

## CZECH TRAVEL MARKET

### TABLE OF CONTENTS:

- 1 Important notes, order of parking, entrance, exhibit and assembly cards
- 2 Order of advertising space and services in PVA EXPO Prague
- 2a Order of advertising space and services in PVA EXPO Prague
- 2b ABF, a.s. Conditions for Lease of Advertising Areas and Advertising Services in PVA EXPO PRAGUE
- 3 Offer of accommodation
- 4 Offer of gastronomic services
- 5 Offer of hostesses
- 6 Contacts

1

Exhibitor (commercial name) \_\_\_\_\_

**Timeline:**

<b>Registration + preparation of exhibitors:</b>	18 November 2024	3.00 p.m. – 7.00 p.m.
<b>Event opening hours for exhibitors:</b>	19 November 2024	8.00 a.m. – 6.00 p.m.
<b>Open for public:</b>	19 November 2024	9.00 a.m. – 5.00 p.m.
<b>Dismantling stands:</b>	19 November 2024	5.00 p.m. – 10.00 p.m.

**Registration is in the entrance hall VH II.**

**All payments must be transferred to ABF, a.s.**

**See the closure deadlines below.** Documents, applications, orders must be delivered to the relevant dates in ABF, a.s.

www.czechtravelmarket.cz/en/

<b>PARKING CARD</b>	<b>deadline for orders 31 October 2024</b>
<p>The parking card is intended for passenger cars of the exhibitors. Its validity is 19 November 2024 inside the PVA EXPO PRAGUE area in reserved sites. It must be placed, for all the time of staying within the Exhibition Centre area, in a visible place behind the windscreen and properly marked (in such a manner that it can be possible to identify the exhibitor - stand number). With regard to the limited number of parking cards, the individual orders will be managed (chronologically) according to the delivery dates.  <b>The parking card is serves for one vehicle only (one plate number).</b></p>	
* PARKING CARD	price: EUR 19/pc   Quantity:

<b>OVERNIGHT PARKING</b>	<b>deadline for orders 31 October 2024</b>
Overnight parking up to 3,5 t	price: EUR 16/night   Quantity:
Overnight parking over 3,5 t	price: EUR 25/night   Quantity:

<b>ASSEMBLY VEHICLE ENTRY CARD</b>	<b>deadline for orders 31 October 2024</b>
<p>On 18 November 2024, a free vehicle entry into the Exhibition Centre for the exhibitors who show the Assembly Card and Assembly Vehicle Entry Card is available. The Assembly Vehicle Entry Card must be completely filled in and placed, for all the time of staying within the area, in a visible place in every vehicle.                  On the 18 November 2024 (Monday), a deposit of EUR 50 including VAT will be collected upon entering the complex, which will be refunded upon departure if the permitted stay is not exceeded (3 hours) or according to the operator's instructions. If this time is exceeded, there is no entitlement to a refund and the PVA EXPO PRAGUE will issue a proof of the penalty fee upon request.</p>	
* ASSEMBLY VEHICLE ENTRY CARD	Including in registration fee   Quantity:

<b>EXHIBITOR CARDS</b>	<b>deadline for orders 31 October 2024</b>
<p>The exhibitor cards authorise their holders to enter the PVA EXPO PRAGUE area to the trade event on 19 November 2024. Each exhibitor will receive a standard number of exhibitor cards according to the size of the area ordered (see the Table "Standard number of assembly and exhibitor cards"). Fill in the order only in the case that you require exhibitor cards beyond the framework of the standard number.</p>	
* EXHIBITOR CARD	cena EUR 130/pc   Quantity:

<b>ASSEMBLY CARDS</b>	<b>deadline for orders 31 October 2024</b>
<p>Assembly cards entitle their holders to enter the PVA EXPO PRAGUE Event during assembly and disassembly. Each exhibitor will receive a standard number of assembly cards (see chart below).</p>	
<b>STANDARD NUMBER OF ASSEMBLY AND EXHIBITOR CARDS</b>	
Assembly cards	Exhibitor cards
5	2

\* You will receive directly at the PVA EXPO PRAGUE Exhibition Centre in the business department in the Entrance Hall II on registration of exhibitors. The documents for entry into the exhibition area and vehicle access to the centre will be issued after the checking of the invoice payments.

All prices are stated as VAT exclusive.

Exhibitor (commercial name) \_\_\_\_\_

**PROMOTION OF EXHIBITORS OUT OF THE EXPOSITION**

**deadline for orders 31 October 2024**

The PVA EXPO PRAGUE Exhibition Centre offers a number of other opportunities for making your company visible even out of the expositions. This concerns both traditional and untraditional forms of advertising which you can order in the term of the trade Event. We will be pleased to consult any details with you.

**Campaign term for the event: 19 November 2024**

www.czechtravelmarket.cz/en/

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	
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	

Exhibitor (commercial name) \_\_\_\_\_

Order	Advertising space/service	Event time range/day/month	Number of pcs/ days/persons	Price per piece	Total price
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 1,500/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				

Notes concerning clarification of the campaign

**\*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.

2b

www.czechtravelmarket.cz/en/

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



3

We offer our customers discounted accommodation in the following partner facilities:

#### **Aquapalace Hotel Prague 4\***

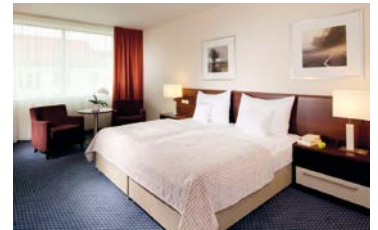
The luxurious **Aquapalace Hotel Prague** offers an ideal combination of business meetings with relaxation, rest and entertainment, all this in the immediate vicinity of one of the most beautiful European metropolises. The Aquapalace Hotel is part of the AQUAPALACE PRAHA area, the largest Central European water park. The services offered include a large modern conference centre, fine dining, direct access to the water park and a wide selection of individual, family and wellness packages. Whether you travel on business or for pleasure, a wide range of hotel and wellness services combined with a visit to the water park and Prague sights will make your stay unforgettable.



**Hotel Blue Orange Resort** is located in Prague 9, just a 6 minute drive from PVA EXPO PRAGUE and 3 minutes drive from OC Letňany. The hotel provides accommodation in bright, modern and comfortable rooms. Spacious outdoor private parking. Hotel guests can enjoy delicious food in the new The One Bistro restaurant with a terrace, which is open seven days a week until eleven o'clock evening. We also serve a continental breakfast in the quiet atmosphere of the modern restaurant. The hotel as well offers conference facilities and a restaurant lounge. Free Wi-Fi is available in all premises. A special 10% discount applies to exhibitors at PVA EXPO PRAGUE. To apply the discount contact the hotel reception at [info@blueorange.cz](mailto:info@blueorange.cz) or +420 286 006 222.



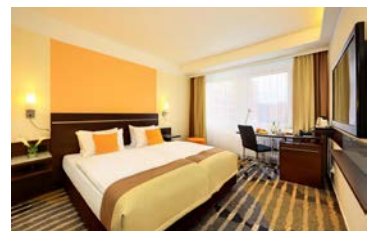
The **Clarion Congress Hotel Prague 4\*** is located just 10 minutes by car or direct bus line 136 or 195 from PVA EXPO PRAHA in Letňany. The Vysočanská station on metro line B interconnected with the hotel provides convenient and fast transport to the city centre. Our hotel offers accommodation in modern air-conditioned rooms with a satellite smart TV and free Wi-Fi. With a capacity of 559 rooms including 25 spacious suites, we are ready to offer you our services during and outside trade fairs. If you are interested, please contact us at [obchod.cchp@clarion-hotels.cz](mailto:obchod.cchp@clarion-hotels.cz) or call +420 211 131 139, presenting the password "PVA 2024". We will be happy to send you a discounted special offer.



**Hotel Holiday Inn Prague** is located near the Prague Congress Center and the Vyšehrad metro station with a direct and fast connection not only to PVA EXPO PRAGUE, but also to the historical and commercial ones center of Prague. 254 modern air-conditioned rooms and a gourmet restaurant are available to guests. Esprit with a garden with a panoramic view of Prague, flexible conference spaces, MiniGym, massages and free Wi-Fi. Guests can park in the large-capacity hotel garage. Thanks to its location and equipment, Holiday Inn Prague is not only an ideal choice for business trips, but also for weekend or family stays in Prague. For an offer of accommodation at a discounted price, please contact the reception on +420 296 895 050 or by e-mail [info@holidayinn.cz](mailto:info@holidayinn.cz).



**Hotel Duo 4\*** is located in close proximity to metro station C Střížkov, just a two-minute drive from Letňany, and a few minutes by car or bus (direct line 201) from PVA EXPO PRAGUE. The hotel has 654 elegant air-conditioned rooms of various categories. In leisure time it is possible use the gym, treat yourself to a Thai massage, hairdresser services, play table tennis or bowling in a modern bowling center with 12 lanes. We provide for exhibitors at PVA EXPO PRAGUE discount on all available offers and free parking in the large-capacity hotel parking lot. In case of demand, contact us at the address [resduo@janhotels.cz](mailto:resduo@janhotels.cz) or by phone number +420 266 133 083 and enter the password "PVA 2024", we will be happy to send you a discounted special offer.



**STAGES HOTEL Prague** is situated next to the Českomoravská metro station and close to the Praha-Libeň railway station. People stay in hotels to seek experiences elsewhere. STAGES HOTEL Prague is a new experience itself. Shine like a star and enjoy EXPERIENCE UNPLUGGED. 300 stylish Guest rooms including 27 Suites, 6 multi-purpose conference rooms for up to 300 people, signature BACKSTAGE BAR with outdoor Piazzetta, lifestyle BACKSTAGE RESTAURANT with elegant open-plan kitchen and access to inner atrium, Music Lounge for the greatest events, fitness facilities, parking for up to 100 cars. This exclusive offer for PVA EXPO PRAHA is available [here](#).



**More information and contacts:** [www.pvaexpo.cz/en/ubytovani](http://www.pvaexpo.cz/en/ubytovani)

4

# stones

FINE CATERING



**Professional full-servicing in the field of gastronomy** is available to you in the **PVA EXPO PRAGUE in Letňany**. The services offered include:

- Issuing of discount gastronomic cards on registration of exhibitors
- Advantageous price conditions for exhibitors in two restaurants and in two cafés situated in Entrance Halls II and III
- Delivery of refreshment to your stands on the basis of a previous printed or electronic order
- Complete delivery of catering services in your stands, including service and assurance of bartender's services
- Possibility of additional orders of both hot and cold drinks to the stands during the day
- Assurance of complete catering services (buffet parties, business lunches, cocktails, conferences) in the premises of PVA EXPO PRAGUE, as well as out of the Exhibition Centre
- Lease of gastronomic equipment according to your requirements
- Lease of furniture and equipment of your stands (chairs and tables) according to your requirements

We are looking forward to cooperating with you.

Karolína Reichman Čiháková  
 M: +420 773 635 856  
 karolina.reichman@stonescatering.cz  
 info@stonescatering.cz

STONES CATERING, s.r.o.  
 Oderská 333  
 190 00 Praha 9 - Čakovice  
 www.stonescatering.cz  
**www.gastropva.cz**



5



**Ing. Lenka Rohlíková Svatošová – LS Production**  
**Hostesses and promoters agency**  
**Suchý vršek 2133, 158 00 Praha 5**

We would like to offer you the service of our specially trained hostesses and interpreters, speaking in several world languages that will create the right atmosphere and shine for you and your clients during the trade fair. In our database we register hostesses and promotional teams working in all major cities in the Czech Republic and in Slovakia. Girls are selected for events according to your specific requirements to meet your ideas and in order to independently and efficiently perform the assigned tasks. Their great advantage is not only language skills, but also refinement, professionalism and long-term trade fair experience. LS Production is a hostesses and promoters agency that provides hostesses and interpreters at trade fairs and its over 15 years of experience is a guarantee of rich experience and high professionalism.

We offer hostesses for print distribution to interpreting services in the Czech Republic as well as abroad. Billing is based on your confirmed job report. Our great advantage is a wide range of costumes and gala dresses. We are able to match our clothing with your company logo or with colors of your stand.

Except the hostesses we are glad to fully prepare for you the accompanying program at your stand.

LS Production is looking forward to cooperation with you!



Hostess with knowledge of english or german language, as preferred, introduction and attendance on guests, preparing simple snack, feeding basic information about company (1 day at least).	1 hour	EUR 13,5
Hostess with knowledge two foreign language, as preferred, introduction and attendance on guests, preparing simple snack, feeding basic information about company (1 day at least).	1 hour	EUR 16
Accompanying translate while business conference at stand, while feeding information about exhibits and companies and while social cathering at knowledge in one foreign language (4 hours per one foreign language, 4 hours per day at least).	1 hour	EUR 17
Accompanying translate while business conference at stand, while feeding information about exhibits and companies and while social cathering at knowledge in two foreign languages (4 hours per two foreign languages, 4 hours per day at least).	1 hour	EUR 19
Costume lending (choice).	1 trade fair	EUR 25

LS Production, Ing. Lenka Rohlíková Svatošová  
 tel: +420 603 286 243  
 svatosova@hostesky-online.com  
**www.hostesky-online.com**



6

Organiser: **ABF, a.s.**  
 Beranových 667, 199 00 Prague 9 – Letňany, Czech Republic,  
 Workplace:  
 ABF, a.s., Dělnická 213/12, 170 00 Prague 7 – Holešovice



Partner: **Asociace cestovních kanceláří České republiky**  
 Lípová 511/15, 120 00 Prague 2,  
 IČO: 17046980



**Mgr. Janica Ciglianová**  
 Head of Sales CZECH TRAVEL MARKET  
 M: +420 724 589 269  
 ciglianova@abf.cz

**Milan Kuchta**  
 Project manager (foreign exhibitors)  
 M: +420 724 137 914  
 kuchta@abf.cz

**Ing. Hana Lukešová**  
 Project manager  
 M: +420 606 752 818  
 lukesova@abf.cz

**Ing. Martina Krušinová**  
 Production action  
 M: +420 725 047 820  
 krusinova@abf.cz

**Bc. Jana Zahradníčková**  
 Technical Department Manager  
 M: +420 739 003 150  
 zahradnickova@abf.cz

**Jiřina Nováková**  
 Invoicing  
 M: +420 739 003 139  
 novakova@abf.cz

#### SUPPLIERS OF SERVICES

**Catalogue:**  
 CS KATALOGY s.r.o.  
 Kamila Simonides  
 M: +420 605 499 797  
 ksimonides@cskatalogy.cz

**Catering:**  
 STONES CATERING, s.r.o.  
 Ing. Karolína Reichman Čiháková  
 M: +420 773 635 856  
 karolina.reichman@stonescatering.cz  
 info@stonescatering.cz

**Hostesses and promoters:**  
 LS Production  
 Ing. Lenka Rohlíková Svatošová  
 T: +420 603 286 243  
 svatosova@hostesky-online.com  
 www.hostesky-online.com