

# EXHIBITOR MANUAL

**Jewellex Africa 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.**



## Wanderers Club, Illovo, Johannesburg

### EXHIBITION TIMES

Sunday 8<sup>th</sup> September 2024 - 10h00 – 18h00

Monday 9<sup>th</sup> September 2024 - 09h00 – 16h00

### BUILD-UP

**Expo Guys** has been appointed as the official contractor for Jewellex Africa 2024.

***The entrance to the exhibitor loading bay is to the right of the main entrance of the Wanderers Club.***

Expo Guys will start construction of the shell scheme on:	Friday, 6 <sup>th</sup> September at 06:00
Design stands to commence build-up on:	Friday, 6 <sup>th</sup> September at 10:00
Design stand to be completed (NO EXCEPTIONS):	Friday, 6 <sup>th</sup> September at 23:00
Security will be on site from:	Saturday, 7 <sup>th</sup> September at 07:00
Other services will be completed and delivery of hired furniture will be set up on stands by:	Saturday, 7 <sup>th</sup> September at 10:30
Expo Guys build-up ends:	Saturday, 7 <sup>th</sup> September at 10:30
Exhibitor build-up starts:	Saturday, 7 <sup>th</sup> September at 10:30
Exhibitor build-up ends:	Saturday, 7 <sup>th</sup> September at 19:00
Continued Exhibitor build-up starts:	Sunday, 7 <sup>th</sup> September at 07:00
Continued Exhibitor build-up ends:	Sunday, 7 <sup>th</sup> September at 10:00
Business Breakfast	To be confirmed
<b>SHOW OPENS</b>	Sunday, 3 <sup>rd</sup> September at 10:00

**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:	Monday, 9 <sup>th</sup> September at 16:00
Exhibitors break-down: must remove all precious items first, after which all other movable items should be removed	Monday, 9 <sup>th</sup> September between 16:00 and 17:00
Loading Bay will be opened to all Exhibitors for breakdown and thereafter for the service providers:	Monday, 9 <sup>th</sup> September at 17:00
All space-only stands must be completely vacated, including heavy machinery by:	Monday, 9 <sup>th</sup> September at 23:00

**A fine of R 2000.00 will be implemented for stands that are broken down before the above time on Monday, 4<sup>th</sup> September. PLEASE NOTE: There will NOT be a second day of breakdown as in previous years.**

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

To avoid thefts, exhibitors must ensure that their stands are manned at all times.

### LATE ORDERS

**IMPORTANT:** Please note that any late orders placed after the deadline dates will only be delivered at 5 pm on the Saturday, 7<sup>th</sup> September 2024.

### 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 the costs of exhibiting.

## **SALE OF STANDS**

Stand space

Standard package/designer stand/showcase package

*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, except in the rooms on the 1<sup>st</sup> floor. Marthan A & B and Gala A & B.

**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 designer stands must ensure that the nominated electrician can supply a **Certificate of Compliance** on inspection of the exhibition. Kindly liaise with your stand builder regarding this matter.

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

**IMPORTANT: Design stands MUST be completed build-up by 11 pm on Friday, 6<sup>th</sup> September 2024**

## **SERVICES**

Jewellex will email order forms to be completed by exhibitors and emailed back for processing. Please ensure that you receive a receipt response from the organisers to ensure that we have received your forms.

### **Standard Package Option includes:**

- Shell scheme walling with fascia;
- Company Name (2 on corner stands);
- Connection to DB (shared power);
- 1 x plug point;
- Fluorescent lighting;
- Carpeting;
- Stand cleaning.

### • **ELECTRICAL HIRE**

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

1. Please note that costs are exclusive of VAT at 15%
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 fluorescent lights will be at the discretion of the electricians.**
4. Hire requests will not be forwarded to the electrical contractor until full payment has been received.
5. Authorisation for additional fittings on arrival at Jewellex must be obtained from the Organisers.
6. **NB!** All designer stands require a DB Board order to be emailed on the applicable order form provided as this cannot be placed with their stand builders.
7. **NB!** Any island stands will require a fully dedicated (not part) DB Board and must be ordered on the applicable order form as this cannot be placed with their stand builders.

**ORDER DEADLINE: 23<sup>rd</sup> August 2024**

**A 20% surcharge will be charged for all furniture orders placed after 23<sup>rd</sup> August 2024**

- **FURNITURE HIRE**

The cost of hiring furniture 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 placed after 23<sup>rd</sup> August 2024**

**Important note:**

Furniture ordered after 23<sup>rd</sup> August 2024, will not be available on your stand until Saturday afternoon due to the delivery timelines stipulated by the stand builders.

Furniture ordered 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: 23<sup>rd</sup> AUGUST 2024**

- **OFF-SITE VALUABLE STORAGE**

Off-site vaulting will be offered upon request.

- **Wi-Fi**

Wanderers Club offers free Wi-Fi to exhibitors and guests.

- **PARKING**

Wanderers Club offers free parking to exhibitors and guests.

## **SECURITY**

Hope Security 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 cooperate 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.

If your company has security personnel (private bodyguarding) who are permanently deployed at the Exhibition, Hope 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 council to arrange a meeting with the security company.

- **EXPO SCREENS (Safety Sails)**

Exhibitors can 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: 23<sup>rd</sup> AUGUST 2024**

- **SAFE HIRE**

A limited number of safes are available for hire for the duration of the exhibition on a first-come-first-served basis. The cost of hiring a safe includes delivery and collection. Please refer to the '**Safe Hire Form**'

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

**NB: Additional charges will apply:**

~For any additional technician callouts other than the provided date and times

~For any lost keys or damage to any of the safes

Keys and safes not returned in perfect working order by 17:00 on Monday, 9<sup>th</sup> September 2024, costs will be charged to the exhibitor accordingly in line with the new replacement value.

**A 25% surcharge will be charged for all safe orders made after the below DEADLINE date.**

**ORDER DEADLINE: 1<sup>st</sup> August 2024**

## **MEDICAL**

A paramedic will be on-site during build-up as well as during the exhibition should any medical emergencies arise.

## **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 the exhibition.

## **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**

- **BAG INSERTS**

Exhibitors are invited to insert brochures/pamphlets etc. into the carrier bags at the entrance of the exhibition (registration area) **for R 800.00 (excl. VAT)** Should you wish to insert brochures/pamphlets into the carrier bag, kindly complete the order form. In the Exhibitor Orders Forms.

Exhibitors are only allowed to hand out flyers 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 organiser at a date and time agreed upon before the show.

- **WEBSITE JEWELLERY DIRECTORY**

Jewellex Africa 2024 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 for 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 a year giving exposure for an extended period and therefore carries a nominal marketing cost.

Kindly complete the '**Website Jewellery Directory**' form in the Exhibitors Orders Forms Pg. 9

**ORDER DEADLINE: 23<sup>rd</sup> August 2024**

- **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 who 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: 23<sup>rd</sup> AUGUST 2024**

## **HOTEL ACCOMMODATION**

Accommodation may be secured at the Protea by Marriott Hotel Wanderers, Johannesburg, which is next door to the Wanderers Club in Illovo.

### **Booking Options**

**Online:** Although we have negotiated a group booking rate for exhibitors and visitors below, it is suggested that you compare them with the online options which may advertise reduced rates which change constantly. Search the hotel name and options offered by various online booking platforms. Note that these rates may exclude breakfast.

**Bookings directly with the hotel:** Preferential booking rates for accommodation have been secured at the Protea by Marriott Hotel Wanderers.

Booking rate: R1850.00 bed and breakfast single occupancy and R2075.00 sharing.

Sale dates: 08<sup>th</sup> – 10<sup>th</sup> September 2024

Please contact the hotel directly to make your booking and use 'Jewellex Africa 2024' as a reference at

[protea.wanderers@marriott.com](mailto:protea.wanderers@marriott.com)

+27 (0) 11 770 5500

Bookings not made by email or phone call with the 'Jewellex' reference, exclude breakfast. This is subject to room availability at the time of booking.

Please note the following terms and conditions apply:

- *Applicable per room/night*
- *Inclusive of 15% VAT*
- *Includes 1%, Tourism Levy*
- *Quoted in South African Rand (ZAR)*
- *Rooms will be sold on a first come first serve basis, subject to availability – Terms & Conditions apply.*

## **INVITATIONS**

All exhibitors are encouraged to initiate a personal marketing campaign for Jewellex Africa 2024.

**Whilst the Jewellery Council will send invitations to an extensive mailing list, exhibitors must 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 2024.

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

## **VISITOR REGISTRATION**

The Organiser will announce when the portal opens for Visitor Online Pre-registrations/

Upon registration to Jewellex Africa 2024, 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 online and who have uploaded relevant documents.

Together with our security company, 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 this 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 <https://www.jewellex.co.za/visitor-info/> and of the ruling regarding business cards and identity documents.**

## **DEADLINE DATE FOR ALL PAYMENTS**

Full payment in respect of exhibition space and all other services required must be received by the offices of the Jewellery Council before the close of business on **26<sup>th</sup> August 2024**.

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 **26<sup>th</sup> August 2024**, 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	:	JEWELLERY COUNCIL OF SA
BANK	:	NEDBANK
BRANCH	:	PARKTOWN
ACC. NUMBER	:	1944 121 854

Kindly email **Dante Bertani (Bookkeeper)** at [danteb@jewellery.org.za](mailto:danteb@jewellery.org.za) proof of payment, **detailing each amount separately**, to facilitate easy identification of payments. Tax Invoices for stand space and other orders will be issued before Jewellex. However, all expenses incurred on exhibition days of Jewellex Africa 2024, including services, will only be issued after the Fair.

*Building Relationships and Generating Business*