs	
22.	Two-side stick-on label on the doors of the Exhibition Halls – w: 50 cm, h: 50 cm, including the print	event		3,000 CZK/1 door	
23.	Two-side stick-on label on the doors of the Entrance Halls I and II – w: 45 cm, h: 27 cm, including the print	event		4,000 CZK/1 door	
24.	Stick-on label A4 on mirrors – toilets, including the print* (min. 14 pcs)	event		14,000 CZK/lump sum	
25.	Floor advertising in the Exhibition Hall – area of 1m ² , including the print of the stick-on label	event		4,000 CZK/m ²	
26.	Area for roll-up stand installation in the Entrance Hall I and II – w. 85 cm, h. 200 cm	event		5,000 CZK/pc	
27.	Distribution of promotional materials at ticket offices	event		3 CZK/pc	
28.	Distribution of promotional materials on information counters	event		2 CZK/pc	
29.	Permission to distribution of promotional materials by a hostess, paperboy or mascot	day		2,000 CZK/person	
30.	Entry in the News section on Homepage www.pvaexpo.cz, 2. position – max. 1,000 characters, 1x picture – jpg (min. width 800 px)	week		8,000 CZK/pc	
31.	Branding on the background of www.pvaexpo.cz, 190 px by the side (max. 250 kB) of the web content (width of the web content: 970 px)	month		30,000 CZK/pc	
32.	Entry on the facebook of PVA EXPO PRAGUE – max. 200 characters, 1x picture – jpg, 940 x 788 px	week		1,500 CZK/pc	
33.	Commercial spot broadcasted on a screen in the Entrance Hall II – video 16:9, full HD, AVI or MPG, codec DivX, 25 fps, max. 200 MB, max. 30 sec	day		3,000 CZK/pc	
34.	E-mail blast sent to a client database (max. 200,000 adresses), date specified by the client	day		1.50 CZK/pc	
35.	Advertising area of fencing at the Hall 7 – w: 2,700 cm x h: 170 cm, including the print	event		20,000 CZK/pc	
36.	Area on rotary clock with 4 advertising boards in the Entrance Hall I – w: 70.5 cm, h: 117.5 cm*	event		14,000 CZK/event	
37.	Advertising on paper setting of the restaurants of PVA EXPO PRAGUE – w: 45 cm, h: 27 cm, including the print*	event		30,000 CZK/lump sum	
	Surcharge for non-exhibiting firms ** 20%		YES <input type="checkbox"/>	NO <input type="checkbox"/>	
	Price, total, VAT exclusive				

Notes concerning clarification of the campaign:

***Guarantee of exclusivity**

The prices of advertising areas are stated including installations. The prices of advertising areas and services apply to Exhibitors of the event (Trade Fair, Exhibition) in question, at which they have ordered exhibition area and at which they at the same time order the above mentioned selected advertising areas and services.

** For non-exhibiting areas, the prices are increased by a surcharge of 20%.

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 "nezasilat" (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 at PVA EXPO PRAGUE

2

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 in accordance with a mutually approved 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 reserves the right to reject an order, no reason has to be provided.
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 of the contribution confirms, by sending the picture/ photograph that the publishing will not infringe any copyright or other rights or authorised interests of third parties in an unauthorised way. The Client grants to ABF, a.s., Company Reg. No. 63080575, a non-exclusive licence to use the picture /photograph to all manners of their use, in an unlimited extent and with the right to provide a sub-licence. The licence is provided for the territory of the Czech Republic, for the term of property copyright and without any quantitative limitation. Within the framework of the use of the picture/photograph, ABF, a.s. is authorised to use them as a whole or in a part, not only in their original form but also in a modified form, in combination of other author works as well as with a text, picture, photograph, image record or audio recording. In case that the use of the picture/photograph infringes any rights of third parties, the Client undertakes to indemnify any claims of third persons arising on the basis of such infringement. 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.