

EXHIBITORS' INFORMATION

- ***Jewellex is a trade exhibition and does not support trade with end users / private individuals.***
- ***The Jewellery Council of South Africa does not support parallel events that detract from Jewellex.***
- ***The Jewellery Council of South Africa reserves the right to decline participation of companies selling grey goods / products / brands which do not belong to the local agent***

EXHIBITION STAND & RATES

All exhibitors are required to complete and submit an **Application to Exhibit** Form to the organisers' office. The Application will outline costs of exhibiting.

BUILD-UP

Two Way Exhibitions and Events have been appointed as the official contractor for Jewellex Africa 2014.

Entrance to the loading bay is in Alice Lane

Two Way will start construction of the shell scheme on:	Wed, 30 Jul
Designed stands to commence build up on:	Thurs, 31 Jul, 08:00
Shell scheme construction completed by Two Way on:	Fri, 01 Aug, 08:00
Other services will be completed and delivery of hired furniture will be set up on stands by:	Fri, 01 Aug, 08:00
Installation of electrical fittings and outside decoration of stands will be completed by:	Fri, 01 Aug, 08:00
Security will be on site from:	Thurs, 31 Jul, 19:00
Exhibitors to commence decoration and fittings on stands from:	Fri, 01 Aug, 08:00 till late
Exhibitor decoration and fitting of all stands must be completed no later than:	Sat, 02 Aug, 09:30

A fine of R2000 will be implemented for stands that are not ready by the above time.

BREAKDOWN

No products may be removed from the hall before:	Mon, 4 Aug, 16:00
All stands must be completely vacated, including heavy machinery by:	Tues, 5 Aug, 12:00

Please note that although security is onsite during breakdown, there are many service providers in the hall during breakdown and the organisers cannot be held liable for any loss or theft. Items of value should be removed from the hall as soon as possible or left at your own risk.

In order to avoid thefts, exhibitors must ensure that their stands are manned at all times.

EXHIBITION TIMES

Saturday	2 August	2014	-	10:00 – 18:00
Sunday	3 September	2014	-	10:00 – 18:00
Monday	4 September	2014	-	09:00 – 16:00

STAND DECORATION

Exhibitors are offered the option of either taking a stand package or stand space only.

Stand package: exhibitors may do as they wish on the inside of their stands.

Signage and a height restriction of 2,5 metres, including a 40cm fascia board, will be uniform.

Stand space only: exhibitors may do as they wish on the inside and outside of their stands provided that no construction protrudes beyond the perimeter of the stand.

Exhibitors are entitled to build double-storey stands and will be charged at the normal rate.

Prices may be displayed on products or on signage within the stand. The size of prices displayed may not be larger than the size of a normal business card.

Banners may be hung above the stand which must be branded, professionally printed and must hang with the base measuring 3m from the floor. Banners must be delivered to the Jewellery Council's stand at the Sandton Convention Centre on Thursday, 31st July before 12:00.

An advertising cost and a separate charge for rigging will be levied. In order to arrange this, please complete the **Optional Extras form** enclosed and fax it to the organisers' offices. Note that exhibitors may not hang / paste anything onto pillars without permission from the organisers.

SERVICES

SALE OF STANDS

Please note that stand numbers may change. Exhibitors should therefore keep in touch with the organisers. Exhibitors are requested to contact the Council's offices to establish final individual stand numbers, specifically for personal advertising purposes.

Only once a 50% deposit has been paid, will a stand be confirmed. Please refer to the Jewellex Standard Terms and Conditions, which may be found on the Council's website: www.jewellex.co.za for the rules in this regard.

ADDITIONAL ELECTRICAL FITTINGS - HIRE AND SUPPLY

(Stand Package Option): The electrical connection fee, which is part of your contract, includes a single-phase distribution board per 64m², 1 plug point per 15m², and 3 spotlights per 15m².

Should you require additional power, lighting or extra plug points, please complete the **Additional Electrical Fittings form** and return it to the Jewellex offices.

Requests for hire will not be forwarded to the electrical contractor until full payment has been received.

ELECTRICAL FITTING PLAN

Please detail on the sketch plan on the enclosed form, with measurements, where you require your electrical fittings and showcases with lights to be placed. Failure to return this form will result in the electrical contractors installing the fittings and showcases at their discretion.

TELECOMMUNICATION

For details of telecommunications, please refer to the **Telecommunication Order form**.

FURNITURE HIRE

The cost of hiring furniture, as listed on **Furniture Hire** form, includes delivery and collection. Should you require any furniture please return the form to the Jewellex offices by fax.

A 20% surcharge will be charged for all furniture orders made after 15th July 2014.

Requests for furniture hire will not be forwarded to the furniture contractor until full payment has been received.

SAFE HIRE

A limited number of safes are available for hire for the duration of the Fair on a first-come-first-served basis. The cost of hiring a safe includes delivery and collection. Should you require a safe please return the order form to the offices of the Jewellery Council.

Requests for safe hire will not be forwarded to the contractor until full payment has been received.

A 20% surcharge will be charged for all safe orders made after 25th July 2014.

SECURITY

Lodge Sibumbene has been appointed as the official Jewellex security contractor. There will be a 24-hour armed security contingent provided for the duration of the Fair. Exhibitors are requested to co-operate with the security staff at all times.

If you have any special security requirements, kindly contact the organisers' offices to arrange a meeting with the security company.

INSURANCE & FREIGHT FORWARDING

Exhibitors are responsible for all their insurance requirements and must ensure they have adequate cover for all exhibits, display material and public liability.

MEDICAL

A paramedic will be on site during build up as well as during the course of the exhibition should any medical emergencies arise. Inquiries can be made at the Jewellery Council / Organiser's stand.

PARKING

The organisers are usually able to negotiate a special underground parking area for exhibitors. Further information to follow.

EMS REQUIREMENTS

The City of Johannesburg's Emergency Management Services (EMS) requires that any stand that is not a standard shell scheme must submit plans for approval. If exhibitors do not comply with this requirement, the Fire Department can close down the exhibition.

Lodge Sibumbene Events (the appointed security company for Jewellex) is assisting Jewellex and its exhibitors to submit their plans to EMS for approval. For more information, kindly contact Rian Coertze, Safety and Disaster Risk Assessment Manager at Lodge: rian@lodgeevents.co.za by no later than **30 June 2014**.

EXHIBITORS' BRIEFING

Exhibitors will be briefed individually by appointment, email or telephonically.

MARKETING BAG INSERTS

Exhibitors are invited to insert brochures / pamphlets etc. into the carrier bags at the entrance of the exhibition (registration area) at a cost of R1300,00. Inquiries can be made by contacting the organisers.

Exhibitors are allowed to hand out anything from the confines of their stands but not in the aisles or public areas. The carrier bags are an ideal opportunity to distribute pamphlets.

BARCODE SCANNERS

Exhibitors may order barcode scanners by completing the Barcode order form in the order forms.

The scanner will record visitors' information when they are visiting your stand. Exhibitors will receive a printout and/or electronic information about all the people that visited you.

Scanners will be available for collection on the morning of the first day of the show from Registration. They should be returned at closing time at the end of each day.

BUYERS GUIDE

Exhibitors have the opportunity of receiving a **free listing** in the Buyers Guide which is distributed to the industry through the SA Jewellery News magazine as well as at the fair.

Kindly complete the **Buyers Guide form** in the Exhibitor Order forms and return it to the Jewellex offices.

WEBSITE JEWELLERY DIRECTORY

Jewellex Africa 2014 is expanding on its marketing opportunity exclusive to exhibitors. An electronic directory page has been created on the Jewellex Africa website for easy access from the buyer, specifically aimed at the local and international companies that will not be able to attend the fair. Exhibitors will be able **to increase the visibility of their company** by adding a logo, a short description of the key services and products your company offers, as well as three images of signature products on the website.

Kindly complete the **Website Jewellery Directory form** in the Exhibitor Order forms and return it to the Jewellex offices.

INVITATIONS

All exhibitors are encouraged to initiate a personal marketing campaign for Jewellex Africa 2014. **Whilst the Jewellery Council will send invitations to an extensive mailing list, it is imperative that exhibitors target their own existing and potential clients with a personalised invitation,** possibly including a special offer or announcing a new product range to encourage visitors to your stand.

Not only will this make your own fair more rewarding, but it will also assist enormously in enhancing the overall marketing strategy for Jewellex Africa 2014.

Individually we can only do so much, but together we can achieve even greater heights.

VISITOR REGISTRATION

Upon registration to Jewellex Africa 2014, colour-coded badges will be issued to identify Buyers from Accompanying Persons. Please note that admission will only be granted to persons in possession of a valid business card and ID Document. Having an invitation from an exhibitor or the organisers does not ensure automatic entrance into the show. Jewellers will be allowed to bring their families and children as they have done in the past.

Exhibitors are urged to remind their clients of the ruling regarding business cards and identity documents.

Visitors will be entitled to pre-register by completing the relevant forms to be distributed to the trade as well as by accessing the website: www.jewellex.co.za

DEADLINE DATE FOR PAYMENTS & SERVICE FORMS

Full payment in respect of exhibition space and all other services required, must be received by the offices of the Jewellery Council before close of business on 1st July 2014.

Kindly note: If the balance for the stand contract has not been paid by the due date, the stand will not be erected. Furthermore, if balances are not settled by 1st July 2014, exhibitors will be charged 5% interest for every month that the balance is outstanding.

Jewellex Account details for direct deposits:

NAME OF ACC	:	JEWELLEX
BANK	:	NEDBANK
BRANCH	:	PARKTOWN
ACC. NUMBER	:	1944 121 862

Kindly fax a copy of the deposit slip, detailing each amount separately, in order to facilitate easy identification of payments.

Kindly note that all Service Forms may be sent by facsimile message to the Jewellex offices.

Tax Invoices for stand space will be issued prior to Jewellex. However, all expenses incurred at Jewellex Africa 2014, including services, will only be issued after the Fair.