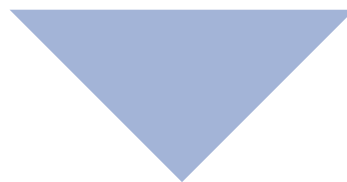




# ADVERTISING SERVICES



# 12

## ADVERTISING BILLBOARD POSITIONS, DISPLAYED ON THE FRONT OF INTER EXPO CENTER



- Optional rent for a period of 10 days

Price: € 250

- Optional rent for a period of 1 month

Price: € 580

- Vinyl print /upon request/

Price: € 82

### FORMAT:

Vinyl dimensions:

Print file: 519,5 x 189,8 cm

1:1, TIFF, PDF - CMYK

with 30 mm pockets on each side,  
included in the above-mentioned  
dimensions

**Prices are inclusive of assembly and  
disassembly of facilities**

### DEADLINES:

- Advertising vinyls shall be submitted no later than 7 working days before the initial date of the advertising period

- Advertising print-on materials shall be submitted no later than 10 working days before the initial date of the advertising period



# 3

## ADVERTISING BILLBOARD POSITIONS, DISPLAYED ON THE FRONT OF HALLS 1 & 5 OF INTER EXPO CENTER

- Optional rent for a period of 10 days

Price: € 250



- Optional rent for a period of 1 month

Price: € 580



- Vinyl print /upon request

Price: € 82



**Prices are inclusive of assembly and disassembly of facilities**

### FORMAT:

Vinyl dimensions:

Print file: 519,5 x 189,8 cm

1:1, TIFF, PDF - CMYK

with 30 mm pockets on each side,

included in the above-mentioned dimensions

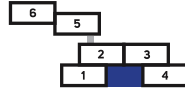
### DEADLINES:

- Advertising vinyls shall be submitted no later than 7 working days before the initial date of the advertising period
- Advertising print-on materials shall be submitted no later than 10 working days before the initial date of the advertising period

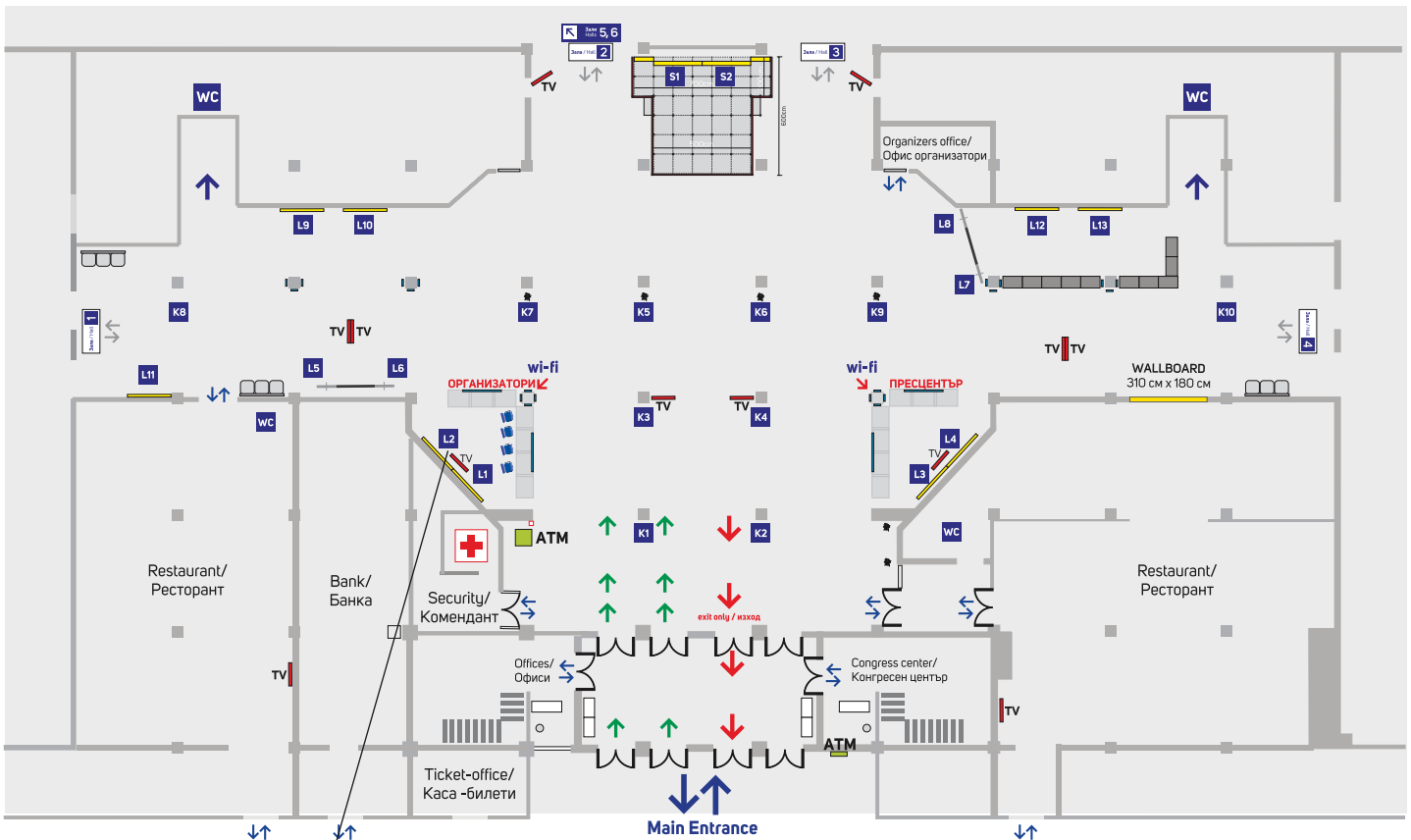


# PLAN OF THE ADVERTISING POSITIONS IN THE LOBBY

## Advertising positions



Main Lobby, Inter Expo Center  
Централно фойе, Интер Експо Център



## Light boxes



# LIGHT BOXES BEHIND THE CENTRAL INFORMATION DESK

- Optional rent for a light box for the whole duration of the exhibition with print  
Price: € 220



## Price is inclusive of assembly

- Optional rent for a light box for the whole duration of the exhibition without print  
Price: € 170



## Price is inclusive of assembly.

You can review the layout plan of the light boxes marked with **L**, in the scheme on page 4.

## FEATURES / ADVANTAGES:

Led lighting  
Printing on fabric

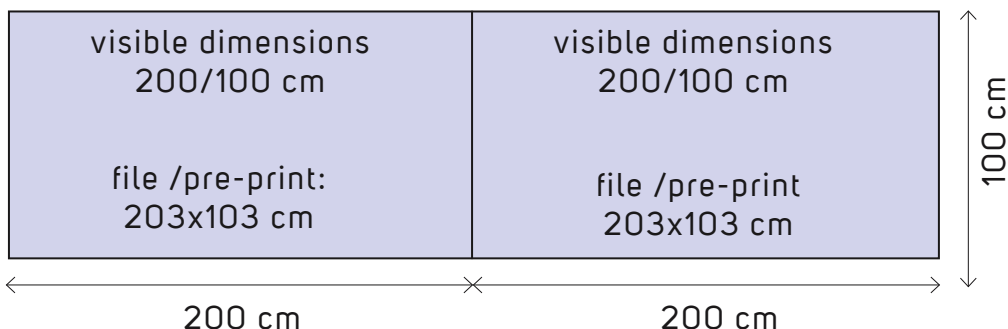


## FORMAT:

Visible dimensions: 200x100 cm  
Print file: 203x103 cm,  
1:1, TIFF, PDF-CMYK  
Resolution: 150 dpi

## DEADLINES:

Print files shall be submitted no later than 15 working days before the initial date of the advertising period



# LIGHT BOXES ABOVE THE CLOAKROOMS TO HALLS 1 AND 4 AND AT THE ENTRANCE OF HALL 1

- Optional rent for a light box for the whole duration of the exhibition with print  
Price: € 220



**Price is inclusive of assembly**

- Optional rent for a light box for the whole duration of the exhibition without print  
Price: € 170



**Price is inclusive of assembly.**



You can review the layout plan of the light boxes marked with **L**, in the scheme on page 4.



## FEATURES / ADVANTAGES:

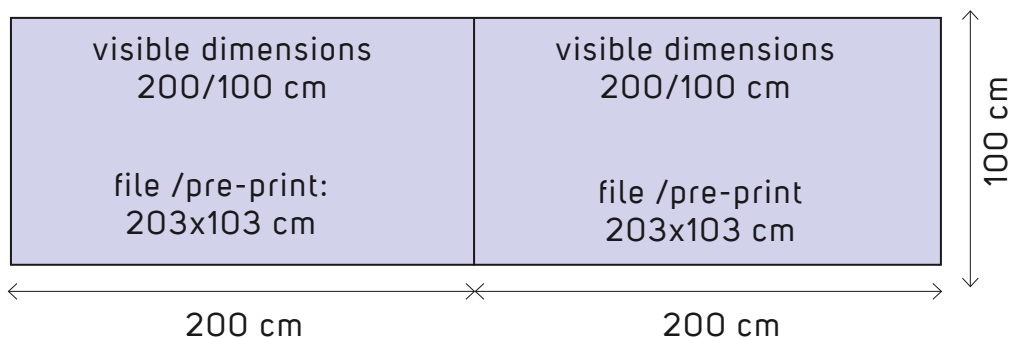
Led lighting  
Printing on fabric

## FORMAT:

Visible dimensions: 200x100 cm  
Print file: 203x103 cm,  
1:1, TIFF, PDF-CMYK  
Resolution: 150 dpi

## DEADLINES:

Print files shall be submitted no later than 15 working days before the initial date of the advertising period



# LIGHT BOXES, DIRECTION HALLS 2 & 4

- Optional rent of a light box for the whole duration of the exhibition, with print  
Price: € 220




Price is inclusive of assembly.

- Optional rent of an advertising light box for the whole duration of the exhibition, without print  
Price: € 170



Price is inclusive of assembly.



You can review the layout plan of the light boxes marked with , in the scheme on page 4.

Visible dimensions: 100x200 cm  
Print file: 103x203 cm,  
1:1, TIFF, PDF-CMYK  
Resolution: 150 dpi

## FEATURES / ADVANTAGES:

Led lighting  
Printing on fabric

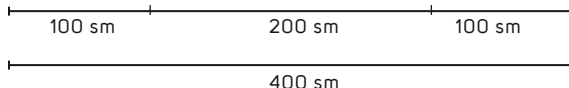
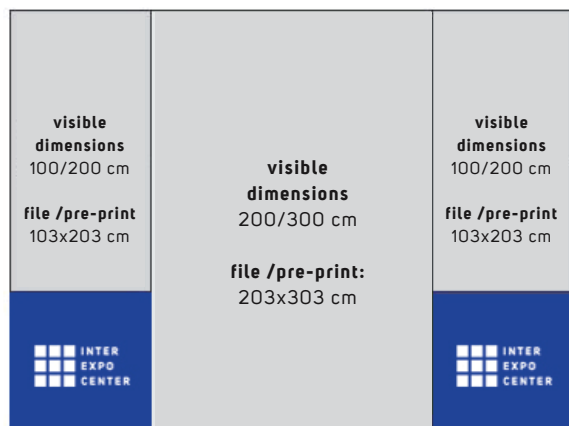
## DEADLINES:

Print files shall be submitted no later than 15 working days before the initial date of the advertising period

## Light profile



2 pcs



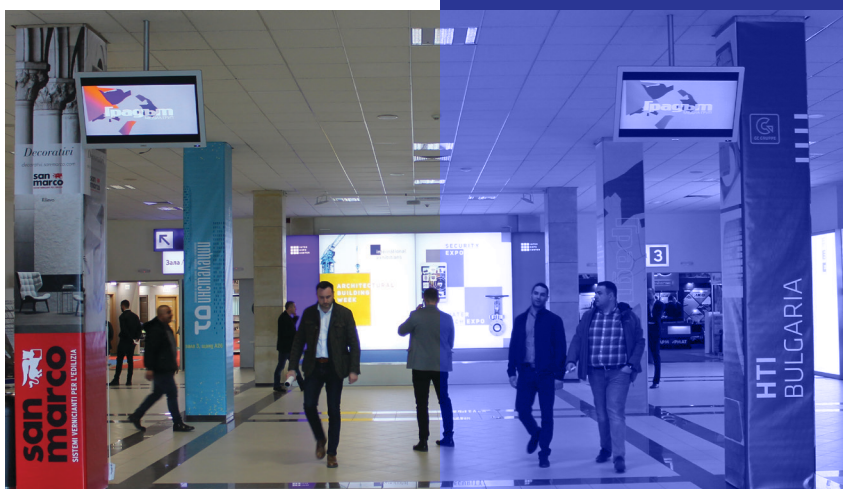
# 10

## ADVERTISING AND INFORMATION SCREENS, POSITIONED IN THE FOYER

- Broadcast of an advertising spot up to 30 seconds Price: € 300
- Broadcast of a logo up to 5 seconds. Price: € 200

### FORMATS:

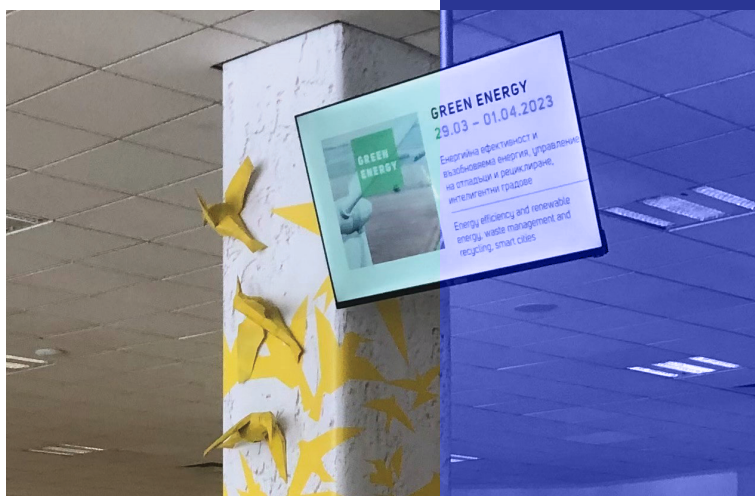
- FOR ADVERTISING SPOT  
*Resolution: 1920x1080 px;*  
*Aspect ratio: 16:9 ;*  
*Formats: MP4*
- LOGOS AND PICTURES IN FULL  
SCREEN RATIO-  
*Resolution: 1920x1080 px;*  
*Format: PNG or JPEG*



**These are package prices valid during the whole duration of the exhibition**

### DEADLINES:

- Number of broadcasts of advertising spots and logos per day - minimum of 72 per hour throughout the whole system of 10 screens / 6 broadcasts per hour on one screen
- Advertising spots shall be submitted no later than 7 working days before the initial date of the advertising period





# WALLBOARD / CENTRAL FOYER

- Optional rent for light wallboard for the whole duration of the exhibition with print  
Price: € 317

- Optional rent for a light wallboard for the whole duration of the exhibition without print  
Price: € 246

Price is inclusive of assembly

## FORMAT:

**Print file:** 315x185,5 sm,  
TIFF, PDF-CMYK

**Visible dimensions:**  
312x182,5 sm

**Resolution:** minimum 150 dpi



## FEATURES / ADVANTAGES:

Led lighting  
Printing on fabric



## DEADLINES:

- Advertising materials shall be submitted no later than 7 working days before the initial date of the advertising period

# DISTRIBUTION OF PROMOTIONAL MATERIALS

- Optional distribution by your company representative

Price: € 240



- Optional distribution of advertising materials in the central foyer by re-fills of promotional displays. There will be a person in charge from the team of Inter Expo Centre who will observe the re-fill the relevant materials.

Price: € 260



**These are prices valid throughout the period of the exhibition.**



## DEADLINES:

Advertising materials shall be submitted no later than 3 working days before the initial date of the advertising period.

# ADVERTISING BANNERS

## ■ Optional online placement for a period of 2 months

**format:**                    **160x93 px, jpg or gif**  
                                   **240x400 px, jpg or gif**  
                                   **226x188 px, jpg or gif**

Price: € 400



Price: € 600



Price: € 500



## ■ Optional online placement for a period of 4 months

**format:**                    **160x93 px, jpg or gif**  
                                   **240x400 px, jpg or gif**  
                                   **226x188 px, jpg or gif**

Price: € 500



Price: € 700

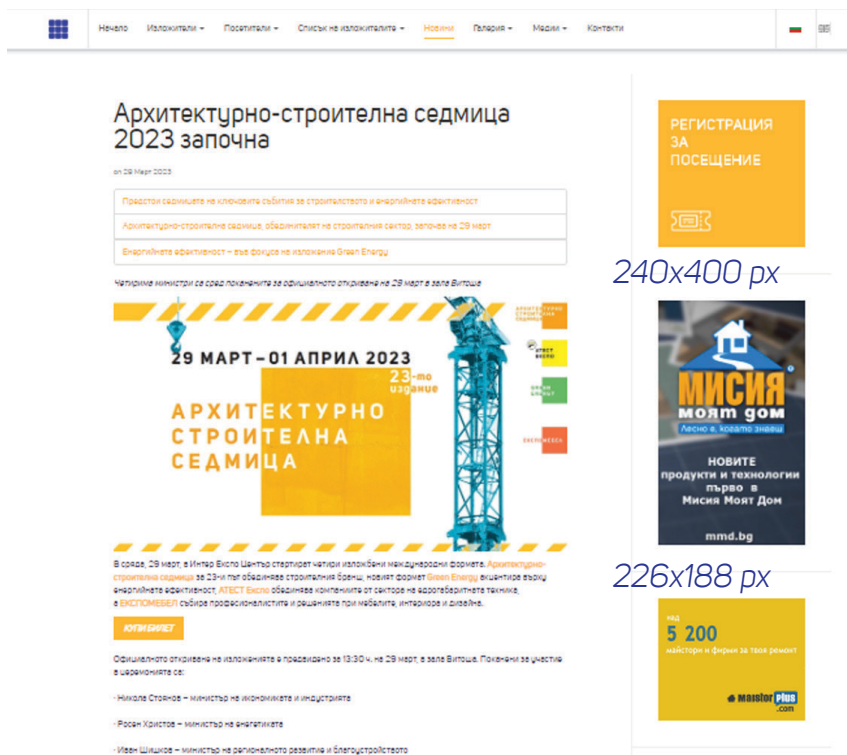


Price: € 600



## ■ Optional online placement for a period of 1 year-round

Price upon request



# ADVERTISING SERVICES AGREEMENT

Company:  
(mailing address)

---

Address:  
(for VAT invoicing - in Bulgarian language)

---

MRP: VAT ID. No: BULSTAT No.:  
(materially responsible person)

---

Phone: Fax: E-mail/Internet:

---

Contact Person:

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## Prices are VAT exclusive

Upon signing this document we hereby  
declare that we are familiar with the below  
described general conditions.

**AMOUNT** (EUR): .....  
**20% VAT** (EUR): .....  
**TOTAL** (EUR): .....

Date:

Signature and stamp:

# GENERAL TERMS AND CONDITIONS

1. If you are interested to participate please inquire in advance for the availability of relevant position and the option to rent it.
2. By signing this Agreement there shall be paid the full amount after the pro-forma invoice has been issued.
3. Companies –non-participants may order advertising positions, provided the advertised product/brand does not coincide with the subject of the exhibition.
4. Cancellations are accepted 30 / thirty / days before the start of the advertising period. After this date a penalty of 20% / twenty percent / of the value of the service shall be due.
5. In the event that printing is made by INTER EXPO CENTRE , the client shall, within 10 working days before the initial date of the advertising period , provide precise dimensions of his visual design in CDR or EPS vector format. All texts must be converted to curves.
6. INTER EXPO CENTRE shall not be held responsible for promotional materials unclaimed later than 5 working days after expiry of the advertising period.
7. By signing this contract the advertiser declares that:
  - 7.1. he is entitled to all legal, contractual or otherwise legally conceded right to advertise the product submitted for advertising .
  - 7.2. he is responsible for the accuracy of the information contained in the promotional materials provided by him.
  - 7.3. the promotional materials he provides do not violate the requirements of the applicable legislation for protection of intellectual property.

INTER EXPO CENTRE shall not bear responsibility in case any of the submitted exhibits, advertising materials and/or information provided by the advertisers violate the requirements of the applicable legislation.

## **CONTACT US:**

The package offers are managed only by Inter Expo Center.

**For ordering advertising positions, or for details and special offers please contact:**

STOYANKA KANCHEVA  
Marketing & Advertising  
skancheva@iec.bg  
T: + 359 (2) 9655 242  
M: +359 885 661 015