


**FRAMEWORK AGREEMENT
GENERAL CONTRACT of CO-OPERATION**


According to the Act No. 513/1991 § 269 sec. 2 Coll.
The Commercial Code and under subsequent amendments

Contracting Parties

Company Name: REGION LIPTOV
Registered Address: Štúrova 1989/41, 031 42 Liptovský Mikuláš
IČO (Organisation ID Number): 42 219 906
DIČ (Organisation Tax ID Numb.): 2023486069
VAT ID: SK 2023486069
Banking: VUB Banka, a.s.
IBAN: 
Represented by: Ing. Ján Blcháč, PhD., predseda predstavenstva
Ing. Michal Beňo, podpredseda predstavenstva

(herein referred to as the "Client")

Contractor:

Company Name: Aviation – links L.T.D.
Registered Address: 2 Nirim st. 67060 Tel Aviv, Israel
VAT ID: 520039009
Phone: 035029029
E-mail: Erez2@aviation-links.co.il
Banking: Bank Hapoalim B.M.
IBAN: 
SWIFT: POALILIT

Represented by:

(herein referred to as the "Supplier")

**Section I.
The Preamble**

1. The "Client" and the "Supplier", by signing this Contract, agree to the conditions on which it is based. They agree to abide by the Contract conditions for a "Client" and a "Contractor"/"Supplier" by which they will co-operate in the future to market the Tatras region in Slovakia for the country of Israel.
2. The "Supplier" undertakes to provide the services according to the conditions detailed in this Contract as well as in accordance with future addenda to this Contract and the "Client" undertakes to pay the "Supplier" the provisions according to the Section IV. of this Contract.

**Section II.
Subject of Contract**



2.1. Subject of this Contract is arrangement of mutual rights and responsibilities of contracting parties in promoting the Tatras/Liptov region in the Israeli market under the conditions stated hereunder in this Contract.

2.2. The "Supplier" will provide marketing services for the time period from the 5-th of July of until the 5-th of September 2019.

2.3. Description of the provided services:

2.3.1 Online advertising the Tatras/Liptov region in newsletters

2.3.2 Advertising vacations and organised tours to the Tatras/Liptov region in newspapers

2.3.3 Online advertising the Tatras/Liptov region on Facebook and Instagram, Ad creation, management of the Ads, social media management.

2.3.4 Online advertising the Tatras/Liptov region on Israel's leading social networks such as Lametayel or similar

Section III. Running time of the Contract

3.1. The Contract comes in force and effect on the day of signature by both Contracting Parties.

3.2. This Contract is concluded for a limited period of time

3.3. Termination of this Contract is stipulated in Section VII. of this Contract

Section IV. Fees for Service Rendered

4.1. The Contracting Parties agree, that the "Client" will pay the "Supplier" provision 4500 EUR after the end of the campaign.

Section V. Responsibilities

5.1 The "Supplier" will be providing their services with specialist care. The "Supplier" is responsible for any damages, losses or expenses (herein "Losses") arising from negligence or deliberate actions. The "Supplier" is not responsible for the losses arising from unlawful, misleading or incomplete information provided by the "Client" or caused by actions or omissions by another person than the "Supplier", if the "Supplier" proves that the other person did not act according to the instructions or with the permission of the "Supplier"

5.2. If the "Client" discovers discrepancies in fulfilling the subject of the contract by the "Supplier", the "Client" will point those out to the "Supplier", who has the responsibility to immediately remedy any issues.

5.3. The "Client" is responsible for providing the complete information about publishing all necessary logos in the PR campaign which are imperative for the needs of this Contract.

Section VI. Notices

6.1. All notices according to this Contract must be in writing, especially the Termination of this Contract, and delivered by hand, post or by a courier and delivery confirmation receipt must be obtained. A notice is considered delivered only at the time of handing it in and when written receipt confirming delivery (if hand delivered) or delivery confirmation (if sent by post or a courier) is obtained.

6.2. The notices are to be sent by the Contracting Parties to the registered addresses detailed in Section I. of this Contract.

Section VII. Termination of the Contract

7.1. It is possible to terminate this Contract by written agreement of both Contracting Parties by giving a "Notice of the Termination of the Contract" or unilateral Abandonment of the Contract.

7.2 Either of the Contracting Parties can give the written "Notice of Termination of the Contract" for any or none reason. The "Notice" period of 15 (fifteen) days starts the day after the "Notice" was delivered to the other contracting party.

7.3 A contracting party has a right to "Abandon" this "Contract" if the other party failed to meet agreed fulfilment according to this Contract and if this failure was not rectified even during the ten (10) working days period from receiving the notice in writing, containing a description of failure and notice to remedy the situation. If this Contract does not state differently, the "Abandonment of the Contract" is administered according to the § 344 of The Commercial Code.

Section VIII. Final Provisions

8.1. This Contract is governed by the laws of the Slovak Republic.

8.2 The Contract comes in effect on the day of signature by both Contracting Parties under the condition that it was published by the "Client".

8.3 The Contract can be altered only in writing, by ascending order of addenda which are going to be concluded by mutual agreement of both Contracting Parties.

8.3. The Contracting Parties are obliged to express their opinion on the suggestion of a possible addendum in five (5) working days, from the day of its delivery.

8.4. The Contracting Parties are required, without delay, to give written notice of any changes in data entered in Section I. of this Contract, to the other contracting party, directly to their official email address and by post to their registered address.

8.5. The Contracting Parties are obliged to resolve any disputes arising from this Contract, as a priority, by making an agreement through their representatives. If they are not able resolve the dispute by reaching an agreement, whichever of the Contracting Parties has the right to bring the disputed matter before the court of competent jurisdiction of the Slovak Republic.

8.6. The Contract is supplied in two copies, one to be received by the "Client" and the other one by the "Supplier".

8.7. The two Contracting Parties declare that the Contract is concluded under their free will and in all seriousness, not under any disadvantageous conditions, not under any duress, not under any pressure and after mutual consideration. Both parties also declare that they do not know of any facts that would make this contract void, respectively prevent enforcement of this contract, that they both read and understood this contract in full and that they agree with the above statements and confirm this fact by their own respective hand signatures.

8.8. The relationships between the two Contracting Parties which are not specified in this Contract are governed by provisions of appropriate laws, especially the Commercial Code.

In Liptovský Mikuláš on the 5 July of the year 2019
the year 2019

The Client:

.....
Ing. Ján Blcháč, PhD., chairman of board

.....
Ing. Michal Beňo, vice chairman of board

REGION LIPTOV - Oblastná organizácia cestovného ruchu
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IČ DPH: SK 2023486069
Tel.: +421 44 55 65 401

In Liptovsky Mikulasš on the of the of

The Supplier
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קשרי תעופה בע"מ
AVIATION-LINKS LTD
.....520039009 פ.ח.ה.....

Statistics:
Newsletters sent to 37500 emails
83 published offers
69 published ads
4656 Instagram followers
47859 Facebook fans

Printed Media

1. Advertisement in "Yedioth Ahronot" – Israel's Leading newspaper. In this Ad we publish an Organized Tour For Families.

2. Advertisement in "Israel Hayom" – one of Israel's most popular newspaper. In this add, we advertise The Tatra Mountains as a vacation.

Newsletters

Aviation-Links promotes its products via newsletters which are being sent to thousands of people on daily bases. We also have within our clients the largest consumer-clubs, which are receiving on weekly basis promotion and advertisements.

1. A newsletter sent to the workers of "Hevrat Ha-Hashmal" – Israel's Electricity Company, And Israel's Police Officers discount club

- An invitation for professional Travel agency's to participate in premium educational tour at the Tatra Mountains



Social Networks

- Lametayel** – Lametayel is Israel's leading social network and online magazine for travelers, with daily activity of thousands of users. Here you can see a banner which appears on transition and loading screens.



- Youtube** – a commercial in YouTube



- Instagram

- Facebook

