



Business company: ABF, a.s.  
 Registered office: Beranových 667,  
 199 00 Prague 9 - Letňany, Czech Republic  
 Workplace, mailing address: Dělnická 12, 170 00, Prague, Czech Republic  
 Company ID: 63080575, VAT number: CZ63080575  
 Registered: at the CC in Prague, section B, insert 3309  
 Bank connection: Česká spořitelna, a.s., account number: 10665962/0800  
 IBAN: CZ59 0800 0000 0000 1066 5962, SWIFT: GIBACZPXXXX  
 Tel.: +420 225 291 612  
 E-mail: info@pvaexpo.cz, website: www.pvaexpo.cz

## Binding order for advertising spaces and services PVA EXPO PRAGUE

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On [www.pvaexpo.cz](http://www.pvaexpo.cz) you can download a form that can be filled in electronically

CUSTOMER	
Business name _____	ID _____
Headquarters* – street _____	VAT number _____
City _____	Zip code _____ State _____
Company phone _____	Company e-mail _____
Website _____	
Contact person _____	Position _____
Phone/mobile _____	E-mail _____
Correspondence address (if different from registered office) _____	

\* For natural persons Place of business.

Campaign date: \_\_\_\_\_

Event: \_\_\_\_\_

Order	Advertising space/service	Event time range/day/month	Number of pcs/days/persons	Price per piece	Total price
1.	Triboard (three-sided banner) - width 294 cm, height 530 cm including banner production	event		EUR 1,140/1 side	
2.	Triboard (three-sided banner) - width 294 cm, height 530 cm including banner production	month		EUR 1,590/1 side	
3.	Fixed billboard - width 510 cm, height 240 cm including printing and posting the paper poster	event		EUR 550/pc	
4.	Fixed billboard - width 510 cm, height 240 cm including printing and posting the paper poster	month		EUR 780/pc	
5.	Mobile billboard - width 510 cm, height 240 cm including printing and posting the paper poster	event		EUR 550/pc	
6.	Mobile billboard - width 510 cm, height 240 cm including printing and posting the paper poster	month		EUR 780/pc	
7.	Flags (flutters) – flagpoles in front of Entrance Hall II or III (a pack of 5) – width 150 cm x height 100 cm, or width 80 cm x height 200 cm	event		EUR 370/5 pcs	
8.	A2 poster - cash registers, including printing	event		EUR 280/pc	
9.	Fence advertising space a) – width 400 cm, height 100 cm	event		EUR 550/pc	
10.	Fence advertising space a) – width 400 cm, height 100 cm	month		EUR 730/pc	
11.	Fence advertising space b) – width 200 cm, height 100 cm	event		EUR 460/pc	
12.	Fence advertising space b) – width 200 cm, height 100 cm	month		EUR 690/pc	
13.	Container - width 600 cm, height 260 cm	event		Based on current calculation	
14.	Container - width 600 cm, height 260 cm	month		Based on current calculation	
15.	City Light Indoor - width 118.5 cm, height 175 cm including print	month		EUR 370/pc	
16.	City Light Indoor - width 118.5 cm, height 175 cm including print	month		EUR 690/pc	
17.	Railing advertising space in Entrance Hall II – width 100 cm, height 100 cm	event		EUR 230/pc	
18.	Railing advertising space in Entrance Hall II – width 200 cm, height 100 cm	event		EUR 460/pc	
19.	Roll-up stand area in the entrance halls – width 85 cm, height 200 cm	event		EUR 230/pc	
20.	Samsung advertising screens 16:9 (horizontal)	event		EUR 370/pc	



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# 1a

Order	Advertising space/service	Event time range/day/month	Number of pcs/ days/persons	Price per piece	Total price
21.	Samsung advertising screens 9:16 (vertical)	event		EUR 370/pc	
22.	A1 poster – Information, including print	event		EUR 140/pc	
23.	A3 poster – toilets, a pack of 10 including print	event		EUR 460/10 pcs	
24.	A3 poster – toilets, pack of 10 including print	month		EUR 820/10 pcs	
25.	A4 sticker on mirrors – toilets, including print* (min. 14 pcs.)	month		EUR 640/flat rate	
26.	Double-sided sticker on exhibition hall doors – width 50 cm, height 50 cm, including print	event		EUR 140/1 door	
27.	Double-sided sticker on entrance hall doors – width 45 cm, height 27 cm, including print	event		EUR 190/1 door	
28.	Floor advertising in exhibition halls – space 1 sqm including sticker print	event		EUR 190/sqm	
29.	Advertising spot on the ORION screen in VHIII – 16:9 video, full HD, AVI or MPG, DivX codec, 25 fps shooting, max. 200 MB, max. 30 seconds	day		EUR 140/pc	
30.	Large format advertising display in the Entrance Hall III – 445 x 445 cm	event		EUR 1,590	
31.	Advertising on paper placemats of PVA EXPO PRAGUE restaurants – width 45 cm, height 27 cm including print*	event		EUR 1,370/flat rate	
32.	Distribution of promotional materials at cash registers	event		EUR 0.15/pc	
33.	Distribution of promotional materials at information desks	event		EUR 0.10/pc	
34.	Permission to distribute promotional materials by own hostess, newsboy or mascot	day		EUR 95/person	
35.	Promotion on the homepage of the pvaexpo.cz website – banner without text 1320 x 432 px, title max. 13 characters, subtitle max. 39 characters, button max. 10 characters, url link	week		EUR 820	
36.	Banner in the Events Calendar section on the pvaexpo.cz website – 312 x 416 px	week		EUR 370	
37.	Banner in the News section on the pvaexpo.cz website – 312 x 416 px	week		EUR 370	
38.	Facebook post PVA EXPO PRAGUE – max. 200 characters incl. spaces, 1x image – jpg, 940 x 788 px	week		EUR 70/pc	
39.	Lanyards for exhibitor passes	action		Based on current calculation	
40.	Lanyards for exhibitor passes including production	action		Based on current calculation	
41.	Newsletter distribution to the visitor database (max. 200,000 addresses) at the required date	day		EUR 0.10/pc	
	Surcharge for non-exhibiting companies ** 20 %	YES <input type="checkbox"/>	NO <input type="checkbox"/>		
	Price, total, VAT exclusive				

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Notes for campaign clarification:

**\*We guarantee exclusivity**

The prices of advertising spaces are listed including installation. The prices of advertising space and services apply to the exhibitor of the given event (fair, exhibition) for which he has ordered exhibition space and for which he also orders the advertising space and services selected above. \*\* For non-exhibiting companies, a surcharge of 20% is charged to the prices.

All prices are without VAT.



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## Conditions of ABF, a.s. for the rental of advertising space 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 processes the personal data of the Client (hereinafter also as "data subject") in accordance with the Regulation of the European Parliament and Council (EU) 2016/679 of 27 April 2016 (general regulation on the protection of personal data), hereinafter referred to as "GDPR". The Lessor acts as the administrator of personal data and the Client acts as the administrator can contact in connection with the processed personal data at address of its headquarters. The Lessor processes the Client's personal data related to him with the signature of the order or contract provided due to necessity for the fulfillment of the contract, due to the necessity for the fulfillment of legal obligations, as well as due to necessity for the protection of beneficiaries interests of the Lessor. The lessor processes and collects personal data for the purpose of closing contract, provision of performance according to the contract and upon its termination, further for the purpose of possible enforcement of claims arising from the contract. The Lessor processes the following personal data of the Client or natural persons who act on his behalf in contractual relations: name, surname, title, business address and seat, identification and tax number identification number, account number, email, telephone number. Personal data provided by the Client are processed in writing through a contract, an order, while they are further introduced into of the Lessor's computer system, which has taken such measures that there could be no unauthorized or accidental access to personal data, to their other unauthorized processing, as well as to another misuse of personal data. Only those responsible have access to personal data persons. Detailed information can be found at [www.abf.cz/navstevnik/gdpr](http://www.abf.cz/navstevnik/gdpr).
11. 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.

I agree to sending business communications to ABF, a.s. in accordance with Act No. 480/2004 Coll. Consent can be revoked by sending an e-mail with the text "do not send" to [stoplist@abf.cz](mailto:stoplist@abf.cz).

\_\_\_\_\_  
Date, signature for the Client, stamp

I declare that I have familiarized myself with the Business Terms and Conditions of ABF, a.s., which are an integral part of this application, I understand and agree with their content. I understand that this is a framework contract that will be implemented in parts, based on written, e-mail orders. If orders are issued by a third party, the original is always required.

\_\_\_\_\_  
for ABF, a.s.

\_\_\_\_\_  
Date, signature for the Client, stamp