

Offer to present and advertise your firm at the gardening and contractual fair GREEN WORLD 2011

We offer to you a complete set at bargain price or a combination of various presentations according to your choice, or individually.

No	Location	Size	Height	Width	Price CZK
1.	Invitation booklet with free entry	Business card	4cm	9cm	6,000
2.	Invitation card to floristic show and advertising poster in the show place	Logo Poster	100cm	90cm	9,000
3.	Advertising at the lecture program	Poster	100cm	90cm	8,000
4.	Catalogue of exhibitors	Black and white Colour 1	14.25cm 14.25cm	9cm 9cm	1,000 2,000
5.	Web sites	Logo with link			7,000
6.	Bargain price for the whole packet of presentations 1.-5.				25,000

Advertisement description

- Invitation booklet** is a full-colour both-sided folding brochure with a size of 58.6 × 21cm with a perforated free entrance ticket at the end. It includes ZS 2011 fair description, a short statistics, an invitation, a map and photos from the last year. This information will be presented in the booklet right in several languages, namely in Czech, English, German and Italian. Planned issue of 3000 pieces, which will be sent over, 40% abroad and 60% inland. Advertisement size is 4 × 9cm.
- Invitation leaflet to floristic show and advertising poster at the podium.**
Here we offer sponsorship of the floristic show. There will be photos from the last-year show, an exact program and a brief characteristic of ZS 2011 in the leaflet. Beside this, the leaflet will serve as a free entrance ticket. It will be distributed to florists. A logo of your company as a sponsor of this action will be shown on the leaflet, simultaneously your advertisement will be hung out at an area of 90 × 100cm next to the podium, and last but not least you will be appointed as sponsors of the action at each start and end of the show time.
- Advertising at the lecture program** offers to you a colour advertisement on an area of 90 × 100cm, placed at the lecture podium and you will be appointed as sponsors of the program as well.
- Catalogue of exhibitors** was subjected to the high interest last year and therefore this year we enabled to exhibitors to present their firm over the range of the basic record. You have at your disposal a possibility of choice from the basic black and white format or the colour one. In both cases, there is a quarter of A4 format size, this is 14.25 × 9cm. Catalogue printing will be 2000 pieces and it will be possible to buy it at the cash desk at the main entrance to the fair ground. The exhibitors will obtain 1 piece free.
- Web sites** offer you to place your logo in the main site in the column of ZS 2011 partners with direct access to your web sites, namely from the request submission to the end of this year 2011.

Basis for presentation

Basis for presentation should be sent to e-mail: info@green-world.info

Date delivery of documents to July 20, 2011

Electronic data

- picture files are saved as JPG, EPS, TIF, PDF
- texts to curves
- logo should be sent in the highest quality and in curves

Data transfer

- CD, JAZ (1GB), ZIP (100MB), e-mail

Consultations and proof readings

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Agentura Váp, Rostislav square 14, 612 00 Brno

BASIC DATA FOR ADVERTISEMENT PUBLICATION IN CATALOGUE OF EXHIBITOR

Catalogue of exhibitors will be sellable. Exhibitors obtain one print free of charge.

Prices are quoted without VAT. AZV is a VAT payer.

Presentation formats and price

- | | |
|---|-----------|
| • basic record | free |
| Basic information from the application will be used including your completion:
firm name and address, ID/tax ID, contact data and person, www and nomenclature | |
| • colour advertising 1/2 page, envelope (2nd, 3rd, 4th page) 14.25 × 9cm | 4,000 CZK |
| • colour advertising 1/2 page , size 14.25 × 9cm | 2,000 CZK |
| • black and white advertising 1/2 page , size 14.25 × 9cm | 1,000 CZK |

* The price of advertising processing in case of not having an ad created – 300–600 CZK (according to complexity)

Basic data for presentation

Documents should be sent simultaneously with the application.

- electronic data – picture files are saved as JPG, EPS, TIF, PDF
– shaped texts
- for creation of tiny advertising – texts should be sent by e-mail, original image see. above

Data transfer

CDs, DVDs, e-mail, <http://www.uschovna.cz> etc.

Contact for sending, consultations and proofreading

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