

Eligibility Criteria, Booth Allotment Preference and Procedure at IJS Signature 2012

The application form will only be considered for each applicant subject to the below defined limit:

Max no. of booths which can be applied for in Loose Diamond/Colorstone section:	(9 sq. mts. each) 2 Booths
Max no. of booths which can be applied for in other sections (Gold Jewellery, Studded Jewellery):	(9 sq. mts. each) 4 Booths
Min no. of booths which is to be applied for in Signature Club section (Only Jewellery):	(12 sq. mts. each) 2 Booths
Max no. of booths which can be applied for in Signature Club section (Only Jewellery):	(12 sq. mts. each) 4 Booths

*** Members may take note that all the booths in various sections will be pre-fabricated maxima panels with fixed furniture. Customized booths or involvement of private contractors is strictly not permitted**

I. Eligibility Criteria

Member companies needs to fulfill the below criteria for further consideration of booth allotment:

- Sending duly filled space application form with requisite payment before the stipulated deadline of **15th September 2011**
- Having 2 years of GJEPC membership in last 3 years (Copy of previous & current MC to be submitted along with the application form)
- **For Signature Club (Only Jewellery):**
 - Category A – Auto Selection:
 1. Member companies who have participated at the Signature Club 2011
 2. Member companies who had exhibited in any of the last 3 editions of Fine Design Pavilion at Hong Kong September Jewellery Show
 - Category B – (in the desired format as stated in the attached Annexure): Companies intending to exhibit under Signature Club will have to submit their Company profiles along with the application form by the stipulated deadline for prior approval. Incase, their Company profiles are not matching the criteria for Signature club their application will be further considered for allotment in the studded or gold Jewellery section (if desired by them).

II. **Booth Allotment Preference:**

For multiple applicants for same area, preference for choice of stalls will be determined through lottery system, wherever applicable

1. **FIRST PRIORITY:** Signature IIJS 2011 Participants

- a. Companies opting for same area as occupied by them at Signature IIJS 2011.
- b. Companies opting for less area than occupied by them at Signature IIJS 2011.
- c. Companies opting for more area than occupied by them at Signature IIJS 2011.

2. **SECOND PRIORITY: New Applicants** (Applications which we will be received before 16th September 2011 and those who have not participated at Signature IIJS 2011.)

3. **THIRD PRIORITY: Waitlist Applicants**

Application which will be received after 15th September 2011 will be listed in a wait list according to the date of receipt of the application and payment and stalls will be allotted on first come first served basis subject to availability and cancellations, if any.

The last day of accepting the applications for considering in the process of allotment will be **15th September 2011**

Allotment date and the schedule of allotment will be notified to the applicant's through email and also will be notified on the website www.iijs-signature.org. Please note that communications in no other form will be done with regards to the schedule of allotment. Only companies whose application forms are complete in all respects and whose payment is deposited as per the norms specified in the application form will be considered for allotment. Renewal/Application of Membership for 2011-12 is mandatory before they submit the application for participation at Signature IIJS 2012.

The decision of the Council with regards to allotment will be final & binding on all applicants.

III. **Allotment Procedure:**

Member companies who have applied under Signature Club (Only Jewellery) will be allotted booths first followed by Studded Jewellery, Gold Jewellery, Loose Stones and International section on lottery basis from higher to lower requirement of booths

Annexure

All Member companies who are desirous of applying under Signature Club will have to submit a Power Point presentation in the below format for further consideration:

- A. Page 1: Company name and other identification
- B. Page 2, 3, 4 and 5: Maximum 4 pages of product images of 2 – 3 collections with the brief. With a maximum of not more than 6 images per page and not less than 4 images per page.
- C. Page 6, 7, 8 and 9: Snapshots of Companies website along with URL
- D. Advertising and communication skills.
 - 1) Media presence
 - 2) Brands (if any)
 - 3) Retail Story (if any)
 - 4) Merchandising and Window display 2 pages
- E. Technology, Research & Development : (1-2 pages)
- F. Patents and Awards : Design Awards & Booth Awards : (1-2 pages)
- G. What is the long-term view in establishing your brand and why do you wish to participate in Signature Club (1 page)

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