

**23-24 NOVEMBER 2022**

INTER EXPO CENTER, SOFIA


**BEGE**  
BALKAN ENTERTAINMENT & GAMING EXPO

# EXHIBITION SPONSORSHIP


## APPLICATION FORM (AGREEMENT) FOR ADVERTISEMENT EXHIBITION SPONSORSHIP

<b>EXHIBITOR INFORMATION:</b>		
<b>Applicant (company name):</b>		
<b>Company Reg. №:</b>	<b>VAT/TAX Number:</b>	
<b>Registered address №:</b>		
<b>Contact name:</b>		
<b>Tel:</b>	<b>Fax:</b>	<b>E-mail:</b>

### SINGLE SIDED BANNER, NOT ILLUMINATED ON THE FACADE OF THE EXHIBITION CENTER

	DESCRIPTION	PRICE W/O VAT
 <b>1</b>	<ul style="list-style-type: none"><li>size: 520/190 cm</li><li>material - vinyl</li><li>print - 4 colors (CMYK)</li><li>10 days period / 15.11. - 24.11. /</li></ul> <p>*Ask the Organizer for available positions</p>	<input type="checkbox"/> <b>800 Euro</b> / including cost of production and hanging labor /

### SINGLE SIDED BANNER, NOT ILLUMINATED ON THE FACADE OF THE EXHIBITION CENTER

	DESCRIPTION	PRICE W/O VAT
 <b>2</b>	<ul style="list-style-type: none"><li>size: 980/910 cm – hall 4</li><li>size: 1150 /910 cm – hall 1</li><li>material – vinyl mesh</li><li>print - 4 colors (CMYK)</li><li>10 days period / 15.11. - 24.11. /</li></ul> <p>*Ask the Organizer for available positions</p>	<input type="checkbox"/> <b>3000 Euro</b> for Hall 4 / including cost of production and hanging labor /  <input type="checkbox"/> <b>3700 Euro</b> for Hall 1 / including cost of production and hanging labor /

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## TEN COLUMNS IN THE CENTRAL FOYER BRANDED WITH YOUR COMPANY LOGO



**3**

### DESCRIPTION

- Size/column: 236/394 cm
- print: 4 colors (CMYK)
- 2 days period / 23.11. - 24.11. /

#### FORMAT:

Print file dimensions:  
Width of the whole sheet: 240 cm  
divided into 4/59 cm parts  
Vision: extra 4 cm left for the 'Velcro'-  
type band; Usable dimensions -  
236 cm; Height – 388 cm

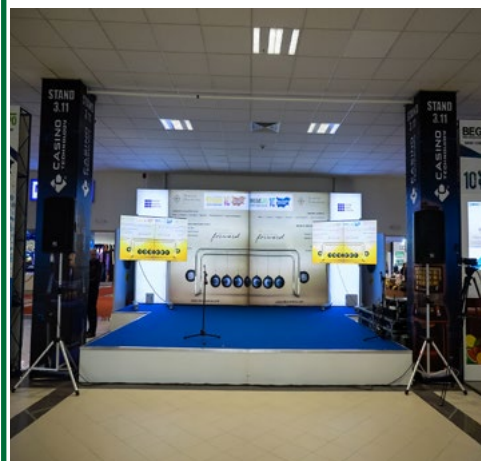
\*Ask the Organizer for available  
positions

### PRICE W/O VAT

☐ **1100 Euro / per  
column**  
/ including cost of  
production /

- **For 3 and more  
columns – 10%  
discount**

## SINGLE SIDED ILLUMINATED LIGHT BOXES ON THE STAGE AT THE CENTRAL FOYER - 2 BOXES



**4**

### DESCRIPTION

- size: 250/300 cm
- printing on fabric
- 2 days period / 23.11. - 24.11. /

\*Ask the Organizer for available  
positions

### PRICE W/O VAT

☐ **1500 Euro / per box**  
/ including cost of  
production /

☐ **2900 Euro / for 2  
boxes**  
/ including cost of  
production /  
\* The logos of  
BEGE and EEGS are  
included in the  
artwork

## DOUBLE SIDED BRANDING OF YOUR LOGO ON THE ARCHES SITUATED IN FRONT OF THE ENTRANCE OF HALL 2,3 AND HALL 4



**5**

### DESCRIPTION

This is an excellent opportunity for  
promotion during the days of BEGE  
Expo

- printing: single sided, 4 color  
(CMYK), banners production  
is included in the cost 2 days  
period / 23.11 - 24.11.2022 /

### PRICE W/O VAT

☐ **3000 Euro / per arch**  
\* The logos of  
BEGE and EEGS  
are included in  
the artwork

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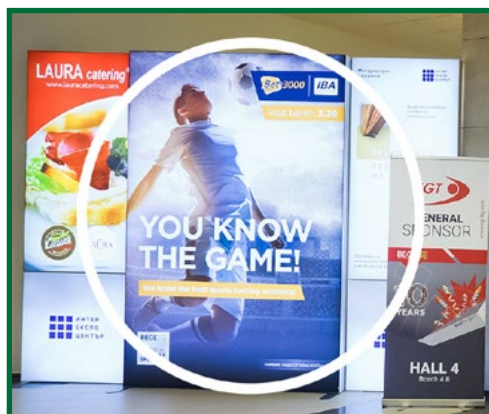
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## SINGLE SIDED ILLUMINATED LIGHT BOXES IN THE CENTRAL FOYER NEAR THE ENTRANCE OF HALL 2 AND HALL 4 - X2 BOXES PER HALL



DESCRIPTION		PRICE W/O VAT
<b>6</b>	<ul style="list-style-type: none"> <li>size: 100/200 cm</li> <li>printing on fabric</li> <li>2 days period / 23.11. - 24.11. /</li> </ul> <p>*Ask the Organizer for available positions</p>	<input type="checkbox"/> <b>500 Euro / box</b> / including cost of production /

## SINGLE SIDED ILLUMINATED LIGHT BOXES IN THE CENTRAL FOYER NEAR THE ENTRANCE OF HALL 2 AND HALL 4 - 2 BOXES



DESCRIPTION		PRICE W/O VAT
<b>7</b>	<ul style="list-style-type: none"> <li>size: 200/300 cm</li> <li>printing on fabric</li> <li>2 days period / 23.11. - 24.11. /</li> </ul> <p>*Ask the Organizer for available positions</p>	<input type="checkbox"/> <b>700 Euro / per box</b> / including cost of production /

### FORMAT:

Visible dimensions:

100x200 cm

Print file: 103x203 cm,

1:1, TIFF-CMYK

Resolution: 150 dpi

<p>visible dimensions 100/200 cm</p> <p>file /pre-print: 103/203 cm</p> <p><b>BEGE</b> BALKAN ENTERTAINMENT &amp; GAMING EXPO</p>	<p>visible dimensions 200/300 cm</p> <p>file /pre-print: 203/303 cm</p>	<p>visible dimensions 100/200 cm</p> <p>file /pre-print: 103/203 cm</p> <p><b>BEGE</b> BALKAN ENTERTAINMENT &amp; GAMING EXPO</p>
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100 cm

200 cm

100 cm

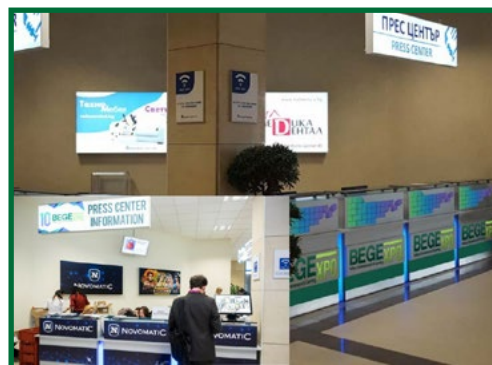
400 cm

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## COMPANY BRANDING OF THE REGISTRATION DESKS - 7 DESKS



**8**

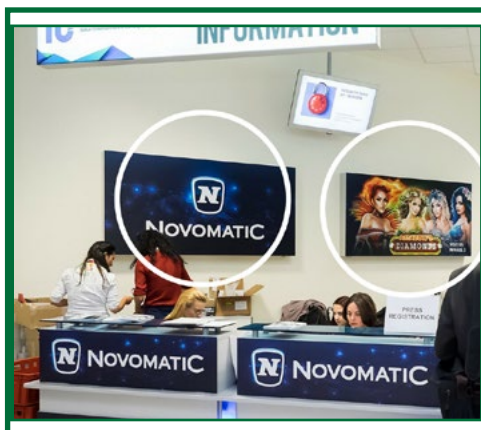
### DESCRIPTION

- 2 days period / 23.11. - 24.11. /

### PRICE W/O VAT

☐ **2500 Euro**  
/ including cost of  
production /

## SINGLE SIDED ILLUMINATED LIGHT BOXES BEHIND THE REGISTRATION DESKS IN THE CENTRAL FOYER X 2 BOXES PER REGISTRATION - 4 BOXES



**9**

### DESCRIPTION

- size: 200/100 cm
- printing on fabric
- 2 days period / 23.11. - 24.11. /

\*Ask the Organizer for available positions

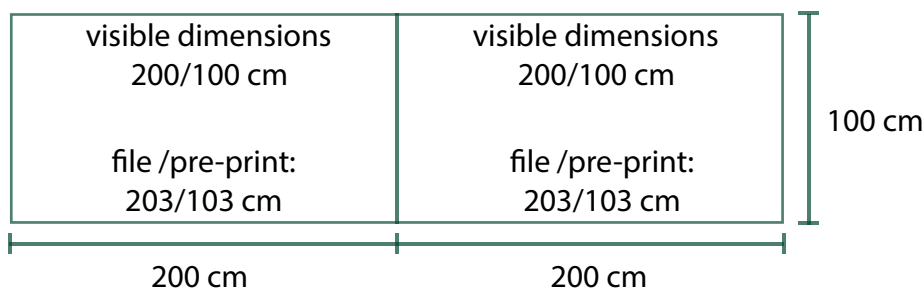
### PRICE W/O VAT

☐ **450 Euro / per box**  
/ including cost of  
production /

☐ **800 Euro / for 2  
boxes**  
/ including cost of  
production /

### FORMAT:

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





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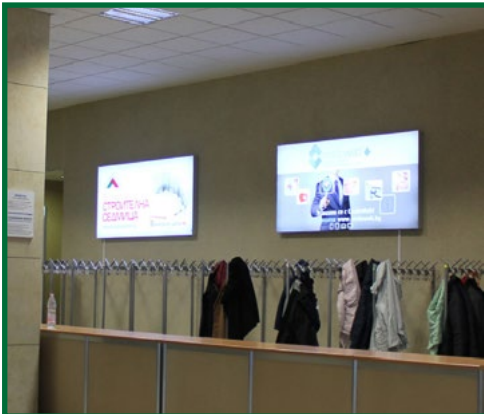
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## LANYARDS FOR THE EXHIBITION

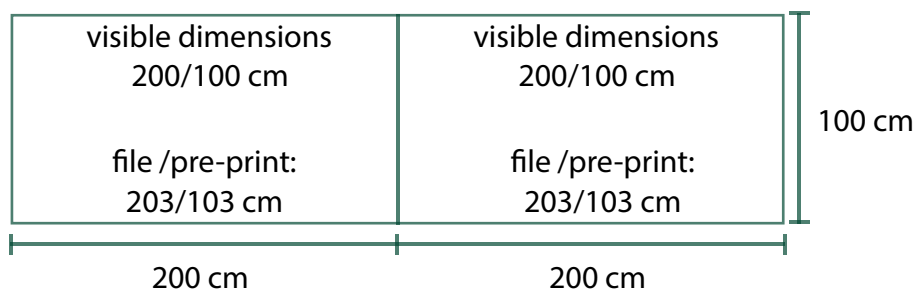
	DESCRIPTION		PRICE W/O VAT
	<b>10</b>	<p>A fantastic promotional opportunity to create awareness of your brand among all visitors. Lanyards can bear your company logo and/or slogan along their entire length. Exclusive for one sponsor.</p> <ul style="list-style-type: none"><li>Option 1: Sponsor to provide lanyards (and deliver to the organizer not later than 30.09.)</li><li>Option 2: BEGE Expo to produce lanyards with your logo in single color.</li></ul> <p>* Number of lanyards: minimum 5000 pcs</p>	<p><input checked="" type="checkbox"/> <b>2400 Euro</b></p> <p><input type="checkbox"/> <b>4200 Euro</b></p>

## SINGLE SIDED ILLUMINATED LIGHT BOXES, WARDROBE ENTRANCE HALL 4 - 2 BOXES

	DESCRIPTION		PRICE W/O VAT
	<b>11</b>	<ul style="list-style-type: none"><li>size: 200/100 cm</li><li>material: translucent PVC film</li><li>print: 4 colors (CMYK)</li><li>days period / 23.11. - 24.11. /</li></ul> <p>*Ask the Organizer for available positions</p>	<p><input type="checkbox"/> <b>450 Euro / per box</b> / including cost of production /</p> <p><input type="checkbox"/> <b>800 Euro / for 2 boxes</b> / including cost of production /</p>

### FORMAT:

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




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## SINGLE SIDED ILLUMINATED WALLBOARD NEAR THE ENTRANCE OF HALL 4

	DESCRIPTION	PRICE W/O VAT
 <p><b>12</b></p>	<ul style="list-style-type: none"> <li>size: 305/180 cm</li> <li>print on fabric</li> <li>2 days period / 23.11. - 24.11. /</li> </ul> <p><b>FORMAT:</b> Print file: 315x185,5 cm, TIFF - CMYK Visible dimensions: 312/182,5 cm Resolution: minimum 150 dpi</p>	<input type="checkbox"/> <b>800 Euro</b> / including cost of production /

## 30 SEC COMMERCIAL BROADCASTED MINIMUM 3 TIMES PER HOUR

	DESCRIPTION	PRICE W/O VAT
 <p><b>13</b></p>	<ul style="list-style-type: none"> <li>location: on the screens situated at the arches in front of exhibition Hall 2, 3 and 4</li> <li>commercial has to be .avi or .mp4 format</li> <li>2 days period / 23.11. - 24.11. /</li> </ul>	<input type="checkbox"/> <b>350 Euro</b>

## HANGING BANNERS OVERHEAD GANGWAYS- DOUBLE SIDED


	DESCRIPTION	PRICE W/O VAT
 <p><b>14</b></p>	<ul style="list-style-type: none"> <li>size: 125/250 cm</li> <li>material - vinyl</li> <li>print: 4 colors (CMYK)</li> <li>2 days period / 23.11. - 24.11. /</li> </ul> <p>*Ask the Organizer for available positions</p>	<input type="checkbox"/> <b>500 Euro</b> / including cost of production and hanging labor /

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## SINGLE SIDED HANGING BANNERS ABOVE THE TWO INTERMEDIATE ENTRANCES FROM HALL 3 TO HALL 4

DESCRIPTION		PRICE W/O VAT
	<b>15</b> <ul style="list-style-type: none"><li>size: 390/200 cm</li><li>2 days period / 23.11. - 24.11. /</li></ul> <p>*Ask the organizers for available options.</p>	<input type="checkbox"/> <b>800 Euro</b> / including cost of production and hanging labor / pc

## PLACEMENT OF FLOORSTICKERS ON THE GANGWAYS IN THE EXHIBITION HALLS

DESCRIPTION		PRICE W/O VAT
	<b>16</b> <ul style="list-style-type: none"><li>size: up to 50/50 cm</li><li>Print file submission requirements: 72dpi for 1: 1, TIFF</li><li>2 days period /23.11. - 24.11./</li></ul> <p>*Ask the organizers for available options.</p>	<input type="checkbox"/> <b>250 Euro</b> / including cost of production / pc

## DISTRIBUTION OF ADVERTISING MATERIALS


DESCRIPTION		PRICE W/O VAT
	<b>17</b> <ul style="list-style-type: none"><li>2 days period /23.11. - 24.11./</li></ul> <p>* The materials are provided by the sponsors</p>	<input type="checkbox"/> <b>350 Euro</b>

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## YOUR BANNERS IN THE CENTRAL FOYER NEAR THE ENTRANCES OF THE EXHIBITION HALLS

	DESCRIPTION	PRICE W/O VAT
	<p><b>18</b></p> <ul style="list-style-type: none"> <li>Banners are provided by the sponsors</li> <li>2 days period /23.11. - 24.11./</li> </ul>	<input type="checkbox"/> <b>450 Euro</b>

## BRANDING OF THE FLAGS AT THE MAIN ENTRANCE OF THE EXHIBITION CENTER - 3 FLAGS

	DESCRIPTION	PRICE W/O VAT
	<p><b>19</b></p> <ul style="list-style-type: none"> <li>size: 140/300 cm</li> <li>2 days period /23.11. - 24.11./</li> </ul>	<input type="checkbox"/> <b>950 Euro / flag</b> <input type="checkbox"/> <b>2500 Euro / 3 flags</b> /including cost of production/

THE SUSPENSION IS ON THE LEFT LONG SIDE OF THE FLAGS.






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## SILICONE BRACELETS FOR ALL VISITORS DURING THE EXHIBITION

	DESCRIPTION		PRICE W/O VAT
 <b>20</b>	<p>A fantastic promotional opportunity to create awareness of your brand among all visitors. Silicone bracelets can bear your company logo along their entire length. Exclusive for one sponsor.</p> <p><b>Option 1:</b> Sponsor to provide bracelets, delivered the organizer not later than 30 September</p> <p><b>Option 2:</b> BEGE to produce Silicone bracelets with your logo in single color.</p> <p>*Number of bracelets: 5000 pcs minimum</p>	<input type="checkbox"/> <b>2000 Euro</b>	<input type="checkbox"/> <b>3750 Euro</b>

## YOUR COMPANY LOGO AND BOOTH NUMBER BRANDED ON THE VISITOR BADGES DURING THE EXHIBITION DAYS

	DESCRIPTION		PRICE W/O VAT
 <b>21</b>	<p>This is an exclusive to one sponsor opportunity for promotion during the days of BEGE</p> <p>2 days period /23.11 - 24.11.2022/</p>	<input type="checkbox"/> <b>2250 Euro</b>	<b>RESERVED</b>

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*Prices do not include VAT.*

**Artwork** – logos and advertising materials should be provided to **info@balkangamingexpo.com** in .PDF, Vector .EPS, .A.I, or delivered to the organizers not later than September 15, 2022.

Non-exhibitor advertisers: 50% extra. Preferential positioning based upon availability.

**Payment details:**

On receipt of signed form BEGE Expo will issue a pro-forma invoice. The Application will not be accepted until a 100% deposit is received. All reservations with signed orders are non – cancelable and non – refundable. In the event of cancellation, the applicant is responsible for full payment. The number of advertising opportunities are limited; based on first-come, first-served basis.

Accepted Application shall serve as an Agreement between BEGE (BEGE Expo EOOD) and the applicant. By signing this Application, applicant confirms that he accepts the payment terms specified in the Application and agrees to pay the total cost within the terms specified above.

**Date:**

**Stamp and Signature:**