

*31st Edition*



India International Jewellery Show  
17th - 21st July, 2014



*Opens*  
*1st Feb 2014*  
*Closes*  
*28th Feb 2014*

**Registration of Interest**  
PROSPECTUS

## HIGHLIGHTS (Common to all Applicants)

- Given the same exhibition space at BEC, the possibility to welcome 150+ new exhibitors i.e. approximately 15 to 20% above IIJS 2013.
- Ensuring that **small and medium exhibitors** having one unit (9 sq.mts), 2 units (18 sq.mts.), 3 units (27 sq.mts.) and 4 units (36 sq.mts.) receive an opportunity to expand their spaces.
- The new plan to guarantee at least the same quantum of space to those exhibitors who loyally supported IIJS over the years.
- To decongest aisles during peak traffic hours by introducing slightly larger aisle spaces ensuring further mobility and safety.
- Largely maintaining similar rates as IIJS 2013 with an exception of a slight increase only in some section, mezzanine rates and proposed different threshold of membership fees for IIJS participant members than that of non IIJS participant members which is being worked out and will be informed to you shortly.
- A new format by marketing IIJS 2014 internationally by organizing more planned and focused road shows and introducing door to door campaign concept in select countries.
- Introducing efficient and well defined “**product sections**” with more **categories and in sync with market trends and dynamics** to make it easy and convenient for the buyers
  - a. ***Loose Stones:***
    - Diamonds
    - Colour Gem Stones and Pearls
  - b. ***Fine Design Jewellery: (Previously known as Couture section):***  
Exhibitors in this section will be the companies who design and manufacture jewellery with high design quotient. Generally, exhibitors may have items that are of limited edition or one of a kind. This section will cover not only high-end studded jewellery but also polkies and jadau.
  - c. ***Studded Jewellery: (Previously known as Mass Produced):***  
Exhibitors in this section will be the companies who extensively use technology to produce large numbers so that they may repeat models at shorter time duration.
  - d. ***Precious Metal Jewellery: (Previously known as Gold section):***  
Exhibitors in this section will be the companies who pre-dominantly use precious metal like gold, silver and platinum in their product offerings including chains. They may or may not use accents of colour gemstones, kundan.
  - e. ***International:***  
Exhibitors in this section will be overseas companies dealing in Precious Metal/Studded Jewellery just like previous years. Allocation of space within loose stones and Synthetics will be done as per the pre-defined new sections.
  - f. ***Synthetics (Man-made/Lab Grown/Simulants): NEW SECTION***  
Based on the recent decisions taken by the Diamond Panel & Natural Diamond Monitoring Committee, Council has decided to create this new category. Exhibitors in this category will be the companies

who are pre-dominantly in the business of synthetic gemstones (loose or studded) which includes man-made/lab grown diamonds (CVD, HPHT and others) and synthetic colour gem materials. Also, included are loose synthetic gem-materials like Cubic Zirconia (CZ), Moissanite and other such Simulants.

g. ***Lifestyle: NEW SECTION***

Exhibitors in this section will be the companies dealing in Lifestyle product offerings that are fabricated using precious metal or precious gem-materials. Included in this category are artefacts, silverware, wrist watches etc. However, large size or bulky valuables like furniture, tables, statues/idols etc. will not be allowed in this section.

h. ***Allied:***

Exhibitors in this section will be Publications, Display, Packaging, Accessories, Logistics and other related service providers to the industry.

i. ***Laboratories and Education: NEW SECTION***

There will be a new section for laboratories/service providers who are in the identification and grading of loose stones and jewellery. The education Institutes specifically catering to the gem & jewellery industry will also exhibit in this section.

j. ***Technology: (Previously known as machinery section)***

This section will include machinery, tools, equipment including software to design and manufacture gems & jewellery products.

Based on all of the above criteria, eligible applicants will have to shortlist and decide their respective section/sections to exhibit.

- Council is proud to offer a newly designed “diamond shaped’ booth for those applying in the category of 2 units (18 sq mts) and 3 units (27 sq mts). The advantages of these units are as follows:

- All of them have an extra-long frontage (approx  $1500 + 6364 + 1500 + 6000$  mm)
- Will be strategically located at the intersection of aisles which make them a super-premium location



Proposed 25 sq mts booth (IIJS 2014)

- These booths are ideal for loose stones and jewellery
- Expansion of the Multi Mezzanine concept in the entire floor to generate well distributed vertical expansion of IIJS:
    - A new concept on sharing an island has already been developed and tested in previous two IIJS with huge success. In this type of stalls, Duplet islands are taken and are shared by several exhibitors simultaneously assuring that each exhibitor has utmost privacy.
    - The entire structure of multi exhibitors mezzanine booth/s would be prefabricated by Council contractors with certain standard features to cover display areas, cabinets etc.

- c. No modification of the prefabricated booths will be allowed.
- d. **The total cost of booth fabrication and space rental will be shared proportionately by the participants**
- e. All mezzanine space rental cost are lower by 50% to 30% over ground space. (The exact cost will be finalized on later date during Space application process)



Actual image of multi mezzanine booths at IIJS 2013

## Participation Guidelines, Rules & Regulations: (common to all)

- a. Applicants may apply for Registration of Interest (ROI) for space in the choice of preference for space in order of 1 to 3 in priority. All applicants must fill up the forms enclosed herewith and submit them to the Council with the token payment prescribed there in. Applicant must indicate 3 preferences as stated in the columns. Preferences will be entertained subject to availability of space.
- b. Participation in the ROI will give you preference in the queuing system over those who are not participating. However, the existing rule of participants of IIJS 2013 getting preference in allocation of booths over new participants will continue.
- c. The unit of the smallest booth at IIJS is 9 sq.mts. i.e. 3x3 sq.mts. and multiples thereof in case of larger units. (With the exception of the newly introduced diamond shaped booths).
- d. **Display of Exhibits:** Display of products by all exhibitors should be corresponding with the section which they have opted for. Display of all exhibits will be monitored. Any request for change after the ROI application at a later date will not be permitted. Change at any future edition will be only permitted by treating the old booth as cancelled and as a new applicant in the section intending to change. Hence kindly select your section carefully and appropriately. Display of products not defined in the "Product Section" of this prospectus calls for an immediate closure of the booth declaring even in future IIJS's too.
- e. As per existing policy no over the counter sale will be permitted.
- f. Current Membership of GJEPC is mandatory for all INDIAN Applicants (including applicants from Allied, Laboratory, Education & Technology sections; excludes International applicants). Non-members may ensure that they apply for their membership before applying for ROI or else your application will stand as disqualified.
- g. Note that just filling up of this ROI will not guarantee your space booking. An application on prescribed form for IIJS 2014 should also be submitted on basis of which booths will be allotted. However the date of that application will be announced in due course.
- h. More specific rules of Allotment will be made known at a later date after

the response received to this ROI circular. GJEPC reserves the right to change/add to final rules of allotment / rates/participation / visitor promotion and any other aspect of IIJS 2014 at any given time for the overall betterment of the trade if felt necessary.

- i. More than one application received from a participant company/firm will be rejected if requests are made in same/multiple sections. However, applicants of Loose Stones Section shall be permitted to apply for any other section under same Company/Firm. This exception has been made keeping in view of the product profile/nature of business.
- j. The token rates mentioned in this prospectus are only “a token amount” and to be paid along with your application for ROI. Actual participation cost will depend upon type of booth allotted and the same will be informed to the applicants along with the space application form and the token amount submitted will be adjusted with the participation cost.
- k. Cancellation: The token advance received through this ROI is refundable only if the applicant withdraws his/her application upto 10 days prior to the date of allotment. Refund will be also made in case we are unable to fulfill any of the three space preferences given in ROI application form.
- l. After submission of ROI, no Change in application will be accepted. e.g change in section, area etc.
- m. Applicants are required to submit this application form before Friday, **28th February 2014** to qualify for first round of allotment.

## Participation Guidelines, Rules & Regulations: (IIJS 2013 Exhibitors Only)

- a. Since there is a complete new floor plan and rearrangement of product wise category you will most likely be located in another hall and in a new location.
- b. All exhibitors who have participated in IIJS 2013 having the following spaces:-

Existing space	Opportunities for expansion
1 Unit (9 sq.mts)	2 Units (18 sq.mts) OR Premium (25 sq.mts) Diamond shaped OR 3 Units (27 sq.mts)
2 Units (18 sq.mts)	Premium (25 sq.mts) Diamond shaped OR 3 Units (27 sq.mts) OR 4 Units (36 sq.mts)
3 Units (27 sq.mts)	4 Units (36 sq.mts) OR 5 Units (45 sq.mts)
4 Units (36 sq.mts)	5 Units (45 sq.mts)

Kindly note that exhibitors of IIJS 2013 can also choose to reduce their current space. **However the allocation of space will depend on availability of space which may be at ground level booth or multi mezzanine booths based on draw of lots.**

- c. The following exhibitors who had participated in IIJS 2013 have NO scope for expansion of their booths.
- I. 5 units (45 sq.mts)
  - II. Exhibitors having mezzanine booths 4+4 i.e. (72 sq.mts), 6+6 (108 sq.mts), 8+8 (144 sq.mts)
  - III. Exhibitors who participated in multi mezzanines having areas and 1+4 (45 sq.mts)

These exhibitors will be assured of the same amount of net carpet area as it was during their participation in IIJS 2013. The allotment of all such spaces will be done through the existing lottery system.

- d. Those participants having 4+4, 6+6 and 8+8 mezzanine will be guaranteed more or less the same area. They may apply for 8, 12 or 16 booths respectively. However, depending on their result in the lottery system they may get mezzanine configurations as follows:-

Mezzanine configurations	Current mezzanine status	Possible configuration for IIJS 2014
8 units (72 sq.mts.)	4 on top 4 on ground	6 on top (54 sq.mts) 2 on ground (18 sq.mts)
12 units (108 sq.mts.)	6 on top 6 on ground	10 on top (90 sq.mts) 2 on ground (18 sq.mts)
16 units (144 sq. mts)	8 on top 8 on ground	12 on top (108 sq.mts) 4 on ground (36 sq.mts)

## Participation Guidelines, Rules & Regulations: (New Applicants Only)

- a. Opportunities for the new applicants are in the following areas

1 Unit (9 sq.mts)	2 Units (18 sq.mts)	Premium (25 sq.mts) Diamond shaped	3 Units (27 sq.mts)
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- b. The allotment of these booths will be either on ground space or on Multi-Mezzanines.
- c. ROI Form must be filled up and it is mandatory to indicate your three preferences unless you wish to choose only one unit of 9 sq.mts
- d. Final selection of booths will be done through a draw for all new applicants separately for different product categories.
- e. Preference will be given to those companies who are
- Waitlisted since the past 3 years and then 2 years.
  - Those having ordinary membership over associate membership