

# XXI. Hungarian Great Plain Animal Husbandry and Agricultural Days Exhibition and Fair

Hódmezővásárhely, **April 25-26-27, 2014**



## APPLICATION FORM



### 1. Exhibitor's data

Company's name:	<input type="text"/>		
Company's address:	<input type="text"/>	<input type="text"/>	<input type="text"/>
Billing name:	<input type="text"/>		
Billing address:	<input type="text"/>		
Statistical or tax payer ID:	<input type="text"/>		
Name of company head:	<input type="text"/>	Company's phone number:	<input type="text"/>
Name of contact person:	<input type="text"/>	Company's fax number:	<input type="text"/>
E-mail:	<input type="text"/>	Mobile phone number:	<input type="text"/>

### 2. Exhibition space requested

**a) Outdoor exhibition space for machinery:** At least 75 m<sup>2</sup>, 15 m deep expandable by 15 m<sup>2</sup> units.

75-150 m <sup>2</sup>	5.000 HUF/m <sup>2</sup>	we request:	<input type="text"/>	m <sup>2</sup>	<input type="text"/>
over 150 m <sup>2</sup>	4.700 HUF/m <sup>2</sup>	we request:	<input type="text"/>	m <sup>2</sup>	<input type="text"/>

**b) Outdoor exhibition space:** At least 20 m<sup>2</sup> expandable by 10 m<sup>2</sup> units.

5 m deep	8.000 HUF/m <sup>2</sup>	we request:	<input type="text"/>	m <sup>2</sup>	<input type="text"/>
10 m deep	5.500 HUF/m <sup>2</sup>	we request:	<input type="text"/>	m <sup>2</sup>	<input type="text"/>

**c) Indoor exhibition space:** 3 m or 5 m deep, carpeted **19.200 HUF/m<sup>2</sup>**.

we request:	<input type="text"/>	m <sup>2</sup>	<input type="text"/>
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Aisle booth ☐ Aisle head booth ☐  
+25% surcharge

Preferred aisle head booth opposite the  
exhibition hall entrance  
(at least 80 m<sup>2</sup>) +40% surcharge

Corner booth ☐  
+25% surcharge

**Installation:** In case of ordering installation the minimum order is 9 m<sup>2</sup>

Standard installation: 5.300 HUF/m <sup>2</sup>	we request:	<input type="text"/>	m <sup>2</sup>	<input type="text"/>
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(White partition wall panels, carpeting, one spotlight and one electrical connection for each 3 m<sup>2</sup>, frieze panel)

### 3. Requested installation furniture and accessories

Harmonica door	7.500 HUF/each	<input type="text"/>	pcs	<input type="text"/>
1 rm partition wall panel	6.500 HUF/rm	<input type="text"/>	m	<input type="text"/>
Information desk (50x100x80 cm)	8.000 HUF/each	<input type="text"/>	pcs	<input type="text"/>
Conference table	5.500 HUF/each	<input type="text"/>	pcs	<input type="text"/>
Chair	2.200 HUF/each	<input type="text"/>	pcs	<input type="text"/>
Shelving	3.800 HUF/rm	<input type="text"/>	rm	<input type="text"/>
Garbage bin	850 HUF/each	<input type="text"/>	pcs	<input type="text"/>
Refrigerator	20.000 HUF/each	<input type="text"/>	pcs	<input type="text"/>

Our prices are exclusive of VAT. When filling in the Application Form, please type or write in printed capitals!

#### 4. Frieze inscription

Only in case of indoor exhibition spaces (company name in standard blue lettering) 10.600 HUF

Custom frieze inscription and logo made subject to separate agreement

Please e-mail the frieze inscription and logo also to: info@markerreklamstudio.hu

Please type the frieze inscription (company name):

#### 5. Registration fee, catalogue entry

Registration fee (required): 55.000 HUF

**Includes:** From the webpage of the exhibition link to the webpage of the exhibitor, data and logo in the catalogue of the exhibition, third-party insurance up to HUF 2.000.000, asset insurance up to HUF 2.500.000, 4 entry tickets to the exhibition, garbage removal throughout the opening hours of the exhibition.

Catalogue entry: Necessary.

Scope of activities: Up to five lines, not more than 70 characters per line.

Company logo: Please send it till 10 April 2014 to the e-mail below.

Please e-mail the logo of the firm to: info@markerreklamstudio.hu

Please submit the text copy of the catalogue entry typed onto a separate sheet!

#### 6. Services requested

**Electrical connection** including electricity consumption, rental fuse board supplied and installed. (installation of electrical mains to the booth, including certified shock-proofing).

<input type="checkbox"/> 220 V/2 kW	33.000 HUF	<input type="checkbox"/> 220 V/4 kW	38.000 HUF	<input type="checkbox"/> up to 10 kW	47.000 HUF
<input type="checkbox"/> over 10 kW	47.000 HUF	+for power over 10 kW		7.000 HUF /kW	

<input type="checkbox"/> <b>Forklift, crane</b> - hourly rate paid on site (log in before 10. April 2014 via e-mail: allattenyesztes@hodmgrt.hu)	12.000 HUF
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<input type="checkbox"/> <b>Hostess and translator service</b> Please ask information via e-mail: titkarsag@hodmgrt.hu	
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#### A/4 catalogue advertisement (in our new all-in-one industrial, breeding animal and auction catalogue)

<input type="checkbox"/> 1/1 page, black and white	62.000 HUF	
<input type="checkbox"/> 1/2 page, black and white	36.000 HUF	
<input type="checkbox"/> 1/1 page, color	126.000 HUF	
<input type="checkbox"/> 1/2 page, color	76.000 HUF	
<input type="checkbox"/> 1/1 page, color, on inside back cover	190.000 HUF	
<input type="checkbox"/> 1 m <sup>2</sup> advertising board on the central square of the Exhibition Showground	65.000 HUF per 3 days	

The above catalogue advertising fees only cover the printing costs, but they are exclusive of any design or print preparation costs (such as imagesetting and proof costs). Please submit films with a standard 60 mesh imagesetting resolution (150 lpi).

In case of full-page advertisements, full-bleed is available. The catalogue will be cut to an A/4 finished size.

*Please submit all full-bleed materials with a 3 mm minimum bleed on all four sides.*

The catalogue will be closed and the films must be submitted by April 10, 2014 at the latest.

In case any advertising design or print preparation services are ordered, please submit materials not later than by April 01, 2014.

#### Advertisement areas on the Exhibition Centre

<input type="checkbox"/> Advertisement board with thatched roof, two sides „A” Size: 100x100 cm (apiece)	<input type="checkbox"/> side	50.000 HUF/side	
<input type="checkbox"/> Advertisement board with thatched roof, two sides „B” Size: 100x200 cm (apiece)	<input type="checkbox"/> side	100.000 HUF/side	
<input type="checkbox"/> Company flag on flagpoles (until 130x260 cm)	<input type="checkbox"/> pcs	40.000 HUF/pcs	
<input type="checkbox"/> Banners on the banister of the exhibition area the animals (100x300 cm)	<input type="checkbox"/> pcs	80.000 HUF/pcs	
<input type="checkbox"/> Banners on walls, fences (100x300 cm)	<input type="checkbox"/> pcs	40.000 HUF/pcs	
<input type="checkbox"/> Motion picture on beamer, 3x4 m (film projection with sound (cd, dvd), through 3 days, 7 times every day)	<input type="checkbox"/> pcs	70.000 HUF/pcs	
<input type="checkbox"/> Loudspeaker system all over the exhibition area (10-30 mp seconds)	<input type="checkbox"/> pcs	6.000 HUF/pcs	

*Our prices are exclusive of VAT. When filling in the Application Form, please type or write in printed capitals!*

## Advertisement areas on the typographical things

<input type="checkbox"/> Logo on the protocol invitation cards (6000 pcs)	200.000 HUF	<input type="text"/>
<input type="checkbox"/> Logo on the back wrapper of the catalogue (1000 pcs)	100.000 HUF	<input type="text"/>
<input type="checkbox"/> Logo on the back of the parking and entry tickets (20.000 pcs)	200.000 HUF	<input type="text"/>
<input type="checkbox"/> <b>Special sponsor pack</b> (includes all of the 3 items above)	350.000 HUF	<input type="text"/>

Further information: Marta Gulyas (secretary)

E-mail: titkarsag@hodmgrt.hu • Phone: +36 62 530 634 • Mobile: +36 30 743 83 11

**Please send your requirement(s) until 28<sup>th</sup> of March 2014 because of the assigning of the advertisement areas with the advertisements (sounds and films too).**

**If there is advertisement on the exhibition area without previous requirement (sent to the secretary), the cost of that advertisement will be invoiced subsequently with 20% additional charge!**

## 7. Parking tickets requested

<b>Permanent parking tickets requested:</b> (paved closed parking with unlimited entry)	<input type="text"/> pcs	6.500 HUF each	<input type="text"/>
<b>Daily parking tickets requested:</b> (a single entry into the visitor's grass parking area)	<input type="text"/> pcs	800 HUF each	<input type="text"/>
<b>Entry ticket:</b>	<input type="text"/> pcs	800 HUF each	<input type="text"/>
<b>Ticket to the reception April 26, 2014</b>	<input type="text"/> pcs	9.500 HUF each	<input type="text"/>

Please inform us if you wish to get your ticket on post or to collect it personally at the Information desk (I. Hall) 1 day before the exhibition opens. **If you cannot present your ticket, you will be charged again on the site.**

### Total costs:

netto (HUF)	<input type="text"/>	+27% VAT	<input type="text"/>	TOTAL HUF	<input type="text"/>
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## 8. Terms and conditions of participation

1.) Having received the applications, the Organizer will decide about accepting applications and allocating the exhibition spaces at its sole discretion, taking into account the products and product lines to be exhibited and the public utility services requested. The Organizer shall not be obligated to justify its decisions. In case the number of applications is in excess of the available exhibition capacity, the Organizer reserves the right to prefer the order in which payments are received over the order in which applications are received when adopting its decisions. The invoice made out to the Applicant shall cover the area-based exhibition fee and the fees of the accepted services.

The space allocated by the Organizer to the Exhibitor may not be exchanged and its size may not be extended; furthermore, no exhibition space allocated to an Exhibitor, or any part thereof, may be subleased to any tenant.

2.) The continuous removal of any garbage generated during setting up and dismantling the exhibition displays or tents shall be the responsibility of the Exhibitor.

3.) In case the Exhibitor should fail to occupy the exhibition space allocated by the Organizer by 9.00 o'clock on April 25, 2014, the Organizer may lease such exhibition space to any other Exhibitor without incurring any obligation to pay any refund or compensation for damages.

4.) Except for public service reports and broadcasting coverage, no advertising materials featuring Exhibitor companies and/or products and/or exhibition events shall be made unless the Organizer's prior consent has been obtained. The emblem and the slogan of the exhibition shall not be used for advertising or promotional purposes by any party except for the on-site exhibition media. Within the entire area of the exhibition showground, no means of advertising may be installed outside the Exhibitor's booth unless the Organizer's prior consent has been obtained.

5.) After the Application Form has been received, the Exhibitor shall pay the participation fee against the invoice made out and submitted by the Organizer. In case the participation fee has not been paid, the Organizer shall deem the application invalid. Exhibitors may occupy their allocated exhibition spaces and booths only after presenting proof (such as a photocopy of the bank transfer statement) that they have fully paid the participation costs. In case the Exhibitor should withdraw from participation, the Organizer is unable to refund any participation costs for which payment has already been made. Any payment obligations additional to the contractual services incurred by the Exhibitor during the exhibition shall be paid by the Exhibitor on site in cash. In case the Exhibitor should fail to settle its payment obligations before the end of the exhibition, the Organizer shall have the right to create a lien on any chattel located within the Exhibitor's booth at the end of the exhibition, provided that it is owned by the Exhibitor.

6.) The Exhibitor shall file any complaint concerning the organization, realization, or operative management of the event not later than before the end of the exhibition; any comment concerning invoicing shall be made in writing not later than before the expiry of the payment deadline of such invoice. The Organizer is unable to consider any complaints received outside the deadlines specified above.

7.) Exhibitors shall transport their products to the venue of the exhibition at their own cost. Loading times are to be checked with the organizers. During the opening hours of the exhibition, no exhibition booth may be closed, and no goods may be covered or left unattended by professionally qualified personnel.

8.) Motor vehicles left within the venue of the exhibition without permit may be towed away at the cost and risk of the owner.

9.) After the exhibition is over, Exhibitors shall hand over their rented exhibition spaces to the Organizer cleaned up, emptied, and in their original condition. Once dismantling has been completed, the Organizer may have any goods and/or installations left on site removed at the cost and risk of the Exhibitor.

10.) During setting up and dismantling the exhibition display, as well as during the opening hours of the exhibition, the Exhibitor shall ensure that its products and values are continuously attended. Between the daily closing time of the exhibition and its opening time on the next morning, Exhibitors shall lock away any easy-to-move articles.

**During setting up and dismantling the exhibition display, as well as during the opening hours of the exhibition, the Organizer shall not undertake any responsibility for the exhibited objects and installations!**

11.) In order to ensure successful and undisturbed participation, Exhibitors shall honor the following deadlines specified for setting up and dismantling their exhibition displays.

**Setting up: 8.00 through 18.00 on April 23, 2014  
8.00 through 18.00 on April 24, 2014**

**Dismantling: 18.00 through 22.00 on April 27, 2014  
8.00 through 18.00 on April 28, 2014**

Any works performed outside the allocated setting up and dismantling times shall be deemed extra work; the time of any extra work shall be announced to the Organizer 24 hours in advance. In case the Organizer should incur any additional costs because of any works performed outside the allocated setting up and dismantling times, the Organizer shall invoice the Exhibitor for such costs.

12.) In case of any dispute arising between the Exhibitor and the Organizer, the parties shall make every attempt to come to an amicable solution through reconciliation; however, should this prove unsuccessful, the parties hereto accept the exclusive competence of the City Court of Hódmezővásárhely.

I, the undersigned do hereby acknowledge the terms and conditions of participation and accept same as binding to me.

## 9. We wish to nominate our exhibited products for the

- ☐ „Product Grand Prix for Hungarian Animal Husbandry 2014” or  
☐ „Product Grand Prix for Hungarian Plant Production 2014” award.

☐ YES, please send us a data sheet to our e-mail:

\_\_\_\_\_ @ \_\_\_\_\_

☐ NO, we do not intend to participate.

Nominating your product for the award is free of charge.

## THE RULES OF APPLICATION

We only accept applications submitted by returning **duly signed original Application Forms by mail**. Applications shall not be accepted until all participation costs have been fully paid. We cannot accept applications submitted via fax or telephone.

Participation costs shall be payable by bank transfer into HUF Bank Account No 12067008-00128974-00100002 or EURO Bank Account No. 12067008-00128974-00300006, IBAN number: HU 72 Swift: UBRTHUHB kept by Raiffeisen Bank Co. Ltd. (Hódmezővásárhely) for the benefit Hód-Mezőgazda Co. Ltd., against the invoice submitted by

**Thereafter, the Application Form filled in and duly signed shall be deemed as a contract signed by and between the two parties.**

### To submit Application Forms and to request further information, contact:

Hód-Mezőgazda Co. Ltd.  
6800 Hódmezővásárhely, Serháztér u. 2.  
Hungary/Magyarország  
Fax: +36 62 530 614 • Mobile: +36 30 743 8311  
E-mail: titkarsag@hodmgt.hu • [www.hodmezogazda.hu](http://www.hodmezogazda.hu)

**The final deadline for applications is February 10, 2014**

**Final deadline of payment is April 11, 2014**

\_\_\_\_\_ place \_\_\_\_\_ day \_\_\_\_\_ month 2014

\_\_\_\_\_  
due signature

**We accepted and recorded your application.**

\_\_\_\_\_ place \_\_\_\_\_ day \_\_\_\_\_ month 2014

\_\_\_\_\_  
Hód-Mezőgazda Co.

# **21<sup>th</sup> Hungarian Great Plain Animal Husbandry and Agricultural Days Exhibition and Fair**

**Hódmezővásárhely, April 25-26-27, 2014**

## **CATALOGUE TEXT**

### **1. Exhibitor's data**

Company's name:	<input type="text"/>		
Company's address:	<input type="text"/>		
Postal address:	<input type="text"/>		
Company's phone number:	<input type="text"/>		
Company's fax number:	<input type="text"/>		
Name of company head:	<input type="text"/>	Mobile:	<input type="text"/>
Name of contact person:	<input type="text"/>	Mobile:	<input type="text"/>
E-mail:	<input type="text"/>		
Internet:	<input type="text"/>		

### **2. Text into the catalogue**

Please email the catalogue text and logo of your firm to :  
[info@markerreklamstudio.hu](mailto:info@markerreklamstudio.hu) and to [titkarsag@hodmgt.hu](mailto:titkarsag@hodmgt.hu)