



**IIJS** INDIA  
INTERNATIONAL  
**JEWELLERY SHOW**

**SIGNATURE 2022**

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**18<sup>th</sup> - 21<sup>st</sup> February**

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**Bombay Exhibition Centre - Mumbai**

**SPONSORSHIP & BRANDING OPPORTUNITIES**

# Bombay Exhibition Centre-Overall Layout



# IIJS Signature 2022 – Salient Features



## ✦ Product Section:

- ✦ Gold & Gold CZ Studded Jewellery – Hall No 1 & 6
- ✦ Diamond, Gemstones & Other Studded Jewellery – Hall No 1 & 6
- ✦ Loose Stones, Labs & Education – Hall The Grande (Hall No 2)
- ✦ Silver Jewellery, Artifacts & Gifting Items – Hall No 1
- ✦ Machinery Section – IGJME 2022 – Hall No 7
- ✦ 870+ exhibitors, 1500+ booths, 15000 registered visitors

# Pillar Branding

- ✦ Backlit Branding (front & back) on the pillars in the central aisle of the halls offers visibility to all exhibitors & buyers
- ✦ Size: 4 Ft (wd) X 5 Ft (ht)
- ✦ Qty: Hall 1 – 31 pillars
- ✦ Qty: Hall 6 – 15 pillars
- ✦ Sponsorship Cost: ₹ 50,000 each + CoP + Applicable Taxes

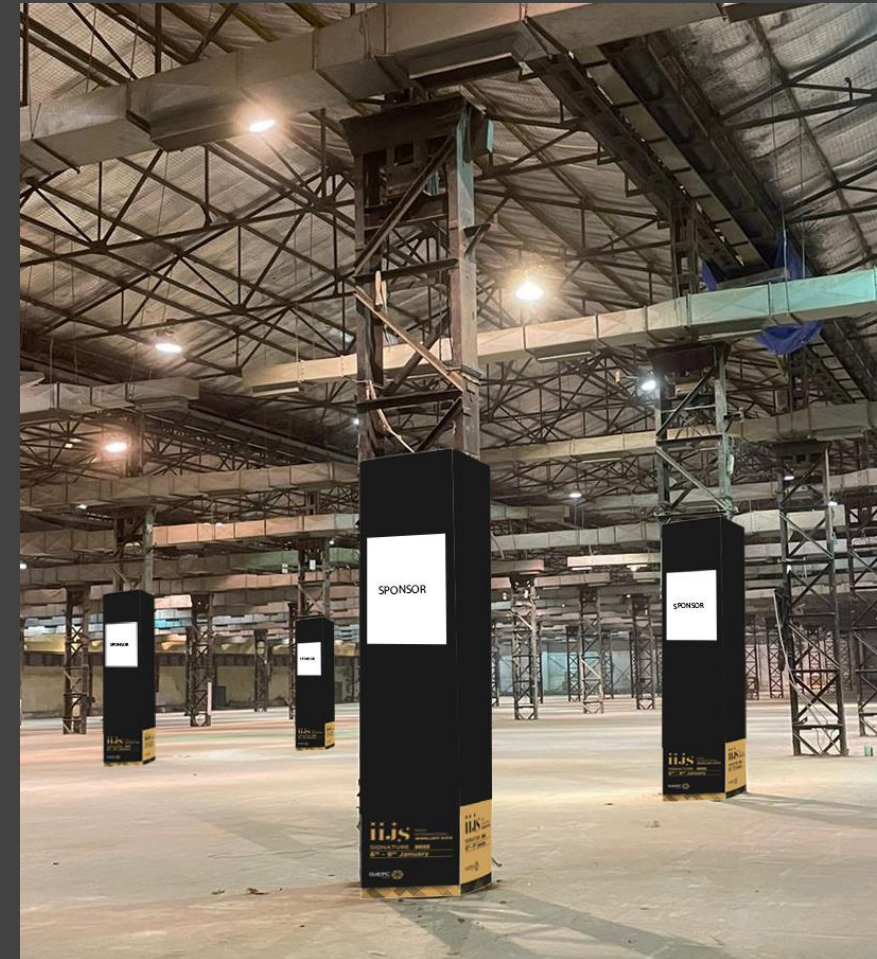


Image for reference only. Actual may vary

# Ceiling Suspended Banners

- ✦ Non-lit Banners suspended from ceiling in the Aisles of all the halls grabs attention of all the buyers entering the hall
- ✦ Size: Hall 1 - 4ft (wd) X 6ft (ht)
- ✦ Qty: - 34 Nos
- ✦ Size: Hall 6 - 3ft (wd) X 7ft (ht)
- ✦ Qty: 30 Nos
- ✦ Sponsorship Cost: ₹ 25,000 each + CoP + Applicable Taxes



# Branding on Coffee Shops

- ✦ Exclusive Branding opportunity on the Coffee Shops at strategic locations offers visibility when buyers are at leisure
- ✦ Size: 3ft (wd) X 4ft (ht)
- ✦ Qty: - 7 Locations
- ✦ Sponsorship Cost: ₹ 300,000 + Applicable Taxes



Image for reference only. Actual image & qty may vary

# Branding on Mezzanine Level

- ✦ Exclusive Branding opportunity on the wall of mezzanine level in Hall 1 offers visibility
- ✦ Size: 16 ft (wd) X 8 ft (ht)
- ✦ Qty: - 6 Nos
- ✦ Sponsorship Cost: ₹ 50,000 each + Applicable Taxes
- ✦ Sponsorship Cost: ₹ 250,000 for all 6 + Applicable Taxes



Image for reference only.  
Actual may vary

# Branding near Cafeteria

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



Image for reference only. Actual image & qty may vary



# Branding near Hall No 6 Entrance

- ✦ Non-lit Branding near the entrance façade of Hall No 6 offers visibility before entering the exhibition hall
- ✦ Size: 10 ft (wd) X 16 ft (ht)
- ✦ Qty: 5
- ✦ Sponsorship Cost: ₹ 50,000 each + CoP + Applicable Taxes



Image for reference only. Actual image & qty may vary

# Welcome SMS

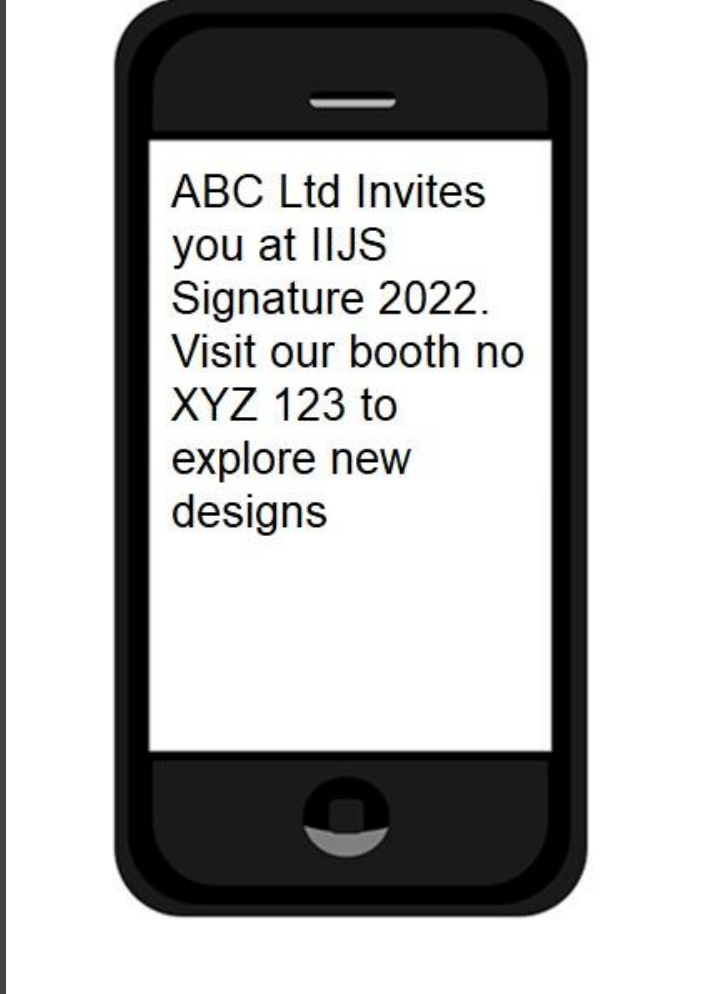
- ✦ Exclusive option to welcome the visitors at the show
- ✦ SMS will be sent on the first scanning of their badge (only once across the show)
- ✦ No of Sponsor: 1
- ✦ Sponsorship Cost: ₹ 200,000 + Applicable Taxes



# Pre & Post Show SMS



- ✦ SMS to be sent to the database inviting the buyers to the show
- ✦ No of Sponsors: 3
- ✦ Sponsorship Cost: ₹ 100,000 each + Applicable Taxes



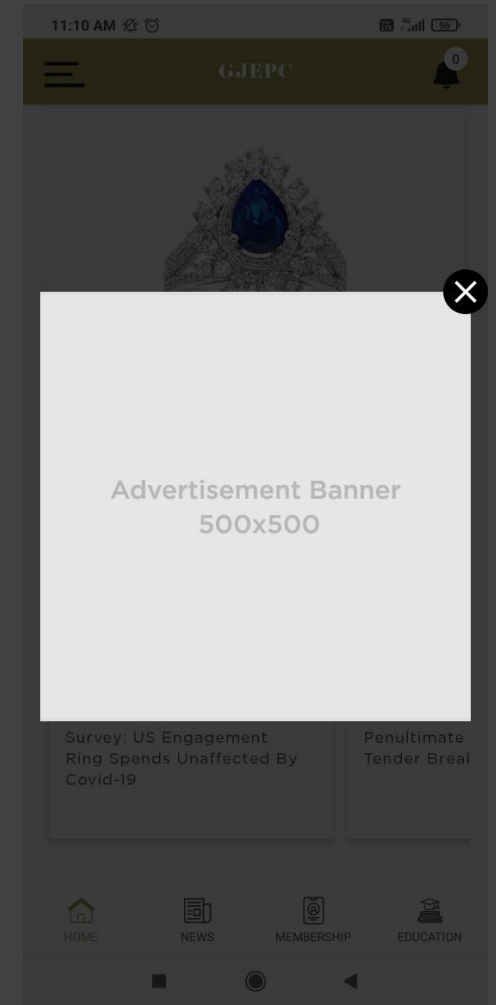
# Advertisement on GJEPC App

Exclusive branding opportunity

Sponsor Banner will appear 4 sec after opening the app

Sponsorship Cost: ₹ 2,00,000+  
Applicable Taxes

Duration: 30 days



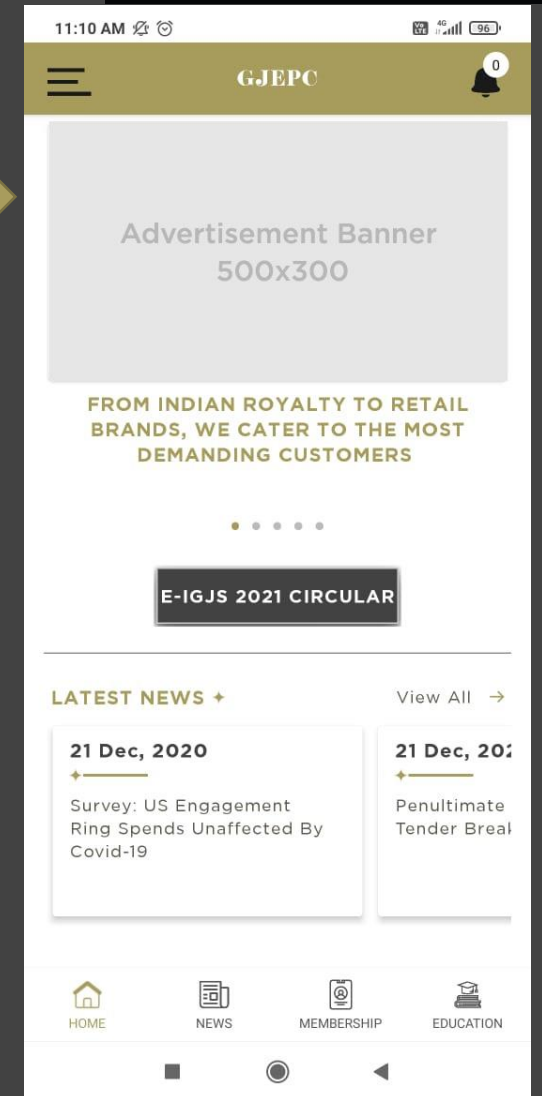
# Advertisement on GJEPC App

Sponsor Banner will be on top of the home page of the App

3 slots on rotational basis

Sponsorship Cost: ₹ 2,00,000 (per slot)+ Applicable Taxes

Duration: 30 days



# Advertisement on GJEPC App

Sponsor Banner will be on top of the home page of the App

3 slots on rotational basis

Sponsorship Cost: ₹ 1,00,000 per slot + Applicable Taxes

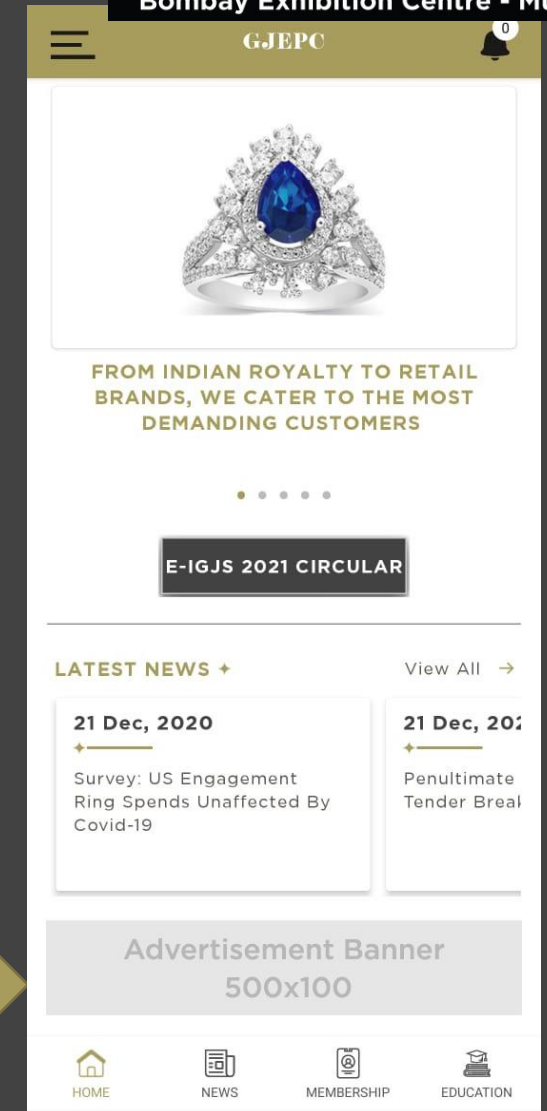
Duration: 30 days

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1 DAY

# SHOW DAILY



**IIJS** INDIA INTERNATIONAL JEWELLERY SHOW  
PREMIERE 2021  
15<sup>th</sup> - 19<sup>th</sup> SEPTEMBER  
BIEC, BENGALURU

## COVER STORY

### India Reconnects At A Brand New IIJS Premiere

As the 2021 edition of IIJS Premiere goes live today, the impending sense of energy and excitement one feels on the first day of a trade show is even more intense, as the reinvigorated Indian industry congregates after months of pandemic-related uncertainty.

The official sanction for the show is reinforced by the presence of central and Karnataka state ministers at the inauguration.

Promising feedback from pre-registered visitors indicates that IIJS Premiere 2021 will send the revival of the domestic market into high gear!

Expect bridal aisle to dominate order bookings along with exciting, new-age, lightweight jewellery as desired by millennials and Gen Z. GJEPC's publications - IIJS Daily Newsletter and Scitbase

Innovational will make trend discovery an easy task, thanks to the previews of the latest collections shared by IIJS exhibitors!

Setting one's bearings on the new show floor will be easy with the assistance of the Interactive Floor Plan to guide your every move.

IIJS Premiere has always been about more than just business. The show has traditionally allocated a large display area for showcasing of traditional Indian jewellery crafts that are being actively preserved for posterity by the Gem & Jewellery Skill Council of India (GJSICI). This time in Bengaluru, the Crafts Pavilion will feature live demonstrations by artisans proficient in the techniques of Minakari, Chennad and Thewa.

Fine design will be celebrated yet again at The Artisan Awards stall where this year's winning piece will take pride of place. The Design Gallery at IIJS offers budding designers, students from institutes, and women entrepreneurs an instant springboard to industry recognition and prominence.

Gain valuable insights on the current business environment from thought leaders at the IIJS Spectrum Seminars featuring action-packed sessions on the WGI's You Are Gold campaign and Retail Gold Investment Principles, the Future of Lab-grown Diamonds, Jewellery Industry's Digital Transformation, Data Analytics for Growth, Fundraising by Jewellery Start-ups, the Art of Business Storytelling and much more. Get ready for an IIJS unlike any other you've experienced before. Prepare to meet the industry's future!

5 Halls

1300+ Exhibitors

17000+ Pre-registered Visitors

# Advertisement in IIJS Signature Newsletter



SIGNATURE 2022

18<sup>th</sup> - 21<sup>st</sup> February

Bombay Exhibition Centre - Mumbai

Sr. No	Regular Pages	Option for Advertisement	All editions*
1	Full Page - Regular	Inside Pages	₹ 40,000
2	Half Page - Regular	Inside Pages	₹ 30,000
3	Quarter Page - Regular	Inside Pages	₹ 20,000
		<b>Premium Pages</b>	
4	Half Page (Premium)	Cover Page	₹ 40,000

\*Applicable GST

Pre show Newsletter. Show Daily, Post Show Newsletter

No of Editions: 4

Format: Digital

Advt Size Specs:

Full Page: 28 cms (wd) X 43 cms (ht)

Half Page: 28 cms (wd) X 21 cms (ht)

Quarter Page: 14 cms (wd) X 21 cms (ht)

4

Digital

28 cms (wd) X 43 cms (ht)

28 cms (wd) X 21 cms (ht)

14 cms (wd) X 21 cms (ht)

**A\*Star Jewellery**

*Pride of the Peacock*

The peacock themed collection draws a parallel between our men's magnificent plumes and the exuberant and vibrant personality of a woman.

Work: 08112781900  
 Chennai: 04428488000  
 Hyderabad: 08033000300  
 Bangalore: 08033001122

Visit Us: 1-800-4-Booth # 4J043 till 4J045 till  
[www.aastarjewellerygroup.com](http://www.aastarjewellerygroup.com)

# Branding on Welcome Kit Bag

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- ✦ Welcome kit bag to be distributed to all the visitors/trade buyers coming to the show.
- ✦ Opportunity to insert fliers in the welcome kit bag
- ✦ Qty: 7500
- ✦ Sponsorship Cost: ₹ 15,00,000 + CoP + Inserts + Applicable Taxes



Image for reference only. Actual may vary



# Pathway Flex Branding

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- ✦ Non-lit Banners installed on internal pathways between Hall No 1 & 2 of the venue offers visibility even before the buyers enter the exhibition hall
- ✦ Size: 10ft (wd) X 10ft (ht)
- ✦ Qty: - 5 Nos
- ✦ Sponsorship Cost: ₹ 50,000 each + CoP+ Applicable Taxes



Image for reference only. Actual image & qty may vary

# Points to Note



- ✦ CoP means Cost of Production to be paid to the appointed vendors for printing, installation & maintenance of the branding.
- ✦ **CoP mentioned is an approx. estimate, final cost may vary**
- ✦ 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 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.

# Points to Note



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 send the artwork is **14<sup>th</sup> Feb 2022**, in Ai or PDF format

Please contact Mr Rajesh Sharma on [rajesh.sharma@gjepcindia.com](mailto:rajesh.sharma@gjepcindia.com) or on +91 9004095210 for Sponsorship and Branding opportunities at IIJS SIGNATURE 2022, BEC, Mumbai

Thank you ✨