

BRANDING @ IIJS SIGNATURE 2023



SPONSOR KIT

IIJS Signature & IGJME 2023

- India International Jewellery Show or IIJS is today reckoned as one of the world's most preferred Gem & Jewellery Show by the Trade Fraternity
- The five-day event of GJEPC is a gems and jewellery extravaganza, is also a platform for domestic and global gems and jewellery manufacturers, brands to showcase their products in this one of its kind exhibition, much awaited in the Asia Pacific region
- **With 1300 + companies spread over 2600 more booths in the sprawling exhibition area, IIJS Signature is all set to become bigger & better!**
- **Date & Venue: 5th to 9th January,2023 at Bombay Exhibition Centre, Mumbai**

IIJS Signature & IGJME 2023

Product Exhibit Profile

Product Exhibits	Hall Nos.
Gold & Gold CZ Studded Jewellery	1,2,3,4 & 5
Diamond, Gemstone & Other Studded Jewellery	1,2,3,4 & 5
Loose Stones	1
Laboratory Grown Diamonds	1
Silver Jewellery, Artefacts & Gifting Items	3
Laboratories & Education	1
Machinery & Allied (IGJME)	7

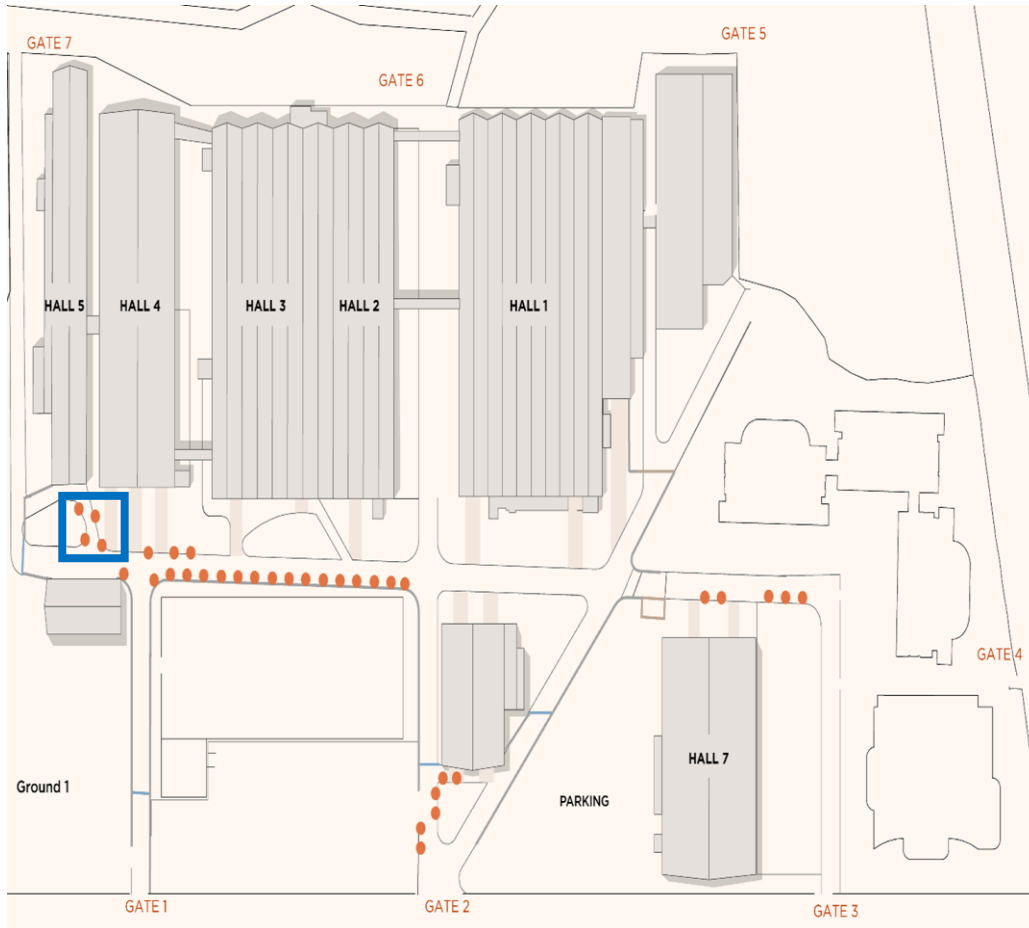
Pathway Branding across Hall 2,3,&4



- ◆ Branding in the covered pathway across Hall 2, 3 and Hall 4
- ◆ Qty – 20
- ◆ Size : 14ft(w) X 10ft(h)
- ◆ Sponsor Branding Area approx. 14ft(w) X 09ft (h)
- ◆ Sponsorship Cost: ₹ 1,25,000 each

Image for reference purpose only

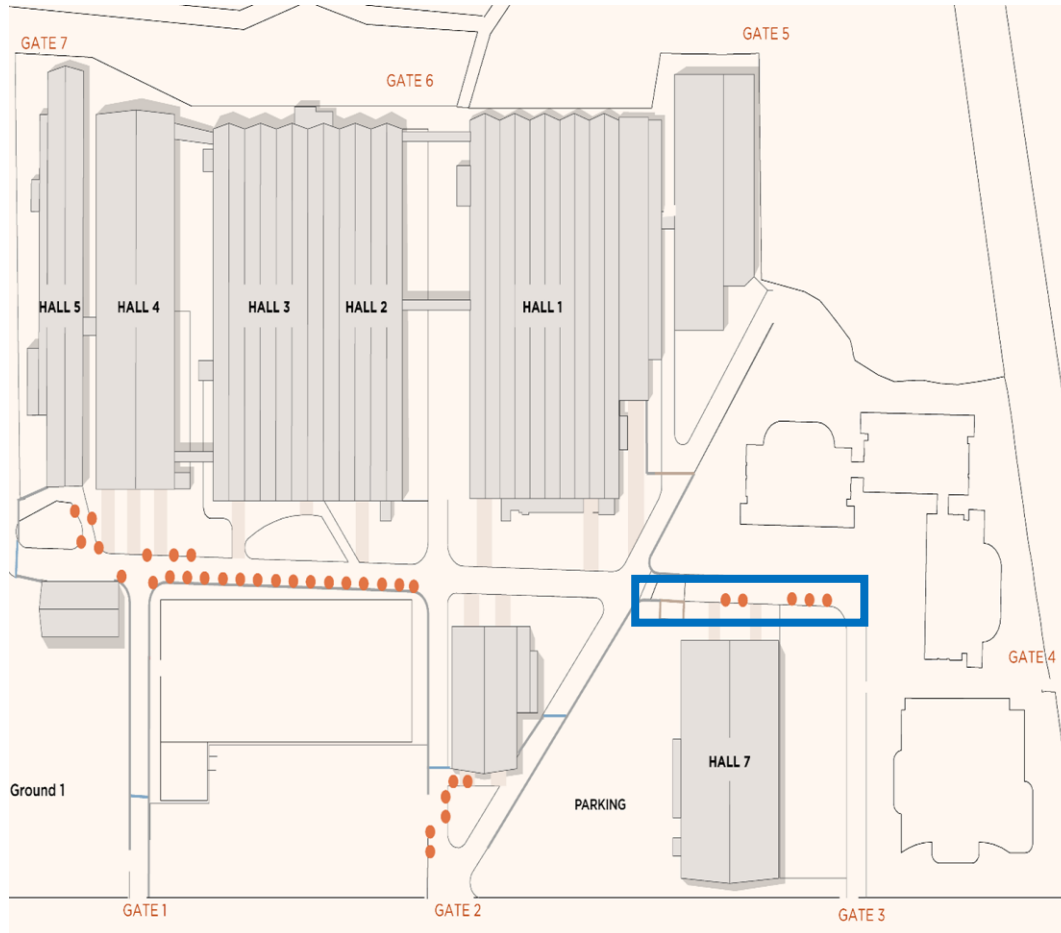
Branding outside Hall 5



- ✦ Branding in the covered pathway across, Hall 4
- ✦ Qty – 4
- ✦ Size : 14ft(w) X 10ft(h)
- ✦ Sponsor Branding Area approx. 14ft(w) X 09ft(h)
- ✦ Sponsorship Cost: ₹ 1,25,000 each

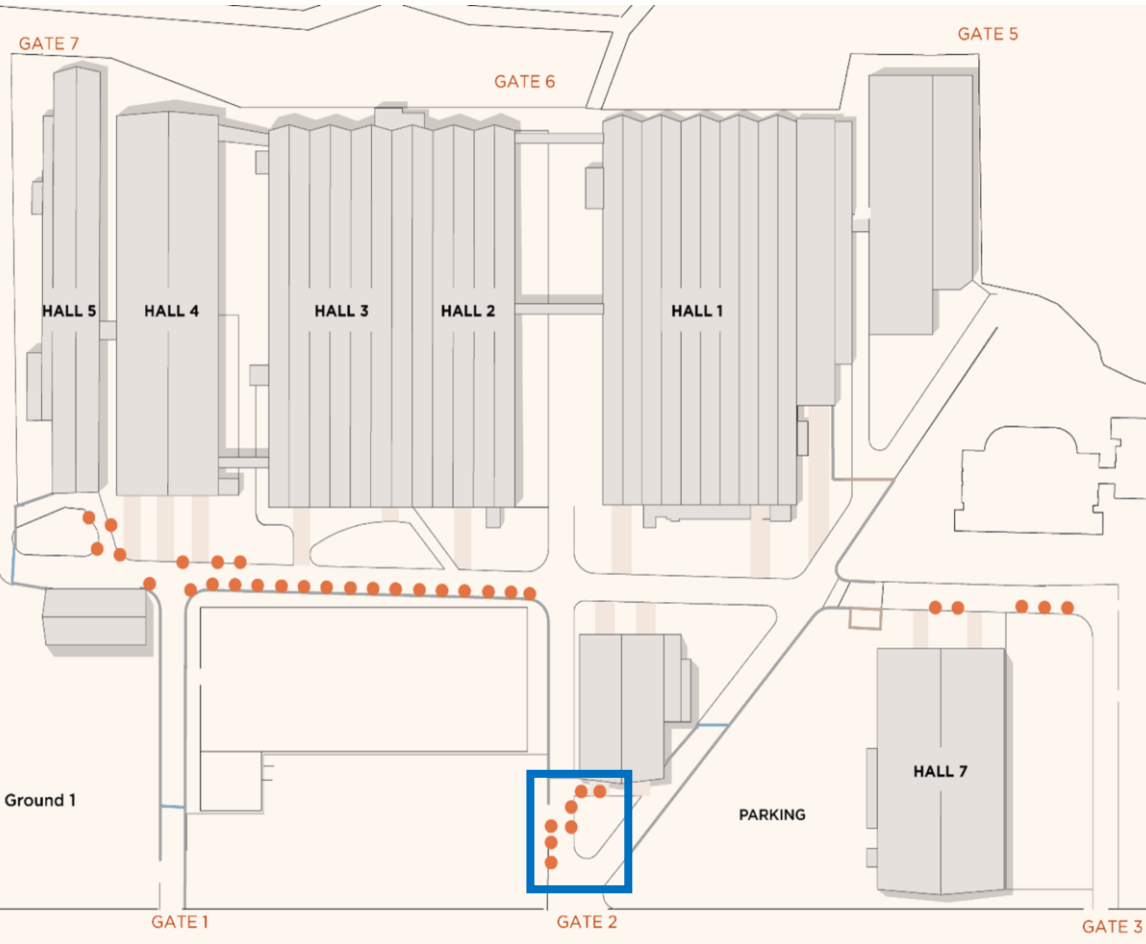
Image for reference purpose only

Pathway Branding from Parking towards Halls



- ✦ Branding in the Pathway from Parking Ground 4 /Hall 7 towards Halls
- ✦ Qty – 5
- ✦ Size : 14ft(w) X 10ft(h)
- ✦ Sponsor Branding Area: approx. 14ft(w) X 09ft(h)
- ✦ Sponsorship Cost: ₹ 50,000 each

Branding near Registration/Security Check Area



- ✦ Branding outside the Registration/ Security Check Area (Grande Hall)
- ✦ Prominent brand visibility to all buyers visiting the show , leading to Main Security check
- ✦ Qty – 7
- ✦ Sponsor Branding Area approx. 14ft(w) X 09ft(h)
- ✦ Sponsorship Cost: ₹ 1,25,000 each

Image for reference purpose only

Branding Reference

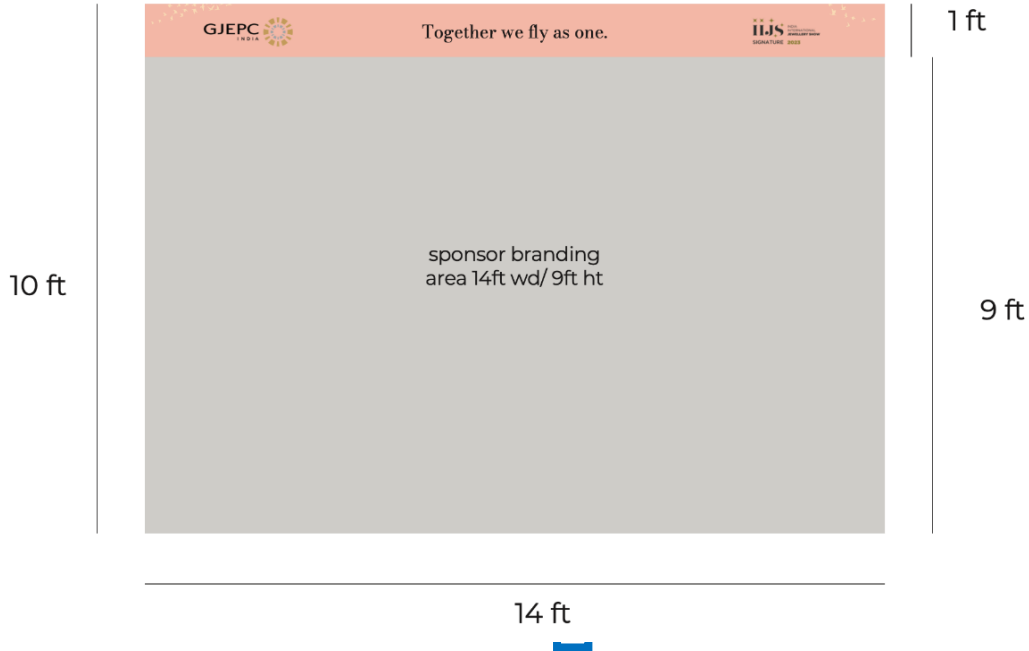


Image for reference purpose only

LED Screens in Show Halls



✦ LED Screens at Central Square in Hall 1 , Entrance and Exit of tunnels and located in prominent location in Show Halls

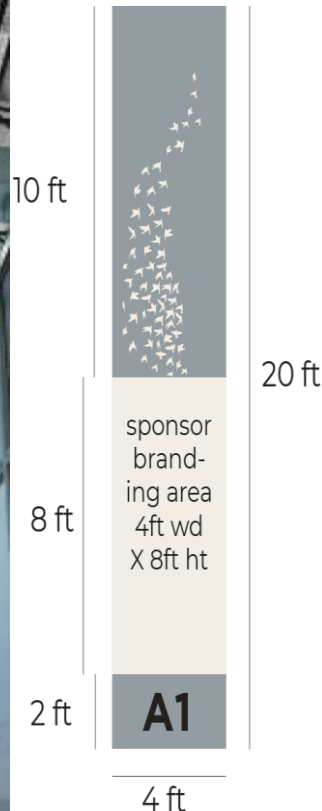
✦ Qty – 9

Locations- Hall 1 (1 Nos.), Hall 2 (2 Nos.), Hall 2 cafeteria (2 Nos.), Hall 3 (1 No.), Hall 5- (1 No.), Opp. Gate 2 (1 No.), Inside Grande-Registration/Security Check Area (1 No.)

Format- Dynamic. Maximum duration 30 sec. No audio, only visual/video on rotation basis

✦ Sponsorship Cost: ₹ 3,00,000

Ceiling Suspended Banners (Buntings)



✦ Non-lit banners suspended from ceiling in the aisles in Halls 1,2, 3,4 & 5 grabs the attention of the visitors

✦ Qty

Hall 1- 33

Hall 2- 22

Hall 3- 20

Hall 4- 22

Hall 5- 4

✦ Sponsor Branding Area: 4ft (wd) X 8ft (ht)

✦ Sponsorship Cost: ₹ 45,000 each

Pillar Backlit Branding



✦ Backlit Branding (front & back) on the pillars in the aisles of the halls offers visibility to all exhibitors & buyers

✦ Qty

Hall 1-18

Hall 2-16

Hall 3-16

Hall 5- 8

✦ Size- 4 ft (width) X 6 ft (height)

✦ Sponsor Branding Area – 4 ft (width) X 5 ft (height)

✦ Sponsorship Cost: ₹ 50,000 each+ CoP

Image for reference purpose only

Mezzanine Wall Branding in Hall 1



- ✦ Exclusive Branding opportunity on the wall of mezzanine level in Hall 1 offers excellent visibility
- ✦ Size: 16 ft (wd) X 8 ft (ht)
- ✦ Qty – 6
- ✦ Format- Static
- ✦ Sponsorship Cost: ₹ 50,000 each + CoP
- ✦ Sponsorship Cost: ₹ 250,000 for all 6 nos. + CoP

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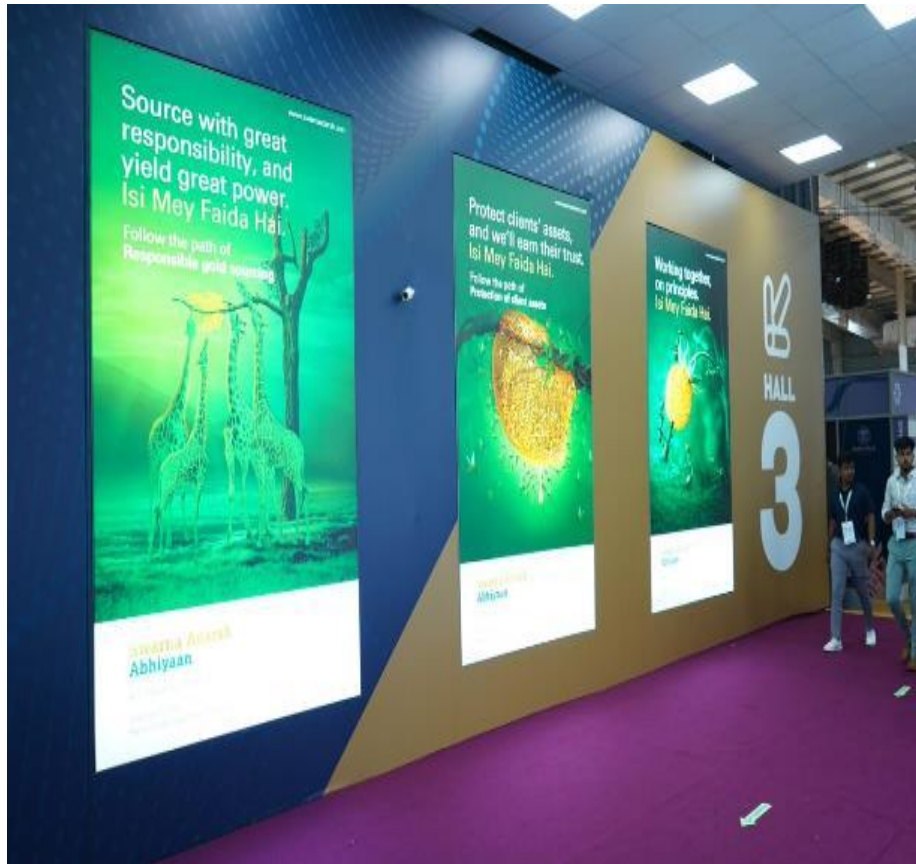
Connecting Tunnel Branding (Hall 1 to 2)

2 Tunnels



- ✦ Backlit branding in central connecting tunnel between Hall No. 1 & 2 offers excellent visibility
- ✦ Tunnel 1
Size: 1780mm(w) x 3000mm(h)
Qty – 10
- ✦ Tunnel 2
Size: 1800mm(w) x 3000mm(h)
Qty – 7
- ✦ Format- Static
- ✦ Sponsorship Cost: ₹ 75,000 each + CoP

Connecting Tunnel Branding (Hall 3 to 4) 2 Tunnels



- ✦ Backlit branding in central connecting tunnel between Hall No. 3 & 4 offers excellent visibility
- ✦ Tunnel 3
Size: 1800mm(w) x 3000mm(h)
Qty – 12
- ✦ Tunnel 4
Size: 1800mm(w) x 3000mm(h)
Qty – 10
- ✦ Format- Static
- ✦ Sponsorship Cost: ₹ 75,000 each + CoP

Image for reference purpose only

Backlit Branding towards Cafeteria



- ✦ Exclusive Backlit branding at the walkway to cafeteria attracts visitors' attention & provides prominence to the sponsor
- ✦ Size: 4 ft (wd) X 8 ft (ht)
- ✦ Qty – 2
- ✦ Format- Static
- ✦ Sponsorship Cost: ₹ 75,000 each + CoP

LAUNCH PAD at Central Square in Hall 1



- ✦ Exclusive '**Product Launch Area**' at the Central Square of Hall 1 at the show
- ✦ A one-of-its kind opportunity for the IIJS Exhibitors to launch their new offerings at the show
- ✦ Duration: 1 hour
- ✦ Slot Package
 - ✦ Seating – 100+ pax
 - ✦ 2 TV Screens for Branding & Live feed
 - ✦ Camera
 - ✦ Stage & Podium
 - ✦ Sound system
 - ✦ Tea/Coffee for Guests
 - ✦ Event Coverage in IIJS Daily Newsletter
 - ✦ Invite to Trade Media attending the show
- ✦ **Sponsorship Cost: ₹ 1,00,000 per slot**

Image for reference purpose only

Welcome Kit Bag



- ✦ Premium Quality Canvas Bags
- ✦ Distribution to IIJS Signature Visitors & Exhibitors
- ✦ Only one Sponsor
- ✦ Excellent Visibility for the Brand
- ✦ Sponsor can insert their promotional material
- ✦ Qty-20,000+
- ✦ Placed at the strategic locations across halls at the show
- ✦ **Sponsorship Cost: ₹ 20,00,000**

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Lanyard



- ◆ Distributed to all the exhibitors & visitors across the 5 days of the show
- ◆ Offers high brand visibility
- ◆ Qty : 50,000
- ◆ **Sponsorship Cost: ₹ 15,00,000 + CoP**

Badge Pouch



- ✦ Distributed to all the exhibitors & visitors across the 5 days of the show along with the badge
- ✦ Offers high brand visibility as badge has to be worn at all the times during the show
- ✦ Qty : 50,000
- ✦ **Sponsorship Cost: ₹ 8,00,000 + CoP**

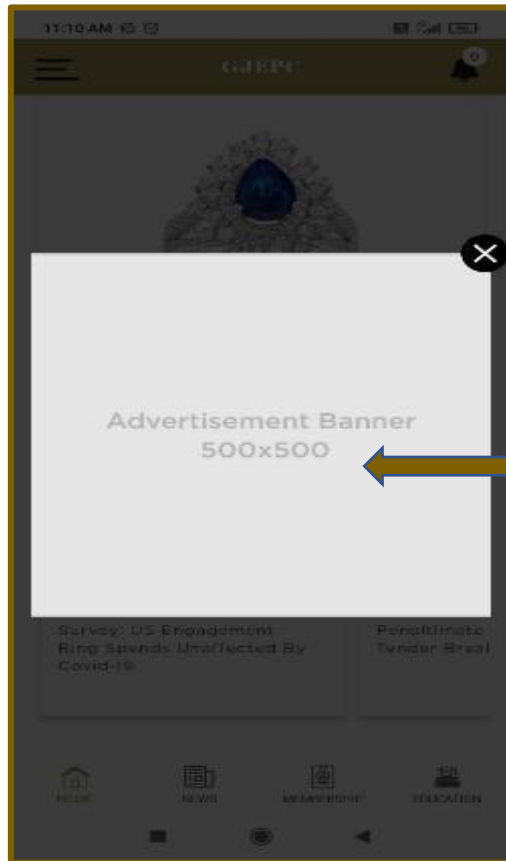
Advertisement on GJEPC App



- ✦ Sponsor Banner will be on top of the home page of the App
- ✦ 3 slots on rotational basis
- ✦ Duration-30 days
- ✦ Sponsorship Cost: ₹ 2,00,000 per slot

Image for reference purpose only

Advertisement on GJEPC App



- ✦ Exclusive Branding opportunity
- ✦ Pop up banner for duration of 4 sec on opening of GJEPC App
- ✦ Duration-30 days
- ✦ Sponsorship Cost: ₹ 3,00,000

Image for reference purpose only

Advertisement on GJEPC App



- ✦ Sponsor banner will be on page of the App
- ✦ 3 slots on rotational basis
- ✦ Duration-30 days
- ✦ Sponsorship Cost: ₹ 1,00,000 per slot

Whatsapp Sponsors Branding



IIJS INDIA INTERNATIONAL JEWELLERY SHOW
SIGNATURE 2023
5th - 9th January
Bombay Exhibition Centre - Mumbai

Organised By
GJEPC INDIA
61 days to go

16 DAYS LEFT

1st Phase of Visitor Registration ends on 20th November, 2022.

Combo Registration Package Available
Register for both the shows (IIJS Signature & IIJS Tiritiya) & avail the rate discount benefits

	IIJS Signature 2023	25 th Sept - 20 th Nov 2022	21 st Nov - 31 st Dec 2022	1 st Jan - 9 th Jan 2023
		Phase 1	Phase 2	Phase 3
Members		INR.2700	INR.4700	INR.7000
Non-Members		INR.3500	INR.6100	INR.9100

To register, log on to,
https://registration.gjepc.org/single_visitor.php

IIJS. WHERE BUSINESS HAPPENS.

Toll Free Number : 1800-103-4353 | Missed Call Number : +91-7208048100
www.gjepc.org | [GJEPCIndia](#) | [GJEPCIndia](#) | [GJEPCIndia](#)

SPONSOR BRANDING AREA

- ✦ Sent to over 30,000+ visitors of the show
- ✦ Effective medium of communication to reach out visitors
- ✦ Excellent visibility opportunity for the exhibitor
- ✦ **Sponsorship Cost: ₹ 35,000 per message**
- ✦ **₹ 2,00,000 per week (6 messages)**

Welcome Whatsapp Message – Pre & Post show

- ✦ Exclusive option to welcome the visitors at the show
- ✦ Whatsapp will be sent on the first scanning of their badge (only once across the show)
- ✦ No of Sponsor: 1
- ✦ **Sponsorship Cost: ₹ 3,00,000**

Welcome SMS – Pre & Post show SMS

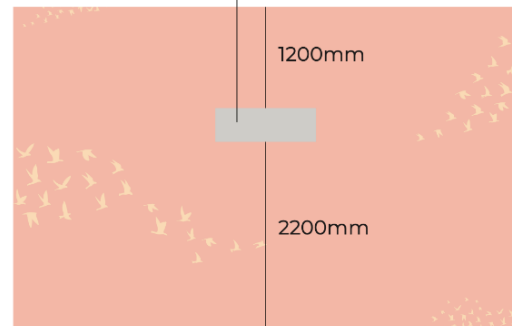
- ✦ Exclusive option to welcome the visitors at the show
- ✦ SMS will be sent on the first scanning of their badge (only once across the show)
- ✦ No of Sponsor: 1
- ✦ **Sponsorship Cost: ₹ 2,00,000**

Coffee Shop Branding in Show Halls

- ✦ Non-Lit branding at Coffee Shops
- ✦ Strategically placed across the show halls to garner maximum visibility for the sponsor
- ✦ Size: 6000 mm (w) X 3800 mm (h)



Sponsor Branding area
(Only Company Logo): 1200
mm (wd) X 400 mm (ht)



3800
mm

Sponsor Branding area (Only
Company Logo): 1200 mm (w)
X 400 mm (h)

Qty – 8 across all the Show
Halls

✦ **Sponsorship Cost: ₹ 1,00,000
each**

Image for reference purpose only

Advertisement in IIJS Signature Newsletter

IIJS INDIA INTERNATIONAL JEWELLERY SHOW
PREMIERE 2023
4th - 8th August
 Bombay Exhibition Centre - Mumbai

SHOWDAILY 3 DAY
 6th AUGUST 2023

COVER STORY
Jewellers for Hope Contributes ₹1 Cr To Deepika Padukone's LLL Foundation

On the occasion of IIJS Business Registry Show, the Jewellery Export Promotion Council (JEPIC) organized the 7th edition of its charity dinner - Jewellers for Hope in association with World Gold Council and The Bazar, and Powered by GSA. An evening gala dinner was held at the Grand Hyatt, 1, Colaba Causeway, Mumbai. The proceeds of the charity dinner were donated to the leading Bollywood actress, Deepika Padukone.

1790+ Exhibitors
40,000+ Buyers
2900+ Booths
VISITOR LOGIN LIVE NOW

ISIA
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 Chennai: +91 98451 0200 | Bangalore: +91 98451 0200

www.aistargroup.com

IIJS Newsletter Rates in INR

Sr. No	Regular Pages	Position	4 editions during IIJS Premiere (4 to 7th Aug)	2 editions - Pre-show curtain raiser and post show wrap up	Total for 6 insertions
1	Full Page - Regular	Inside Pages	40,000	20,000	60,000
2	Half Page - Regular	Inside Pages	₹20,000	10,000	30,000
3	Half Page (Premium Position)	Cover Page	₹60,000	30,000	90,000

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Advertisement in Solitaire International Print Edition

IJS Signature 2023 Special Issue



Advertising Rates

POSITION	RATES IN INR*
Back Cover	1,75,000
Inside Back Cover	90,000
Inside front cover	90,000
1 st RHP	85,000
Full page Ad	50,000
Double spread ad	90,000

* taxes as applicable

Points to Note

- ✦ Preference will be given to sponsors at IIJS Signature 2022 wherein they will have first right of refusal
- ✦ Opportunities would be booked on first cum first served basis
- ✦ In case of same sponsorship opportunity being demanded by more than one applicant, priority will be given to the company whose total amount of sponsorship is more.
- ✦ In case the total sponsorship amount & the selected options by one or more applicant is same, then the allocation of such options will be done on lottery basis.
- ✦ In case any sponsor cancels its participation for any reason whatsoever, no refund of fee will be made to the sponsor and the entire payment shall stand forfeited in favor of the council.
- ✦ CoP means Cost of Production to be paid to the appointed vendors for printing, installation & maintenance of the branding
- ✦ Vendor details & the charges for CoP will be informed in due course
- ✦ Booking is subject to availability & payment received by GJEPC
- ✦ Applications for sponsorship & branding with 100% payment will be accepted
- ✦ The GST on the branding has to be paid directly to GST dept
- ✦ The above-mentioned dimensions & qty may change according to the venue specifications

Points to Note

- ✦ The plans provided are not to scale but are as accurate as possible. However, there may be changes/variations in the plan due to site upgradation.
- ✦ Council retains the right to make any necessary changes on the floor plan/branding options as necessitated by safety & regulatory requirements on site which all sponsors are liable to adhere.
- ✦ Deadline to share the artwork is **15th December 2022** in Ai or PDF format
- ✦ Please contact Raksha Manihar - raksha@gjepcindia.com on +91 9987753829 or Poonam Ghare - poonam@gjepcindia.com on +91 9987753828 for Sponsorship and Branding opportunities