

Note:

1. This application form will be considered ONLY, if the same is accompanied by the following:
 - (a) A payment of 50% of the booth cost.
 - (b) A detailed company profile as per the details mentioned in section 2.
 2. The remaining amount against the total cost of Booth to be paid on this effect, should be completed by 30th November 2007.
 3. The Last Date of submission of the completed application form with the company profile will be **30th OCTOBER 2007**.
 4. The spread sheet of the floor plan is attached along with the pricing of the Booths. Please note that the floor plan is just an indicative one and in no way the final plan. The final floor plan will be sent to you if your company is selected for participation.
 5. All applicants will be only allowed to **change the types of booths** they have applied for viz. Standard, Deluxe, Super Deluxe, and Premium within the **30th NOVEMBER 2007**. Without any cancellation charges (subject to availability)
 6. Efforts will be done to create separate sections for Studded/Silver/Gold/CZ type of Jewellery.
 7. Quotas will be fixed for different types of products & participants as per the following:
 - Studded – 60% • Only Gold – 15-20 % • Silver – 10% • New & Smaller companies with good profiles/products. – 15%
- If the number of application from certain category is lesser then the no. of booths as per quota, then same booths will be allotted to other categories.

We,

- a) Have read, fully understood and agree to abide by the Participation Guidelines & Terms, Rules and Regulations as mentioned herein.
- b) Agree that any service tax / VAT etc. if applicable will be paid to Council otherwise deducted from the Security Deposit as applicable
- c) Agree to have and maintain our own valid and adequate insurance cover for our goods and belongings during the set up and exhibition period.
- d) Confirm that all information provided by us is true and correct.
- e) **Agree to hire safe for keeping our merchandise, at the time of booking our booth. (Only for the Precious Sections, if there is no strong room facility) Please note that exhibitors will not be allowed to bring their own safe.**
- f) Agree that the Council shall not be responsible for any sundry charges or other payments as set out in the terms, rules and regulations overleaf.
- g) Understand that IJS Signature Goa is a trade only show and agree not to invite any consumer, as **“Over the Counter sales” will NOT be permitted.**
- h) Agree to indemnify the Council, as set out overleaf.
- i) **Agree, Council reserves the rights to forfeit our participation cost along with security deposit and debar us from participation during and after IJS Signature Goa for any violation of rules, regulations, codes & etc. set by the Council herewith and in future**
- j) Agree that the Participation Cost is not refundable except in the manner and under the circumstances mentioned in the terms & conditions overleaf
- k) Agree that the Council is authorized to appropriate the Security Deposit for the expenses and in the manner and under the circumstances set out in the terms & conditions overleaf
- l) Agree that the Council reserves the right to accept participants & reject any application without giving any clarification.
- m) Agree that space will be allotted at the discretion of the Council as decided by the competent authority depending on availability of space.
- n) Agree that once applied for Booth/s of a particular type of booth/s can not be changed for other type of Booth/s at any other section after November 30, 2007.
- o) Agree to empanel the contractors appointed by the exhibitor with Council at least one month before the commencement of the work. (Valid for Premium space only.)
- p) Agree that we have read carefully all the terms and conditions including the rules of cancellation mentioned overleaf or attached with this application form and have understood them or their implications before signing this application
- q) Agree that the Electrical Consumption should be strictly within the limit specified and if we consume more Council or any of their appointed agencies can check the consumption during or after the exhibition time and the extra consumption should be charged on us and we shall accordingly pay the extra amount forthwith upon demand as decided by the Council or the electrical connection to our Booth can be disconnected.
- r) Agree that the Council has the right to temporarily or permanently close down the show for whatsoever reason that the Council may deem to be fit or required under the circumstances prevailing at the time of taking such decision.

UNDERTAKING

We agree and undertake that:

1. Under no circumstances shall we carry out nor shall be permitted to carry out any type of *construction and / or electrical work after 6 pm on 28th February, 2008, even if the *construction and / or *electrical works of the Booths remains incomplete.
 2. The Council shall have the right to close down / shut our Booth/s for the entire period of the show for such incomplete Booths and in such event the amount paid by us to the Council for the Booth/s, extra accessories, electricity or any other charges, will stand forfeited.
 3. To maintain a proper decorum and code of conduct as mentioned in clause 9 of the Annexure and will be directly responsible and liable for any damages, claims, losses which may happen to the physical self or goodwill or image of the show due to my or any of my partners/directors/ employees who will be representing my company at the show.
- * Please see overleaf for the details of these items

DECLARATION

1. We hereby declare that we understand and agree:
 - a. That IJS Signature Goa will be held at a temporary exhibition venue which is not a permanent convention centre.
 - b. That although the Council will try its best to provide different amenities such as bathrooms, toilets, drainage systems, fire fighting systems/ equipments, temperature cooling systems /apparatus, proper ambience, lighting of Booths etc. the same may either malfunction / not function / breakdown, for which we shall not hold the Council responsible in any manner whatsoever even though such malfunction / non function / breakdown may cause difficulties / inconveniences/ temporary closure of IJS Signature Goa.
 - c. That although the Council will try its best to provide eatables through different cafeterias, coffee shops, cafés, the same are liable to perish for which we shall not hold the Council responsible in any manner whatsoever
 - d. That we shall not hold the Council responsible for any quality problems in case of eatables and malfunctioning, non-functioning of any such systems ,equipments or apparatus which will be hired/used for providing the abovementioned services/amenities/facilities
2. We also irrevocably agree and declare that due to any breakdown or malfunctioning of the equipment/facilities as described above or if at any point of time before, during or after the show any director/partner/employee/s of our Company are directly or indirectly a party to any agitation, misbehavior or any act/deed which may bring disrepute to the show which is of national importance or by which the image of the IJS Signature Goa or that of the Council may be tarnished or suffers then the Council shall at its sole discretion have the right to:
 - a. Close down the Booth immediately for the entire duration of IJS without any compensation/refund of any sort thereof;
 - b. Remove all our belongings forthwith if we do not remove them ourselves. In such an event the Council will not be held responsible for any loss and/ or damage and /or misplacement of such property/properties belongs to us;
 - c. Debar the proprietor and / or partner and / or directors of the company and all such company/ies where any of the proprietor/director/partner is a part in the capacity of proprietor/partner/director or a bonafide employee, to participate in any future exhibitions, including IJS and/or functions which may be organized by the Council

Name: Designation: Signature:

Date : Company Stamp:

1. You may download the application form and declaration from www.ijs-signature.org / www.ijs.org
2. All queries to be addressed through the helpdesk provided at www.ijs-signature.org / www.ijs.org
3. Keep a copy of this application & Contract form for your record



TERMS, RULES & REGULATIONS

1. DEFINITIONS

“**Application**” means the Application & Contract Form

“**Applicant**” means any person / company / institution / organisation that has made an application for participating in the Exhibition but has not been selected to participate in the Exhibition

“**Booth**” means the exhibition space to be allocated to an Exhibitor in the Exhibition.

“**Council**” means the Gem and Jewellery Export Promotion Council of India and includes the Council employees, directors, officers, contractors, subcontractors and agents.

“**Exhibition**” means the India International Jewellery Show Signature Goa 2008 to be hosted at Kala Academy Panjim, Goa for four days commencing from 29 February- 3 March, 2008.

“**Exhibitor**” means any Applicant whose application to participate in the Exhibition has been received for consideration and include / includes any of the Exhibitor's employees, agents, contractors, sub-contractors and / or sub-licensees.

“**Company Profile**” means a details of the company as per the guidelines mentioned in section 2.

“**Participation Cost**” means the amount paid by the Exhibitor as mentioned in clause of the Application.

“**Security Deposit**” means 10% of the Participation Cost paid at the time of submitting the Application over and above the Participation Cost.

2. APPLICATION

For the purpose of participating in the Exhibition, the participants shall have to submit the Application complete with all details together with the relevant participation costs and security deposit and a company profile as per the guideline mentioned in section 2.

3. PARTICIPATION

The Council reserves all rights to accept or refuse any Application of any Applicant to participate in the Exhibition. The Council shall further have the right to decide which items / exhibits may or may not be displayed by any Exhibitor. All decisions of the Council to such effect shall be final and binding on the Exhibitor. No reason for any such decision shall be given and no claim or objection from any Exhibitor in relation thereto shall be entertained.

4. PARTICIPATION COST

a. All Applicants shall be liable to pay a Participation Cost at the time of submitting the Application. This amount may, at the discretion of the Council be refunded under the circumstances and manner mentioned herein below clauses 6 and 7.

b. No Application shall be accepted without the payment of the Participation Cost and if accepted shall be treated as null and void.

5. SECURITY DEPOSIT

a. Over and above the Participation Cost all Applicants shall be liable to pay a further sum as and by way of a Security Deposit at the time of submitting the Application. The Security Deposit shall be a sum equivalent to 10% of the Participation Cost and premium wherever applicable. This Security Deposit amount shall be appropriated by the Council towards the payment of any extra electricity consumption or additional services taken by any exhibitor without prior consent and necessary payment.

b. Upon such appropriation of the Security Deposit by the Council, the balance amount, if any, shall be refunded by the Council to the Exhibitor at the end of the Exhibition.

c. The Applicants whose Application has not been accepted shall however be entitled to a full refund of the Security Deposit without any interest.

6. CANCELLATION OF THE EXHIBITION

a. The Council reserves all rights to cancel the Exhibition at any time without assigning any reason for such cancellation. In such an event, upon the Exhibitor making a written application in that regard, the Council shall refund the Participation Cost and the Security Deposit to the Exhibitor without any interest. Upon the Council refunding the Participation Cost and the Security Deposit the Exhibitor shall not have any nor make any further claim against the Council.

b. The Council also reserves all rights to cancel any one or more days of the Exhibition without assigning any reason for such cancellation. In such an event the Council shall not make any refund of any amount or payment of any kind whatsoever to any of the Exhibitors.

7. CANCELLATION OF EXHIBITION SPACE BY THE EXHIBITOR

If your company is not selected then your entire deposit of 50% will be refunded to you

If you wish to withdraw after applying, but before the selection process, the entire deposit will be refunded.

In the event of an Exhibitor canceling space after your company is selected, the Council will be entitled to deduct such cancellation charges from the Participation Cost to be refunded, as per the following scale:

a. 25% if cancelled within 15th November 2007

b. 50% if cancelled within 30th November 2007

c. 75% if cancelled within 31st December 2007

d. 100% if cancelled from 1st January 2008 onwards

This scale of charges shall be applicable from the date the Council receives a written notice by letter, e-mail or fax from the Exhibitor. In addition to this scale, the Exhibitor shall be liable to pay to the Council any cost which the Council may have incurred on behalf of the Exhibitor. These terms cannot be varied under any circumstances.

8. BOOTH ALLOCATION & USE

a. **Council reserves the right to accept or reject the application after judging the company profile of the applicant as submitted. The decision and the judgment of the competent / officials / representative / committee on this matter will be final & binding on the applicant.**

b. The Council reserves all powers & rights to allocate booths in any manner they deem fit and all decisions to such effect shall be final.

c. The Council is entitled to, in its absolute discretion, to change, withdraw or otherwise deal with Booth allocated to an Exhibitor or change the dates and / or venue of the Exhibition, even though the same has been confirmed, and in such circumstances, the terms and conditions as laid down herein shall continue to bind the Council and the Exhibitors. The Council shall inform the Exhibitors of any such changes at least 30 days in advance of on-site work commencing, where possible.

d. The Council reserves the power to close any machine or device and remove it at any time before or during the Exhibition, if in the opinion of the Council, such machine or device is dangerous, or is not in accordance with any regulation provided hereinafter or, if the Exhibitor

or his representative fails to observe and comply with any of these regulations. The Council may remove any such Exhibitors or his representatives misbehaving at the Exhibition centre with reasonable force, if necessary at the expense of the Exhibitors, without the Council being liable for any loss or damage which may be occasioned by or through such removal; and any sums of money which may have been paid by the Exhibitors for rent and charges shall not be refunded.

9. BOOTHS & EXHIBITS

a. All built-in booths are of special designs including as to be designed & created by Council's appointed design consultants to the show, the fascia board with the Exhibitors name, which is registered with GJEPC (No sister company name or brand names will be allowed under any circumstances whatsoever). No alterations or additions will be permitted to the standard fascia and lettering by the Exhibitor.

b. For premium space only the Exhibitor may employ his own contractor to erect and decorate his own booth but the detailed plan of the booth will either be designed by Council's appointed design consultant to the show or may be designed by the appointed designer in consultation with the Council's appointed design consultants, to maintain uniformity in the look & feel of the show. In case of booths being design by applicant's designer, the final plan in architectural drawing format with elevation drawings must be (for premium space only) submitted to the Council for approval at least 30 days before the opening of the Exhibition. No alteration may be made to the Booth without the prior written consent of the Council. Upon receiving such **approval of the design from the Council, the Exhibitor shall employ a contractor to make the relevant changes.** The contractor thus employed has to be registered with the Council as per the dead line specified in the exhibitor manual.

c. **Looking at the temporary structure of the venue at Goa, 'Prefabricated Structures' for Premium space are advisable. The structures of the booth/s should be pre fabricated module and only need to be assembled onsite. No cutting, painting, welding will be permitted inside exhibition area.**

d. For Premium space only the Exhibitor shall be bound to complete the relevant changes / alterations in the Booth on or before the dates of completion mentioned in the Exhibitors Manual. In the event of failure on the part of the Exhibitor to complete the changes / alterations in the Booth within the stipulated time period, the Council shall have the right to debar the Exhibitor from entering and participating in the Exhibition and forfeit the Participation Cost and the Security Deposit.

e. The Exhibitor using his own workers or contractors to erect, decorate or dismantle his booth (for premium space only) is responsible for the removal of all waste and rubbish resulting from such erection or dismantling from the Exhibition Area before the opening of and immediately after the exhibition period according to the arrangements of the Council. No storage facilities shall be provided for packaging cases, surplus materials or other property of the Exhibitor.

f. Before an Exhibitor decorates his booth, he must closely observe the following rules and liaise with the Council official contractor before the commencement of the works:-

i. No posters, wallpaper, paint, drilling or nails or screws may be applied to or used on the existing panel.

ii. All standard booths will be prefabricated & framed with high quality material and the Exhibitor must not screw, drill or nail on any of these frames. The Exhibitor shall be liable for all losses, damages and costs resulting from a breach.

iii. The Exhibitor may apply single or double-sided tapes on the existing panel.

iv. No glue, scotch tape, self-adhesive paper, screws, nails, spikes, pins or paint should be used on floors, walls, pillars or any part of the Exhibition Area.

v. All containers, packing items and any other articles not for display must be removed from the Exhibition Area before the day of opening.

vi. No pressurised containers may be used in the Exhibition Area without the prior approval of the Council.

vii. Electricity consumption of each exhibitor will be measured by the authorised person of the Council before the last day of the exhibition and all Exhibitors are liable to pay whatsoever the excess consumption.

g. After completion of the decoration of the Booth, the Exhibitor shall inspect the same and give a certificate in the prescribed format stating that the Booth is complete and in order in all respects which will be in the exhibitor's manual.

10. OPERATION OF BOOTH

a. No Booth shall be left unattended at any time during the opening hours of the Exhibition. The Exhibitors' staff must be present at the relevant Booth at least 30 minutes before the opening hour and leave the Exhibition Area not later than 30 minutes after the closing hour. The Exhibitor shall be responsible for the good conduct of all his staff, agents or representatives.

b. No business activity shall be conducted by the Exhibitor and / or his staff outside the allocated booth area. No advertising or canvassing for business may take place anywhere else in the Exhibition Area and in the registration area.

c. No activity which, in the opinion of the Council may amount to a nuisance or annoyance to the public or other exhibitors shall be caused by the Exhibitor within the vicinity of the Exhibition. In particular, audio-visual display equipment must be so positioned, and the sound level so adjusted so as not to annoy any reasonable person. The Council reserves the right to disconnect or discontinue any audio-visual presentation or other equipment, which is in their opinion, detrimental or offensive to others.

d. The Exhibitor must submit all material particulars of all exhibits including weights and dimensions to the Council for their approval.

e. If a working exhibit is displayed precautions must be taken for the protection of the public and legible signs of "DO NOT TOUCH" in English must be placed on any moving exhibit to warn the public. The Exhibitor intending to demonstrate working equipment in his Booth must provide the Council in writing with full details of the working machinery concerned.

f. All precautions must be taken by the Exhibitor against fire and provisions for the extinguishment of fire to the satisfaction of the Council must be made. g. Erection and decoration of each Booth must be completed the day before the opening of the Exhibition or as mentioned in the Exhibitor's Manual. Repairs or alteration by removal or addition of materials must only be carried out when the Exhibition Area is closed and with the consent of the Council.

h. No exhibit is allowed to be taken into the Booth once the Exhibition has been officially opened unless special permission is given by the Council. i. No exhibit may be removed from the booth before the close of the Exhibition except for overnight storage.

11. ELECTRICAL WORK

- All electrical works shall be carried out by the official contractor appointed by the Council and all charges thereof shall be paid by the Exhibitor. Any design or plan of electrical installation must be submitted to the Council for approval at least 15 days before the commencement of on site works. No installation works can be carried out without the express permission of the Council.
- The electrical supply is for single phase, 210-230 volt and electric current of higher voltage in 3 phases will be supplied only subject to prior permission and arrangement with the Council.
- Electricity will be supplied only through the Council or electrical contractors appointed by the Council. No multi-plug is allowed to be used by any Exhibitor.

12. INSURANCE, INDEMNITY BY THE EXHIBITOR AND THE COUNCIL EXCLUSION OF LIABILITY

- The Exhibitor must have, at all times valid and adequate insurance cover against theft, fire, public liability, damage to property, personal injury, third party loss, accidents, natural calamities, acts of God and such other risks normally insured against by the Exhibitors and / or as the Council may require, in connection with inter alia, the Exhibitor's property and its activities during the Exhibition (including the moving in and moving out periods).
- The Exhibitor's property is brought to, displayed and stored at, and removed from the Exhibition Centre at the Exhibitor's own risk and the Exhibitor is responsible for the safety of its property at all times.
- The Exhibitor agrees to indemnify the Council on demand, against all and any actions, claims, demands, losses (including consequential losses), proceedings, damages, liabilities, costs and expenses incurred by or made against the Council in connection with (a) any breach of any of these Terms, Rules and Regulations; Exhibitor Manual or any applicable laws and regulations by the Exhibitor or (b) any act, omission, default or negligence of or loss or damage caused by the Exhibitor in connection with any other person, the Exhibition and the Exhibition Centre.
- The Council shall not be liable for any losses (including consequential losses), damages, demands, costs, claims, charges or other expenses of any kind suffered or incurred by the Exhibitor or any other person arising in connection with the Exhibition including without limitation, any theft, fire, use of the Strong Room Service (if it is provided by the organizer), defect in the Exhibition Centre howsoever caused, cancellation or early closure of or delay in the opening or closing of the Exhibition for whatever reason outside the control of the Council, any matter referred to in paragraph 3(ii) of these Terms, Rules and Regulations, any natural calamity or any act of God, howsoever arising. The Exhibitors should insure against such matters. The Exhibitor shall be solely liable to any third party for, inter alia, any claims, injury or damage arising from its Booths and its portion of the built in booth.
- If the Exhibition is cancelled or closed early for whatever reason beyond the control of the Council, the Council performance under this contract shall be absolutely discharged and the Council shall not refund any rental payments (or a proportion thereof as appropriate) made by the Exhibitor to the Council in relation to the Exhibition and shall not be liable for any losses (including expenses of any kind howsoever arising in respect thereof. The Exhibitor should insure against any such event occurring.

13. MOVING IN & OUT OF THE EXHIBITION CENTRE

- The Council shall provide each Exhibitor with a schedule for the moving in and out of exhibits and decoration items, which must be strictly followed. In the process of moving in the Exhibitor must arrange for authorised representatives to be present at its Booth to receive the goods, as the Council is unable to accept delivery of any goods on anybody's behalf, nor are they responsible for the subsequent safe-keeping of any item.
- All exhibits and decoration materials shall be removed immediately after the Exhibition according to the arrangement of the Council. All exhibits and decoration materials left behind shall be deemed forsaken. The costs incurred for the removal of any such items shall be borne by the Exhibitor.

- All goods must be carried by rubber-tired trolleys over protective boarding.

14. MISCELLANEOUS

- Any work carried out in India must be in accordance with the current law and regulations of the Civil & Government of the State and Union. Any contravention of these conditions will be stopped immediately. The Council will not be held responsible for any extra cost or delay so caused.
- Failure of the Exhibitor at any time before or during the Exhibition period to comply with any of the Exhibition rules and conditions shall automatically debar the Exhibitor of the right to participate any further in the exhibitions and no claim for refund of any fee paid shall be entertained by the Council.
- The Council reserves the right to alter and amend any of the regulations and issue additional rules they deem necessary for the orderly presentation and conduct of the Exhibition. Any dispute or difference arising out of the interpretation of these terms, conditions and regulations or regarding the rights, duties and obligations of the Exhibitors shall be decided by the Council whose decision shall be final.
- For the purposes of these Terms, Rules and Regulations, the expressions Council, Exhibitor, Exhibition, Exhibition Centre and Exhibition Manual mean the respective parties, event and exhibition venue as described herewith.
- The Exhibitors are requested to use only the safes provided by the organiser. No strong room will be provided. If anybody keep their merchandises open after the show, should be on their own risk and Council will not be held responsible for any loss.
- No across the counter sale will be permitted during the Exhibition. If any Exhibitor is found selling any goods, the Council shall take such action as it deems fit including debarring the Exhibitor from participating in the Exhibition and any future exhibitions which may be organised by the Council.
- Exhibitors 'Manual' means the manual supplied or to be supplied by the Council to the Exhibitor relating to the Exhibition Centre, the Exhibition space and other matters (as amended from time to time). These Terms, Rules and Regulations shall prevail if there is any inconsistency between them and the Exhibitors 'Manual'. Nothing shall restrict the freedom of the Exhibition Centre operator to amend its rules and regulations at any time without notice.
- All applications shall be made on the basis of these Terms, Rules and Regulations and the Exhibitors Manual.
- By signing this contract, Exhibitors are deemed to have signed and agreed to The Terms and Conditions of the Letter of lien which will be included in the IJJS Signature 2008 Exhibitor's Manual.

15. ARBITRATION

It is hereby agreed by and between the Parties hereto that in the event of any dispute or difference arising between the Parties with regard to the terms and conditions of this Agreement or relating to the interpretation thereof and or the implementation of respective rights obligations and / or responsibilities of the Parties hereto, the same shall be referred to arbitration, in accordance with the provisions of the Arbitration and Conciliation Act, 1996 or any statutory modification or re-enactment thereof for the time being in force. The Arbitral Tribunal shall comprise of a Sole Arbitrator who shall be the Chairman of the Council. The arbitration shall be held in Mumbai and the proceedings shall be conducted in the English language. The parties further agree that only the courts at Mumbai shall have jurisdiction in all matters arising there under.

16. SUB-LETTING:

The Exhibitors shall not transfer, dispose of part with or otherwise sublet the whole or part of its Booth, whether for financial consideration or otherwise. The exhibitor must, if he is an agent, distributor or licensee, state at the time of submitting the Application the names of the principals to be represented. This does not prohibit an Exhibitor displaying the products of a principal for whom it is acting as an agent, distributor or sole licensee with the prior written permission of the Council.

PARTICIPATION GUIDELINES

- The exhibition is open to all Indian gems and jewellery companies who are members of Council. The exhibits include precious metal Jewellery only. (Plain & studied)
- Membership:** Membership of the Council is a pre-requisite for all firms exhibiting at the fair and. As such those who have not renewed their membership or desire to enroll as fresh members may contact the membership section of the Council at the Head Office or the Regional offices immediately. Application of Exhibitors who have not settled their previous dues, outstanding beyond 120 days, will not be entertained. Those intending to enroll for membership for participation at the IJJS, the procedure for the same will be 3 days from the date of submitting the application.
- Participation Cost for Indian exhibitors are as follows:**
 - Premium for a 1.5 side open, 2 side open, 3 side open, & Premium (Raw Space) booths will be payable as mentioned in the application form.**
 - An additional 10% of the Participation Cost shall be payable towards the Security Deposit (refundable after any deduction if applicable) towards any extra electricity consumption and other miscellaneous expenses.
 - Exhibitors shall be liable to pay full Participation Cost and the Security Deposit & Govt. Service Tax at the time of booking along with the application form with their preference for booths. **(Council reserves the rights to choose the exhibitors and allot the space to exhibitors)**
 - Government Service Tax of 12.36% extra will be paid by the Exhibitors. **Note:** Booth dimensions will be indicated in the final floor plan. The above cost includes all construction costs of the booth, basic furniture & lights & fascia with company name. Number of booth accessories & lights would depend on the size of the booth & will be indicated in the Exhibitors' Manual.
- How to book your Booth/s:**

Application forms, duly completed, along with the company profile in the format specified the requisite participation cost and Security Deposit & Govt. Service Tax. The application form which clearly indicates the preferences of booths viz. Standard, Deluxe, Super Deluxe, Premium, should be sent to the Exhibition Cell office in Mumbai. Outstation companies can send the same to their respective regional offices. Exhibitor selection & booth allotment procedure will be mentioned separately at a later date.

- Note:**
- The number of booths earmarked above is subject to change as per the decision of the Council.
 - Booths booked by a firm cannot be transferred by the firm

to its sister concern or any other member firm/s or brands.

5. Payment Rules:

- Application for booking of booth/s must be accompanied with cheque/ demand draft for the full amount payable including the security deposit & Govt. Service Tax.
- Mumbai based exhibitors may pay by cheque. Outstation firms should pay by demand draft only. Outstation firms can also pay at their respective regional offices.

6. Timings of exhibition will be specified in the exhibitor manual.

7. Additional Accessories and Furniture for built in booth exhibitors:

A list of additional accessories / fixtures, along with rates, which may be ordered from the official booth contractor, will be sent along with the Exhibitors Manual. Exhibitors wishing to order additional accessories / fixtures should do so before the date mentioned in the Manual after which a late order surcharge would be levied and accessories / fixtures would be provided only subject to availability.

8. Self-constructed booths: (Only for Premium space) Exhibitors would have the option to construct their own booths as per the over all look & feel of the show & in consultation & approval of Councils appointed design Consultant for IJJS Signature 2008 Goa. Booth erection time table mentioned in the Exhibitor's Manual must be strictly adhered to, and Exhibitor's booth decorator must duly registered with the Council as per the rules stated in the Exhibitors' Manual within the specified period and liaise with the Council's official contractor before the commencement of the works, otherwise permission to erect the booth will be refused.

Looking at the temporary structure of the venue at Goa, 'Prefabricated Structures' for Premium space are advisable. The structures of the booth/s should be pre fabricated module and only need to be assembled onsite. No cutting, painting, welding will be permitted inside exhibition area.

9. Other Do's and Don'ts and the Code of Conduct during the exhibition will be contained in the Exhibitors' Manual, which the exhibitors are strictly required to adhere / observe. The Exhibitors' Manual will be sent to all confirmed participants.

10. The Council reserves all powers and rights to select exhibitors & allocate booths in any manner they deem fit & all decisions to such effect shall be final.

11. The Council reserves the right to amend the rules and regulations of Participation from time to time in the best interest of the trade & participants.



SECTION 2

Your application will be considered ONLY upon submission of the STRUCTURED * "PROFILE" OF YOUR COMPANY based on the guidelines mentioned herewith

Company Profile

All applications will be considered ONLY upon submission of the STRUCTURED "PROFILE" of the applicant's company based on the guidelines as mentioned below.

The profiles to be judged as per the criteria set by an eminent panel of judges/committee and a list of exhibitors will be made as per ranks and Booths offered to them.

The top exhibitors as per rank will be offered the premium (raw) Booths.

Guidelines to Prepare Company Profile in soft/printed format

Please refer to the guidelines below for preparing your company's PROFILE with reference to your application for space at IJJS Signature Goa 2008. Your company's PROFILE should essentially answer the question / matters described in the guidelines.

1. Your company contact details & a brief description, company structure, hierarchy
 - a) Type: Manufacturers, Distributors, Wholesalers etc
 - b) Type of product dealing in
2. Countries of export
3. Value of your exports in US\$/Rupees during the last 3 years
4. Your export target for the next 3 years
5. Character of the exports in terms of jewellery category
 - a) References from 4 reputed jewellery firms in India who are members of the Council at least for the past 3 years those have an export turnover of Rs.1crore or more.
6. Mediums utilized by you for marketing your products (Trade Fairs, Media Advertisements, Brochures, Website, Emailer Leaflet/ Pamphlet, Road Shows)
7. Design capabilities of the member company (Mention the process of the manufacture of your jewellery from concept to final finished product)
8. Marketing Capabilities (Marketing Department, offices abroad & etc.)
9. Do you Posses any Jewellery Brand & for how long?
10. Marketing Plan for the next 3 years (a) Target markets (b) Target turnover for each market
11. Your objectives to participate at the show
12. Your marketing plan for the show at IJJS Signature 2008 & the next 2 consecutive shows.
 - a) Special brochures for promotion of Show
 - b) Merchandising plans
 - c) Pre & post show marketing plan:
 - d) Follow up for / after the show
13. How your company wants to utilize IJJS Signature to achieve its marketing objectives for the next 3 years?

SYNOPSIS OF POINTS FOR INCLUSION IN PROFILE

The company profile ideally should contain the following information on broad terms. Besides this a participant is free to highlight any other aspects of the company wherever applicable. A participant can give more emphasis to which ever aspect is its strong point/ USP.

1. Company philosophy : Vision, Mission, Ideology, History
2. Process of creation : Ideas to production
3. Future plans and vision
4. Branding, marketing and promotion strategies
5. Recognition: Participation in shows, Awards etc.
6. Major research/ Proud Innovation
7. Contribution to the Indian trade scenario
8. Growth and evolution map
9. Innovation in design/ advertising/ a point of convergence between jewelry and other disciplines of creative arts
10. A comment and a reaction to the growth of the Indian jewelry industry over the years

CHOICE OF FORMAT

1. Multimedia presentation – 5-10 min
2. A document – 40-50 pages
3. PPT/Flash Presentation of not more than 40-50 slides

CRITERIA FOR RANKING OF PROFILES are still being worked out & will roughly be based on the following. The exact procedures of ranking will be uploaded in the website by 30th October 2007

1. Presentation
2. Creativity
3. Clarity of content
4. Company background
5. Synergy with IJJS-Signature objective
6. Global Exposure
7. Long term Objectives
8. Plans for Growth
9. Design/ unique capabilities
10. Ability to Communicate
11. Contribution to the Indian jewellery industry in terms of technique, Styles, Marketing

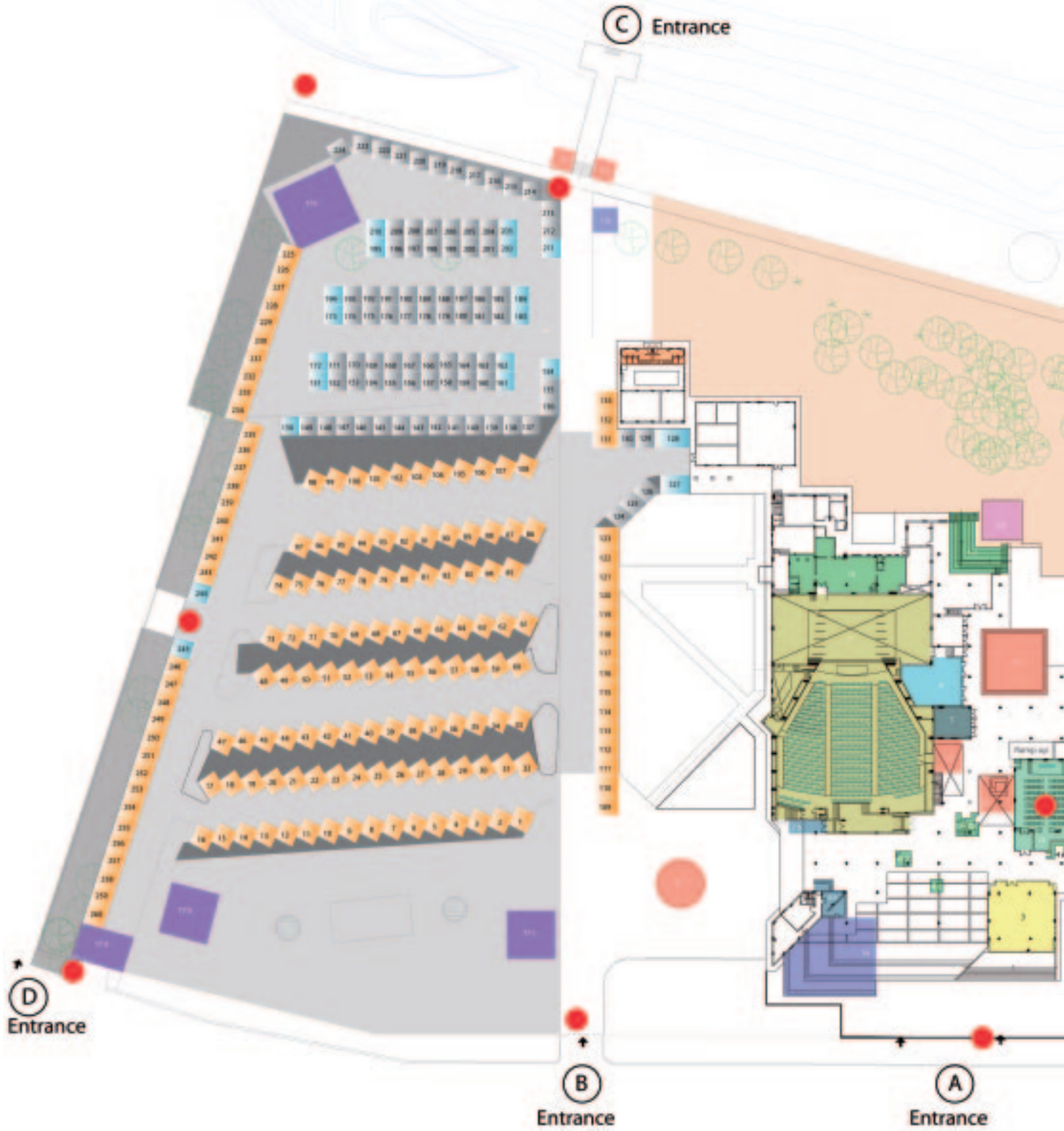
Quotas will be fixed for different types of products & participants as per the following:

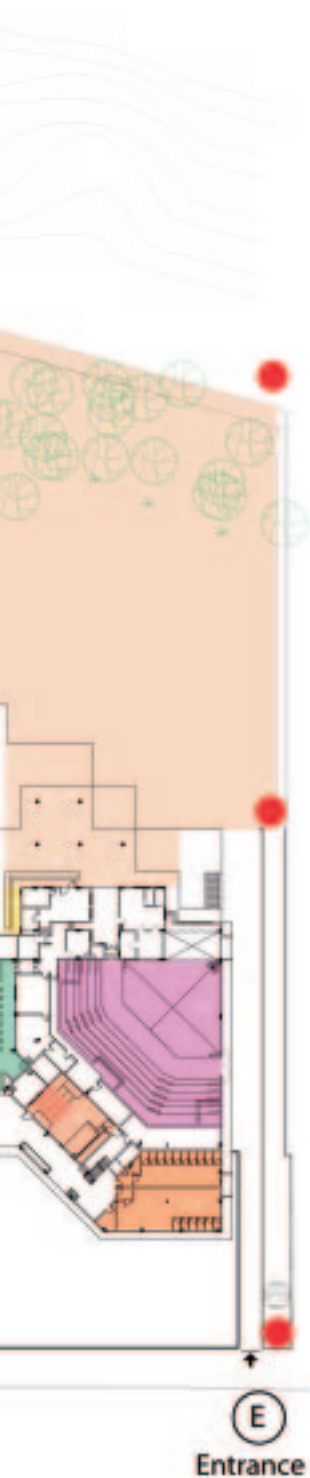
- Studded - 60%
- Only Gold - 15-20 %
- Silver - 10%
- New & Smaller companies with good profiles/products. – 15%

If the number of application from certain category is lesser then the no. of booths as per quota, then same booths will be allotted to other categories.

Efforts will be done to create separate sections for Studded/Silver/ Gold/CZ type of Jewellery.







Entrances	
A	General Entrance for Visitors (Pedestrians)
B	Entrance and Exit for Pedestrians
C	Entrance and Exit for Buyers through Ferry
D	Entrance and Exit for Four Wheelers only
E	Entrance and Exit for Services and Utility

Legend Chart	
1	Registration Area (a , b)
2	Reception / Inquiry (a , b)
3	Art Gallery
4	Built Seating Space in the Building (a , b , c , d , e)
5	Installations (a , b , c , d , e , f)
6	Open Air Auditoriums (a , b)
7	Meeting Room
8	Business Area
9	Dinanath Mangeshkar Auditorium
10	Re-Charge Zone
11	Toilets (a , b)
12	Media Room
13	Strong Room
14	Cafeteria and Lounge
15	Bar Lounge
16	Dariya Sangam & Car Parking Lanes (Stall Area)
17	Suggested Premium Stalls (a , b , c,d)
18	Major Security Zones

Zones to be Finalised	
●	Space allocation for the Generators
●	Space allocation for the Fire Tenders
●	ATM and Foreign Currency Exchange
●	Storage Spaces
●	Control Rooms
●	First Aid and Emergency Assistance

Disclaimer

Installations designed for ambiance and information kiosk will be created and the council retains rights to change the same without prior notice. Aisle widths across the plan will be very due to site constraints.

The plan provided is only an indicative one & absolutely not to scale. Due to site constraints and ongoing site up-gradations, variations and changes will occur. Council retains the right to make any change whatsoever in the plans as necessitated by structural & architectural, safety and regulatory requirements on site which all exhibitors are liable to strictly adhere to.

| 29th June 2007

Indicative Stall Specification

CATEGORY OF STALLS	COLOUR CODING	DIMENSION (mt)	STYLE			TOTAL NUMBER OF STALLS	DESIGN DETAILS
			□ Square	▭ Rectangle	◇ Jagged		
Standard		3 x 3 mt	78	-	-	78	As per prescribed guide lines
Deluxe	Yellow	3 x 4.5 mt	-	28	-	115	
		3 x 3 mt	-	-	107		
Super Deluxe	Light Blue	3 x 3 mt	18	-	-	22	
		3 x 4.5 mt	-	2	-		
		3 x 4.5 mt	-	2	-		
Premium	Pink	6 x 6 mt	3	-	-	3	Row space
Total number of stalls						238	

Around the periphery, the stall dimensions are 3 x 4.5 mt, where 4.5 mt is the frontage, as it gives a bigger front facade. This plan also accommodates Standard stalls.

- 1 Side open
- 1.5 Side open
- 2 Sides open
- 3 Sides open
- Service stall
- Visitors Flow

N.B.: This plan will change as per the final specification which is still being worked out.



FACT SHEET

Name of Show: IIJS Signature, Goa, 2008
Date: 29 February - 3 March 2008
Venue: Kala Academy, Panjim, Goa
(on the banks of river Mandovi)
Contact: Exhibition Cell
The Gem & Jewellery Export Promotion Council
G-6, Radhe Vallabh Co-op Hsg. Society,
(Modi Chambers) French Bridge Corner,
Opp: Opera House,
Mumbai – 400 004, India
Tel: (+91-22) 2389 4957
Fax: (+91-22) 2380 4958
E-mail: signature@gjepcindia.com
Website: www.iijs-signature.org

Event Edition - first

Statistics

Area	Approx. 10000 sq. mt. (approx)
No. of Booths	266 (approx)
Exhibitors	150-200
International Visitors	1000-1500

About the Event - Indian Extravaganza Poised Globally

GJEPC WANTS TO SHOWCASE THE TOP OF THE LINE JEWELLERY OF INDIA IN TERMS OF DESIGN, CRAFTSMANSHIP, TECHNOLOGY & QUALITY THROUGH IIJS SIGNATURE, GOA.

IIJS Signature Goa is an initiative by GJEPC to strategically position the Indian Gem & Jewellery Industry internationally so that it can achieve its FULL POTENTIAL. All the applicants should be aware that IIJS Signature, Goa is a brand "INDIA" building exercise.

IIJS SIGNATURE WILL BE A JEWELLERY ONLY SHOW.

Products and Services

- An invitation-only jewellery event, it will be an exclusive feast of value added jewellery presented by a select group of 150-200 companies from the industry that have the potential to make India "THE PREFERRED SOURCE OF QUALITY GEMS & JEWELLERY". Each of the exhibitors will be chosen on a strict set of criteria to match the requirements of the invited clientele.
- To meet the sourcing needs of global jewellers, couture and

speciality stores, IIJS Signature has been organized as a premium event.

- It is small enough to be effective, and yet will feature diverse jewellery collections.
- Buyers will come away with a new show *EXPERIENCE* – GJEPC will be taking utmost care for the ambience, hospitality and style, while finding just the merchandise they need.
- Product Profile will be : Plain Gold Jewellery, studded Jewellery, platinum & silver Jewellery.

Positioning the show

- A Premium Niche Event
- Presenting the Story of New India
- High on Experimental Quotient
- Emphasis on Design & Innovation
- Emphasis on long term structured plan for at least 3 years
- Giving a Taste of Incredible India

Visitor Profile

Mainly export oriented show with visitor criteria as follows:

- Mainly foreign retailers
- Top 100 Indian retailers specially invited by the Council only
- Indian importer of foreign jewellery selected by Council, by invite only

Promotion Plan for visitors

- Advertisements in prominent international Media
- through prominent international trade fairs
- designed invites, e-mailers, flyers to be sent to targeted buyers worldwide from selected database obtained through:
 - renowned international database agencies
 - Indian embassies
 - Councils database
- Dedicated call centers for inviting the buyers
- Road shows and delegation promotions in several countries worldwide like: Middle East, Russia, CIS, Eastern Europe, Africa & Far East
- Specific & Planned promotional efforts through Councils foreign coordinators

Please apply to:

The Gem & Jewellery Export Promotion Council

Diamond Plaza 5th Floor, 391-A Dr. Dadasaheb Bhadkamkar Marg, Mumbai – 400 004
Tel: (+91-22) 2382 1801/1806 Fax: (+91-22) 2380 8752
Website: www.gjepc.org
Contact: Mr. Arvind Pradhan, Executive Director

Exhibition Cell

The Gem & Jewellery Export Promotion Council
G-6, Radhe Vallabh Co-op Hsg. Society, (Modi Chambers)
French Bridge Corner, Opp: Opera House,
Mumbai – 400 004, India
Tel: (+91-22) 2389 4957 Fax: (+91-22) 2380 4958
E-mail: signature@gjepcindia.com
Website: www.iijs-signature.org
Contact: Mr. Sabyasachi Ray, Sr. Director

REGIONAL OFFICES

Delhi

The Gem & Jewellery Export Promotion Council
F-17-18, Flatted Factories Complex, Jhandewalan,
New Delhi – 110 055
Tel: 91-11-23614197 / 23515395 Fax: 91-11-23675274
E-Mail: delhi@gjepcindia.com
Contact: Mr. K.K. Duggal, Regional Director

Jaipur

The Gem & Jewellery Export Promotion Council
Rajasthan Chamber Bhuvan, 3rd Floor, Mirza Ismail Road,
Jaipur – 302 003
Tel: 91-0141-2568029 / 2565731 Fax: 91-141-2567921
E-Mail: jaipur@gjepcindia.com
Contact: Mr. Sanjay Singh, Regional Director

Chennai

The Gem & Jewellery Export Promotion Council
Ankur Plaza, 3rd Floor, 52 G.N. Chetty Road, T. Nagar,
Chennai – 600 017
Tel: 91- 44 - 28155180 Fax: 91- 44 – 28154526
E-Mail: chennai@gjepcindia.com
Contact: Mr. Ruban Hobday, Regional Director

Kolkata

The Gem & Jewellery Export Promotion Council
ITFC Bldg, 6th Floor, left Wing, 1/1/ Wood Street,
Kolkata – 700016
Tel: 91-33-22823630 Fax: 91-33-22823629
E-Mail: kolkata@gjepcindia.com
Contact: Mr. Shantanu Rajguru, Regional Director

Surat

The Gem & Jewellery Export Promotion Council
626-628 Belgium Tower, 6th Floor, Ring Road, Surat – 395 003
Tel: 91- 261 -2435008 Fax: 91-261-2435913
E-Mail: surat@gjepcindia.com
Contact: Mr. Satyen Butala, Regional Director

