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Appendix No. 5

to the Contract for participation in the exhibition "ParkZoo 2024" No. of « » \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 20\_\_.

**APPLICATION FOR PLACEMENT OF INFORMATION AND ADVERTISING MATERIALS**

**IN THE EXHIBITION ELECTRONIC CATALOG AND EXHIBITION GUIDE**

Exhibitor\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Responsible person \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Phone \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ E-mail \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Placement of information in the electronic catalog is included in the registration fee and is mandatory.**

**In order to publish information about your company and its logo in the electronic catalog, you need to fill in the online application form until August 31, 2024.** A link to the online application form will be sent to each Exhibitor after registration of participation in the exhibition.

Text information about the company in Russian and English languages should contain no more than 300 characters in each language. The text should include: company name, country, address, telephone number, e-mail address, website address, brief description of products or activities.

**ADDITIONAL ADVERTISING IN THE ELECTRONIC CATALOG AND THE EXHIBITION WEBSITE**

|  |  |  |  |
| --- | --- | --- | --- |
| No | Service denomination | Cost\*, Euro (USD/CNY) | Quantity |
|  | **Placement in the electronic catalog and on the exhibition website:** | | |
| 1 | Placement of additional information about the company in the electronic catalog (300 characters) | 77,00 (84,00/500,00) |  |
| 2 | Placing an "Active Link" to the company's website (active link is made to the company's website) | 23,00 (25,00/150,00) |  |
|  | **Placement of a full-color advertising module of A5 format in the official exhibition guide\*\*:** | | |
| 1 | Advertising module A5 (only one module is possible for one company)\*\* | 540,00 (584,00/3500,00) |  |
| 2 | Advertising module on a spread (3 spreads are allowed in total)\*\* | 846,00 (917,00/5500,00) |  |
| 3 | Advertising module on the cover\*\*:  - 2nd cover  - 3rd cover | 923,00 (1000,00/6000,00) |  |

If the application for participation in the exhibition is submitted after 15.07.2024, the placement of information in the guide is decided only after coordination with the printing house.

**Requirements for advertising materials.**

\* - Submission of the advertising module layout in jpg format should be send separately by e-mail: marina\_konstantinike@parkzoo.ru with the remark "Advertising in the Alley of novelties of the ParkZoo website from COMPANY NAME".

- Layouts should have the size :58x44mm, 300dpi

\*\* - Submission of the original layout of the full-color advertising module and preview (in jpg format) should be send separately by e-mail: marina\_konstantinike@parkzoo.ru with the note "Advertising in the guide from COMPANY NAME".

- Layouts should have a pre-cut size of 158x220 mm, 300 dpi, CMYK, minimum margins without significant elements and text - 10 mm on all sides. The sum of colors is not more than 300%. Acceptable file types - jpg with minimum compression, tiff, eps, pdf (print quality) (all texts in curves).

The Organizer is not responsible for the quality of the provided layout and reserves the right to determine the order of placement of advertising materials in the official guide of the exhibition. Deadline for submission of advertising materials is July 15, 2024.

**All services provided are not subject to VAT. Quantity is limited.**

Head of the company: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

signature FULL NAME

Place of seal « »\_\_\_\_\_\_\_\_\_\_\_\_20\_\_\_\_\_