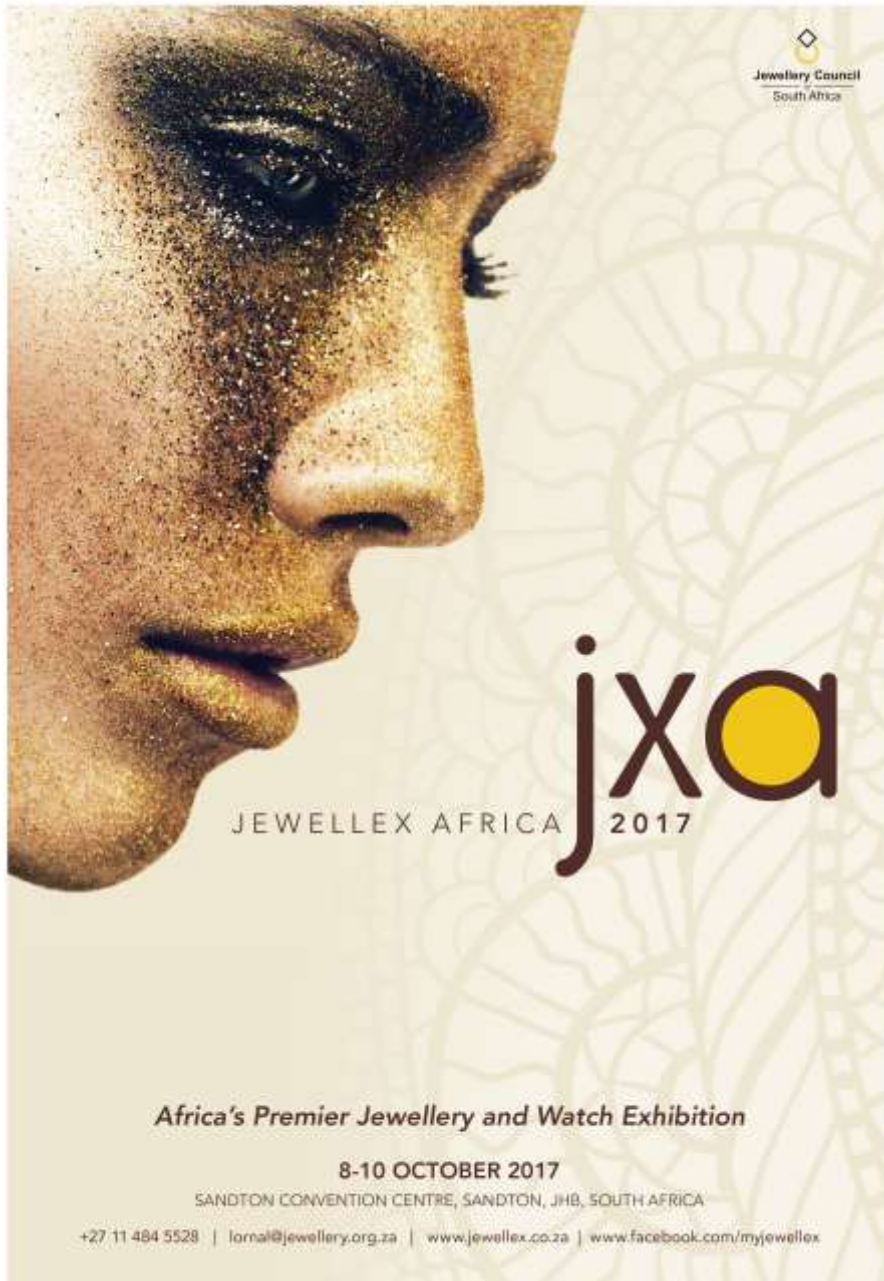


# EXHIBITOR MANUAL



**Jewellex is a trade exhibition and does not support trade with end users / private individuals.**

**The exhibition is not open to the members of the public.**

**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.**

# EXHIBITORS' INFORMATION

8<sup>th</sup> to 10<sup>th</sup> October 2017

Sandton Convention Centre, Sandton

## EXHIBITION TIMES

Sunday	8 October 2017	-	10h00 – 18h00
Monday	9 October 2017	-	10h00 – 18h00
Tuesday	10 October 2017	-	10h00 – 15h00

## BUILD-UP

**ExpoGuys** has been appointed as the official contractor for Jewellex Africa 2017.

Entrance to the loading bay is in Alice Lane.

ExpoGuys will start construction of the shell scheme on:	Thursday, 5 <sup>th</sup> October at 07:00
Designer stands to commence build up on:	Friday, 6 <sup>th</sup> October at 07:00
Exhibitors observing Shabbat can decorate their stands and may collect Exhibitor Packs from Organisers *Please note – As Security is on site only from 7pm, full liability for valuables remains with the Exhibitor. The Organiser takes no responsibility for any lost or stolen items.	Friday, 6 <sup>th</sup> October from 12:00
Security will be on site from:	Friday, 6 <sup>th</sup> October at 19:00
Shell scheme construction completed by ExpoGuys on:	Saturday, 7 <sup>th</sup> October at 08:00
Other services will be completed and delivery of hired furniture will be set up on stands by:	Saturday, 7 <sup>th</sup> October at 08:00
Installation of electrical fittings and outside decoration of stands will be completed by:	Saturday, 7 <sup>th</sup> October at 08:00
Exhibitors to commence decoration and fittings on stands from:	Saturday, 7 <sup>th</sup> October at 08:00
Exhibitor decoration and fitting of all stands must be completed no later than:	Sunday, 8 <sup>th</sup> October at 09:00

**A fine of R 2000.00 will be implemented for stands that are not ready by the above time.**

## BREAKDOWN

No products may be removed from the hall before:	Tuesday, 10 <sup>th</sup> October at 15:00
Exhibitors must remove all precious items first, after which all other movable items should be removed:	Tuesday, 10 <sup>th</sup> October between 15:00 and 17:00
All stands must be completely vacated, including heavy machinery by:	Wednesday, 11 <sup>th</sup> October at 12:00

**A fine of R 2000.00 will be implemented for stands that are broken down before the above time on Tuesday, 10<sup>th</sup> October or later than Wednesday, 11<sup>th</sup> October at 12:00**

***Please note that although security is onsite during breakdown, there are many service providers and contractors 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.

## **EXHIBITORS' BRIEFING**

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

## **EXHIBITION STAND & RATES**

All exhibitors are required to complete and submit an **Application to Exhibit Form** to the organisers' office.

The Application outlines costs of exhibiting.

## **SALE OF STANDS**

Compulsory cost – stand space

Optional cost – standard package / walk on package / designer stand

Please note that **stand numbers may change**. Exhibitors should therefore keep in touch with the Organisers and are requested to contact the Organiser'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 website: [www.jewellex.co.za](http://www.jewellex.co.za) for the rules in this regard.

## **STAND DECORATION**

**Standard 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 / Designer Stands:** Exhibitors may do as they wish on the inside of their stands provided that no construction protrudes beyond the perimeter of the stand.

All exhibitors with designers stands must ensure that the nominated electrician is able to supply a **Certificate of Compliance** on inspection of the exhibition. Kindly liaise with your stand builder regarding this matter.

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

Banners can be delivered to the Jewellery Council's stand at the Sandton Convention Centre on **Friday, 6<sup>th</sup> October 2017** from 09h00.

## **SERVICES**

**For the first time ever, Jewellex has adopted an online ordering system for all services. Once exhibitors have finalised their stand booking and paid the 50% deposit, they will be issued with their own unique user name and password to log in which they will use to access the online booking system.**

- **ELECTRICAL HIRE**

**(Stand Package Option):** The electrical connection fee, which is part of your contract, includes a single-phase distribution board per 64m<sup>2</sup>, 1 plug point per 15m<sup>2</sup>, and 3 spotlights per 15m<sup>2</sup>.

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

1. Please note that costs are exclusive of VAT at 14%
2. Prices include the supply, hire, installation and maintenance during the Fair of circuit wiring, fittings and spots, current consumed and dismantling after the Fair.
3. **Unless an electrical fitting plan is received with the order, placement of the fittings and spots will be at the discretion of the electricians.**
4. Requests for hire will not be forwarded to the electrical contractor until full payment has been received.
5. Authorisation for additional fittings on arrival at Jewellex Africa 2016 must be obtained from the Organisers.
6. **NB!** All design stands require a DB Board order from the organisers as this cannot be placed with their stand builders.
7. **NB!** Any island stands will require a full DB Board and must be ordered from the organisers.

**ORDER DEADLINE: 8<sup>TH</sup> SEPTEMBER 2017**

- **FURNITURE HIRE**

The cost of hiring furniture, as listed on the online '**Furniture Hire Form**', includes delivery and collection.

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

**A 20% surcharge will be charged for all furniture orders made after 8<sup>TH</sup> SEPTEMBER 2017.**

**Important note:** Furniture ordered online cannot be returned at the show and will be charged for as per your online order. Therefore, no credits will be issued for any returns. Additional furniture required at the show, subject to availability, will carry a **surcharge of 20% per order.**

**ORDER DEADLINE: 8<sup>TH</sup> SEPTEMBER 2017**

- **OFF SITE VALUABLE STORAGE**

Brinks, which is the Jewellex official freight contractor, will offer offsite vaulting services, which includes armoured vehicles and staff to collect consignments at the end of the day, transportation to overnight storage facility, return of consignments to the exhibition the following morning and includes liability whilst in storage and during transportation. Jewellex has negotiated preferential rates for exhibitors. Please refer to the '**Site Movements / Vaulting Services Form**' via the online order forms.

- **TELECOMMUNICATION**

For details of telecommunications and order for Analogue lines for credit card machines, please refer to the '**Telecommunication Order form**' in the online order forms.

- **WI-FI**

Sandton Convention Centre offers free Wi-Fi to their guests with a daily cap of 500MB per device. Users will be required to register on their devices with 'Always On'.

- **PARKING**

Should exhibitors wish to secure parking in the Sandton Convention Centre secure parking (beneath Hall 2) for the duration of the exhibition, kindly complete the online '**Parking Order Form**'. Parking is booked on a first-come-first-served basis.

Entrance to the parking is on Alice Lane and armed security will patrol the parking area.

**ORDER DEADLINE: 8<sup>TH</sup> SEPTMEBER 2017 or until sold out**

## **SECURITY**

Lodge Security Events 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.

As part of our security measures for the exhibition we need to have all security service providers declared to the exhibition organisers. Lodge Security will create security accreditation for your delivery security vehicles and personnel. Lodge Security do not need to know the schedule and methods of your appointed security service provider, however, will need to ensure that they are accredited. As an exhibiting company you will receive the security accreditation which will have your company details on it.

If your company has security personnel (Private Body Guarding) who are permanently deployed at the Exhibition, Lodge Security require that the security provider declare their presence to the Organiser and the nearest police station.

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

- **EXPO SCREENS (Safety Sails)**

Exhibitors are able to hire Expo Screens as an additional security option for their stands. Note that Expo Screens are NOT included in any packages and are to be ordered as a separate stand-alone item. All items on hire for the duration of Jewellex will be delivered, maintained and collected. Kindly refer to the '**Expo Screens Form**' via the online ordering forms.

Please note that whilst the organisers provide security on site and in exhibition halls, it should be noted that exhibitors are responsible for the security of their stand and its contents.

**ORDER DEADLINE: 8<sup>TH</sup> SEPTEMBER 2017**

- **CCTV**

Should any exhibitor require CCTV, kindly complete the relevant '**CCTV Hire Form**' via the online ordering system.

- **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. Please refer to the **'Safe Hire Form'** via the online ordering system.

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

A refundable key deposit will be invoiced on booking of a safe. **Keys are to be handed back to Organisers, no one else. Should keys be lost, you will be billed for the total cost of a Locksmith.**

**A 20% surcharge will be charged for all safe orders made after 8<sup>TH</sup> SEPTMEBER**

***ORDER DEADLINE: 8<sup>TH</sup> SEPTEMBER 2017***

## **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.

## **EMS REQUIREMENTS**

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

Lodge Security Events will assist Jewellex and its exhibitors to submit their plans to EMS for approval. For more information, kindly contact Sipho Mphuthi, Safety and Disaster Risk Assessment Manager at Lodge on 0787321510 or 011 706-6715 and email [sipho@lodgeevents.co.za](mailto:sipho@lodgeevents.co.za)

***SUBMISSION DEADLINE: 8<sup>TH</sup> SEPTEMBER 2017***

## **INSURANCE**

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

## **MARKETING**

- **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 online **'Buyers Guide Form'**

***ORDER DEADLINE: 1<sup>ST</sup> SEPTEMBER 2017***

- **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 R1 400.00**. Should you wish to insert brochures/pamphlets into the carrier bag, kindly complete the online '**Additional Services Form**'.

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 brochures/pamphlets. Brochures/pamphlets need to be delivered to the organizer at Sandton Convention Centre on Friday, 6<sup>th</sup> October **after 12:00pm**

- **WEBSITE JEWELLERY DIRECTORY**

Jewellex Africa 2017 will once again offer this fantastic 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.

Note that the listing will remain on the Jewellex website for the next year giving exposure for an extended period.

Kindly complete the online '**Website Jewellery Directory Form**'

**ORDER DEADLINE: 8<sup>TH</sup> SEPTEMBER 2017**

- **BARCODE SCANNERS**

Exhibitors may order barcode scanners by completing the online '**Barcode Scanner Form**'

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.

*The complete list of leads will be emailed the 1<sup>st</sup> working day after the exhibition unless alternative arrangements have been made*

**NB: A charge of R3000 will be made for any Data Recorders lost or damaged.**

**ORDER DEADLINE: 8<sup>TH</sup> SEPTEMBER 2017**

## **HOTEL ACCOMODATION**

Block bookings for accommodation have been secured at various hotels in close proximity to Sandton Convention Centre in Sandton, Johannesburg.

Please visit our website : [www.jewellex.co.za](http://www.jewellex.co.za) and click on the '**Accommodation & Hotel Info**' Tab to make a booking.

## **INVITATIONS**

All exhibitors are encouraged to initiate a personal marketing campaign for Jewellex Africa 2017.

**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 2017.

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

## **VISITOR REGISTRATION**

Upon registration to Jewellex Africa 2017, colour-coded badges will be issued to identify Buyers from Accompanying Persons. Please note that admission will only be granted to persons who have pre-registered on line and who have uploaded relevant documents.

Together with our security company, Lodge Events, Jewellex will implement a system whereby all exhibitors, visitors and service contractors will be required to present a photo ID / Driver's Licence or Passport at the entrance to the exhibition. The aim of which is to ensure that the name on the ID correlates to the name on the badge. No gym or other ID's will be accepted.

A valid business card and ID Document will also have to be presented at registration.

**Exhibitors are urged to remind their clients to pre-register online at [www.jewellex.co.za](http://www.jewellex.co.za) and of the ruling regarding business cards and identity documents.**

## **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 **15<sup>th</sup> September 2017**.

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 **15<sup>th</sup> September 2017**, exhibitors will be **charged 5% interest** for every month that the balance is outstanding.

## **BANK ACCOUNT DETAILS**

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 or email to the Jewellex offices. Tax Invoices for stand space will be issued prior to Jewellex. However, all expenses incurred at Jewellex Africa 2017, including services, will only be issued after the Fair.

*Building Relationships and Generating Business*