



JEWELLEX AFRICA 2025

EXHIBITOR MANUAL



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

The exhibition is not open to 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 that do not belong to local agents.

Embracing the festive theme



Our excitement for Jewellex Africa 2025 is elevated by the overwhelmingly enthusiastic “yes” vote from last year’s exhibitors in support of this year’s chosen theme: **Festive.**

This theme captures the essence of the jewellery industry’s most dynamic and high-energy selling season, one filled with celebration, sparkle and a spirit of generosity.

Expect a lively and inviting atmosphere, with event décor designed to echo the joy and excitement of the festive season.

While exhibitors are not required to decorate their stands according to the theme, those who wish to embrace the festive theme are warmly encouraged to do so.

A well-themed space not only enhances your brand presence but also contributes to the overall festive ambience of the show.

Thank you to our Sponsors



Building relationships and Business Generation

EXHIBITION VENUE

The Galleria, 10 Eastern Service Road, Kramerville, Sandton

EXHIBITION DATES & TIMES

Sunday	28 th September 2025	10h00 – 17h00
Monday	29 th September 2025	09h00 – 15h00

BUILD-UP

Expo Guys has been appointed as the official contractor for Jewelllex Africa 2025.

The entrance to the exhibitor loading bay is to the back of the venue, and a goods lift is available.

Exhibitor build-up starts	Saturday, 27 th September	08h00
Exhibitor build-up ends	Saturday, 27 th September	18h00
Exhibitor build-up continued, starts	Sunday, 28 th September	08h00
Exhibitor build-up continued ends	Sunday, 28 th September	10h00
Business Breakfast sponsored by Rand Refinery	Sunday, 28 th September	09h00
SHOW OPENS	Sunday, 28th September at 10h00	

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

BREAKDOWN

Exhibitors' breakdown starts (must remove all precious items first, after which all other movable items should be removed)	Monday, 29 th September	15h00
Loading Bay will be opened to all Exhibitors for the breakdown:	Monday, 29 th September	15h00
Exhibitors' breakdown ends	Monday, 29 th September	17h00
Service Providers breakdown commences:	Monday, 29 th September	17h00
All space-only stands (Design Stands) must be completely vacated, including heavy machinery by:	Monday, 29 th September	23h00

A fine of R 2000.00 will be imposed for stands that are broken down before the above time on Monday, 29th September 2025. 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 theft, exhibitors must ensure that their stands are manned at all times.

INVITATIONS

All exhibitors are encouraged to initiate a personal marketing campaign for Jewelllex Africa 2025.

Whilst the Jewellery Council sends invitations to an extensive mailing list, exhibitors must target 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 exhibition more rewarding, but it will also assist enormously in enhancing the overall marketing strategy for Jewelllex Africa 2025. Please confirm your stand number with the organiser before using the details on any marketing material.

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

Please use this link in your invitations for visitors to pre-register online: <https://www.jewellex.co.za/visitor-info/>

VISITOR REGISTRATION

Please note that the visitor registration portal is now open.

Main members of the Jewellery Council and Diamond Dealers Club of SA will be registered automatically and receive a notification via email. All other visitors must pre-register here and upload relevant documentation: <https://www.jewellex.co.za/visitor-info/>

Upon registration for Jewellex Africa 2025, a colour-coded badge will be issued to identify buyers. Accompanying persons, such as wives/husbands, will be issued with a visitor sticker and will be required to present a form of identification. Such accompanying persons will also be required to remain with the buyer at all times.

Together with our security company, Jewellex has implemented 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. This will ensure that the name on the ID correlates with the name on the badge. No gym or other IDs will be accepted.

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

Exhibitors are urged to remind their clients to pre-register online at <https://www.jewellex.co.za/visitor-info/>

HOTEL ACCOMMODATION

To ensure a comfortable and convenient stay during Jewellex Africa 2025, we have compiled a curated list of recommended accommodation options located within proximity to The Galleria in Kramerville, Sandton. This selection includes luxury hotels, boutique guesthouses and lodges offering a variety of amenities and price ranges to suit every preference. All listings include travel time to the venue and verified star or guest ratings to assist with your decision-making. All hotel bookings are to be made directly with the hotel.

Please peruse the hotel accommodation list [**HERE**](#)

DEADLINE DATE FOR ALL PAYMENTS

The offices of the Jewellery Council should have received full payment for exhibition space and all other required services by **5th September 2025**.

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 **5th September 2025**, 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 **Accounts** at accounts@jewellery.org.za proof of payment, **with Invoice Number as the reference**, 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 2025, including services, will only be issued after the expo.

LATE ORDERS

IMPORTANT: Late orders placed after the order deadline will be delivered at 17h00 on Saturday, 27th September 2025.

All LATE ORDERS will carry a 35% surcharge from Monday, 8st September 2025 and NO exchanges or refunds will be granted for furniture that has been delivered onsite at Exhibitor build-up on Saturday, 27th September 2025

STAND HIRE & 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 and the venue height restrictions is adhered to of 2.8m.

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 the prices displayed may not be larger than the size of a normal business card.

IMPORTANT: Design stands MUST complete their build-up by 10 pm on Friday, 26th September 2025

Please note the Exhibitor Standard Terms & Conditions, which can be found by clicking [HERE](#)

STAND LAYOUT, ELECTRICAL FITTING PLAN & FASCIA NAME

Standard Shell Scheme stands are required to submit the above plan, which can be found on Pg. 12 of the Exhibitor Order Forms.

Please note: Showcases are placed on stands before the exhibitor build-up day, and lighting is connected. Due to the electrical connections, showcases will not be moved upon your arrival at the venue.

Failure to submit this plan will result in the placement of the fittings at the discretion of the contractor.

There is a place where the exhibitor is to please specify the name they want printed on their fascia board. The organiser takes no responsibility for incorrect information provided, and should the name not be specified and a reprint is required, the exhibitor will be charged.

COMPULSORY EXHIBITOR INDEMNITY FORM

All exhibitors are required to sign and return this form to the organisers before the exhibitor build-up on Saturday, 27th September 2025.

Please see Pg. 10 of the Exhibitor Order Forms.

SERVICES

***Note: All on-site orders will carry a compulsory 35% surcharge and on-site returns will not be refunded.**

- **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 exhibition of circuit wiring, fittings and spots, current consumed and dismantling after the exhibition.
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.

A 35% surcharge will be charged for all furniture orders placed after 5th September 2025, including on-site orders.

- **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 35% surcharge will be charged for all furniture orders placed after 5th September 2025

Important note:

Furniture ordered **after 5th September 2025 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 order. Therefore, no credits will be issued for any returns. Additional furniture required at the show, subject to availability, will carry a **surcharge of 35% per order.**

- **Wi-Fi**

The Galleria offers free Wi-Fi to exhibitors and guests.

SECURITY

- **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.

- **SAFE HIRE.**

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 16h00 on Monday, 29th September 2025, costs will be charged to the exhibitor accordingly in line with the new replacement value.

PROFESSIONAL SECURITY & GUARDING SERVICES

Professional Security Services has been appointed. There will be a 24-hour armed security contingent provided for the duration of the exhibition. Exhibitors are requested to cooperate with the security staff at all times.

As part of our security measures for the exhibition, we must declare all security service providers to the exhibition organisers.

If your company has security personnel (private bodyguarding) who are permanently deployed at the Exhibition, the Organisers 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.

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

- **SAJN (SA Jewellery News) Jewellex Editions**

As the official publication of the Jewellery Council of South Africa, **SA Jewellery News** is proud to support the Council in promoting Jewellex Africa 2025. As part of the magazine's ongoing commitment, it will feature dedicated content in its August and September issues highlighting the build-up to the show.

The August and September editions will include a special section featuring all confirmed exhibitors' logos at no cost. Exhibitors are encouraged to submit high-resolution logos (PNG or vector format preferred) for inclusion to Adri at adriv@jewellery.org.za.

SA Jewellery News' highly anticipated September issue, also its official Jewellex Africa 2025 bumper edition, will offer extensive promotion of the event along with paid advertising opportunities. A variety of placements are available, including third-page strip ads, half-page, full-page and double-page spreads. Early booking is advised as premium positions are filling fast.

For advertising enquiries, please contact Thuli at thulim@jewellery.org.za.

- **VISITOR BAG INSERTS**

Exhibitors are invited to insert brochures/pamphlets, etc., into the carrier bags at the entrance of the exhibition (registration area) **for R 1 166.40 (excl. VAT)**. Should you wish to insert brochures/pamphlets into the carrier bag, kindly complete the order form in the **Exhibitor Orders Forms on Pg. 5, item code EX009**.

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 on a date and time agreed upon before the show.

- **WEBSITE JEWELLERY DIRECTORY**

Jewellex Africa 2025 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 exhibition.

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

- **BARCODE SCANNERS**

Exhibitors may order barcode scanners by completing the '**Barcode Scanner Form**' on Pg.8 of the Exhibitor Order Forms

The scanner will record visitors' information when they are visiting your stand. Exhibitors will receive a printout and/or electronic details on all the trade visitors who visit your stand.

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

The complete list of leads will be emailed on the 1st 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.

JEWELLERY COUNCIL OF SA EXHIBITION CONTACTS

Lorna Lloyd (C.E.O)	lornal@jewellery.org.za	082 456 5558
Elsa da Silva (Exhibition Manager)	elsad@jewellery.org.za	082 214 0028

SA JEWELLERY NEWS (SAJN) CONTACTS

Adri Viviers (Editorial)	adriv@jewellery.org.za	084 261 1805
Thuli Majola (Sales)	thulim@jewellery.org.za	074 243 0703

JEWELLEX AFRICA WEBSITE

www.jewellex.co.za

jewellex@jewellery.org.za

JEWELLEX AFRICA FACEBOOK PAGE

Click [HERE](#) to like and follow our Facebook page for more information and continuous updates.