

Booth Allotment Policy

The **Jaipur Jewellery Show (JJS)** is a not-for-profit organization dedicated to promoting the gem and jewellery trade. Established under the Rajasthan Non-Trading Companies Act, 1960, and registered under Section 12AB of the Income Tax Act, 1961, JJS operates with the objective of providing a platform for manufacturers of gems and jewellery to market their products.

Since its inception in 2003, JJS has grown from a modest 67 booths to hosting over 1,200 booths in its 22nd edition in December 2024. The event has become a significant fixture in the global jewellery calendar, attracting over 50,000 domestic and international visitors.

JJS 2025 (the December show) is scheduled to take place from **19th to 22nd December 2025** at the **Novotel Jaipur Convention Centre, JECC, Sitapura, Jaipur.**

1. Meaning of frequently used terminologies:

1.1 Old Exhibitors:

Old Exhibitors mean all those exhibitors who had participated in the previous year's show (JJS 2024) and who have submitted the intent on or before 15th April'25.

1.2 Waitlisted Applicants:

Waitlisted Applicants means all the applicants, who had duly submitted the Intent Form till 19th December, 2024, however, were not allotted any booths in the show, provided that they have not withdrawn their deposit.

Applicants can remain in the waitlist maximum for 3 subsequent shows from the show for which Intent Form was originally filed by them and the JJS shall refund the deposit after the expiry of such 3 shows. However, the applicant will have the option of taking the refund of the deposit at any earlier date also.

1.3 New Applicants:

New Applicants mean all the applicants who have submitted the duly filled Intent Form after 19th December 2024 along with the prescribed amount.

1.4 Out-station Applicants:

Out-station Applicants mean all such applicants whose principal place of business is other than Jaipur and who have submitted the duly filled Intent Form along with the prescribed amount.

Out-station Applicants also include Old Exhibitors whose principal place of business is other than Jaipur.

1.5 Participants:

Participants mean all persons attending the allotment process, either personally or through duly authorized representative and include Old Exhibitors, Waitlisted Applicants, New Applicants and Out-station Applicants.

1.6 Committee:

The Committee means directors of Jaipur Jewellery Show.

1.7 Independent Agency:

Independent Agency means outside agency appointed by the Committee to oversee the procedure for allotment of booths. R Sogani & Associates, Chartered Accountants, is the Independent Agency for JJS 2025.

1.8 Regular Show:

Show covering both B2B and B2C Sections and includes the following:

(a) Gold Jewellery Section:

Plain or Studded Gold / Platinum Jewellery with Gem Stones/ Diamonds/Pearls etc.

(b) Silver Jewellery Section:

- **Silver Jewellery:**

Ornaments made mainly of silver, Silver Studded with Colorgems / Glass / Synthetic stones and enameling work.

- **Silver Articles & Artifacts:**

Includes all non-jewellery items made of silver

(c) Loose Gemstones Section:

- Loose color Gemstones, diamonds (including lab grown Diamonds), Synthetic Stones, Pearls, Beads in mala form etc.

(d) Costume Jewellery Section:

- Jewellery made of non-precious metal and others

1.9 Pink Club:

Exclusive B2B Section, with entry restricted for general visitors. It includes:

(a) Gold Jewellery Section:

Plain or Studded Gold / Platinum Jewellery with Gem Stones/ Diamonds/Pearls etc.

(b) Loose Gemstones Section:

Loose color Gemstones, diamonds (including lab grown Diamonds), Synthetic Stones, Pearls, Beads in mala form etc.

1.10 Allied & Machinery Section (Gem & Jewellery Industry):

Machinery, tools, weighing balances etc. used in Gem and Jewellery industry are considered as Machinery Section. This includes precision instruments essential to jewellery production and quality control.

Trade publications, industry associations, and similar entities related to the gems and jewellery sector.

2. Different Sections in the Show:

2.1 Types of sections in the show

The Jaipur Jewellery Show 2025 shall have following sections:

Section	Location
Gold Jewellery Section	Hall 1 & 2
Silver Jewellery Section	Hall 2
Loose Gemstones Section	Hall 2
Costume Jewellery Section	Hall 2
Pink Club	Hall 2
Allied & Machinery Section	Hall 3

2.2 Option for Particular Section

- 2.1.i Each applicant is required to opt for one section in the Intent Form submitted depending upon the nature of the business. Further, the applicant is bound to exhibit at least 70% items of the section applied and allotted for.
- 2.1.ii In case of dispute of nature of business, the Committee reserve the right to decide the same.

3. Procedure for allotment of booths:

3.1 Submission of Intent Form:

The last date for submission of Intent Form by Old Exhibitors was 15th April 2025. Submissions after this date will be considered as 'New Applicants'.

The booth size mentioned by Exhibitors in the Intent Form shall be considered as final and no change in the same will be allowed after last date of submission of Intent Form.

3.2 Non submission of Intent Form:

In case, the Old Exhibitors don't submit the online Intent Form within the stipulated time as above, the booth/s occupied by such exhibitors in the last year shall be considered as vacant, available for allotment as per rules. If the old exhibitors submit the Intent Form after the last date, he/she shall be considered as a New Applicant and booths shall be allotted accordingly.

3.3 Allotment of Booths:

A. For Regular Show & Pink Club:

As **JJS 2025** introduces significant changes to the booth layout for the entire show, with Jewellery booths are consolidated together in continuation in Hall1 & 2, followed by Silver Jewellery, Loose Gemstones, Costume Jewellery Section & Pink Club in Hall2, the booth allotment process has been revised to align with the new floor plan.

A.1. Booth Allotment Process:

Booth allotment will be based on area preference in the following descending order:

For Regular Show	For Pink Club
• 72 Sqm	• 72 Sqm
• 54 Sqm	• 48 Sqm
• 36 Sqm	• 36 Sqm
• 27 Sqm	• 24 Sqm
• 18 Sqm	• 12 Sqm
• 9 Sqm	

JJS has already determined and designated number of blocks along with their positions, which will be available in each area of the Sections for allotment to participants. Unlike previous years, booths as per last year will not be available to **Old Exhibitors**. All booths will be included in the allotment process for **JJS 2025**.

A.2. Criteria for Booth Selection by Old Exhibitors (By Ageing):

All participants will be eligible to participate in the booth allotment for the size they have specified in the **Intent Form**. Booth selection priority will be determined by the exhibitor's years of association with JJS. The longer the association, the higher the priority. **However, if the old exhibitor has changed the booth size from previous year, then booth allotment for such participant will take place as per point (A.4) below (Allotment of booth with changes).**

Years of association will be determined based on the **continuous years of participation** with JJS.

A.3. Shifting between Pink Club and Regular Show

(Applicable to Old Exhibitors only)

Exhibitors wishing to shift from the Pink Club to the Regular Show or vice-versa will be considered for booth allotment of the same number of booth(s) as occupied in the previous year, along with exhibitors of the same category from last year.

A.4. Increase/Decrease in Booth Size:

(Applicable to Old Exhibitors only)

If an old exhibitor requests an increase in booth size, their request will be considered only after booth allotments are made to last year's exhibitors in that category. If the increased size is unavailable, they will have to participate in booth allotment of the same size as last year.

If old exhibitor requests decrease in booth size, their request will be considered for allotment along with the last year's exhibitors in that category.

A.5. Priority Order for Booth Allotment:

The priority order for booth allotment in each Section will be as follows:

1. Old Exhibitors:

Applicants with a longer association with JJS will be given priority within each category. This ensures that long-standing and committed exhibitors are recognized and rewarded for their continued contributions to the success of the event.

Please note that if there is more than one applicant having same tenure, the allotment of booth/s will be done through a draw of lots.

2. Waitlisted applicants

The priority to the wait listed applicants will work as follows:

a) The waitlist will include applicants from 2022, 2023, and 2024 (Who filled intent form before 20th December, 2024).

b) Priority for 2022, 2023 & 2024 Applicants

- Year 2022 Applicants: First priority, regardless of submission month.
- Year 2023 Applicants: Second priority, regardless of submission month.
- Year 2024 Applicants: Third priority, on quarterly basis of intent submission.
Priority will be decided on the basis of quarter of submission of intent form.
1st Quarter: January, February, and March
2nd Quarter: April, May, and June
3rd Quarter: July, August, and September
4th Quarter: October, November, and December

Please note that if there is more than one applicant having same priority, the allotment of booth/s will be done through a draw of lots.

3. New applicants

Priority will be decided on the basis of quarter of submission of intent form. While considering the allotment for JJS 2025 for new applicants, the current year (Calendar Year 2025) will be divided into quarters as follows:

- 1st Quarter:** January, February, and March
- 2nd Quarter:** April, May, and June
- 3rd Quarter:** July, August, and September
- 4th Quarter:** October, November, and December

If multiple applicants submit in the same quarter, a draw of lots will be conducted to determine the allotment order.

Example1:

Assume that booth allotment for 72 sq. m booths is in process. Based on last year's allocations, JJS has made two 72 sq. m booth blocks available.

According to the submitted Intent Forms, the following participants have applied for a 72 sq. m booth, and both held the same booth size in the previous year:

- (a) ABC Limited – Associated with JJS for the past 5 years*
- (b) XYZ Limited – Associated with JJS for the past 5 years*

Since both applicants have equal tenure and booth size history, the allotment will be done through a draw of lots. The first name drawn will have the first right to select one of the two available booth blocks.

Example2:

Assume that booth allotment for 72 sq. m booths is underway. Based on last year's allocations, JJS has made two 72 sq. m booth blocks available.

As per the submitted Intent Forms, the following participants have applied for a 72 sq. m booth, both having held the same size in the previous year:

- (a) ABC Limited – Associated with JJS for the past 18 years*
- (b) XYZ Limited – Associated with JJS for the past 15 years*

In this case, ABC Limited will be given the first right to choose from the two available blocks, owing to their longer association with JJS.

B. Allied & Machinery Section:

The booth allotment process for these sections will continue as per the procedure followed in the previous year, which is as follows:

B.1. Booth Allotment Process:

Booth allotment will be based on area preference in the following descending order:

- 72 Sqm
- 54 Sqm
- 36 Sqm
- 27 Sqm
- 18 Sqm
- 9 Sqm

B.2. Allotment of Booths without Change:

For **Old Exhibitors** who do not wish to request any changes i.e., Same Area and Same Size as per previous year, the booths allotted to them in the immediately preceding year's show will be re-allotted to them.

B.3. Allotment of Booths with Change:

In case, the Old Exhibitor has applied for same size different location or increased size, the booth occupied by exhibitor in the last year's show shall be considered as occupied by the same exhibitor, for the purpose of drawing of lots, till the time a new booth has been allotted to such exhibitor. After such allotment, old booth (the booth occupied by him in the last year's show) shall be considered as vacant and shall be available for Drawing of lots purposes to further participants.

In case of increase in booth size, priority shall be given to Old Exhibitors who want to take up adjoining booth(s) in addition to existing booth, if the desired adjoining booth is fallen vacant by another Old Exhibitor(s). Allotment will be made without Drawing of lots. However, in case, same booth is desired by more than one Exhibitor, the same will be decided by Drawing of lots among such exhibitors.

B.4 Priority Order for Booth Allotment:

The priority order for booth allotment in each Section will be as follows:

1. **Old Exhibitors**
2. **Waitlisted Applicants**
3. **New Applicants**

4. Change of Trade Name:

In case, the Old Exhibitor wishes to change the trade name, he shall intimate the same through email with relevant documents. Such a change shall be allowed only if proprietor or majority of the partners / directors remains same in new trade name. For this purpose, evidence shall be provided by such person to the satisfaction of the Committee.

The term '**Change of trade name**' refers to instances where a proprietor (in the case of a proprietorship), a partner (in the case of a partnership firm), or a director (in the case of a company) transfers their right of booth allotment to another trade name, provided that the individual himself is part of the said trade entity.

Additionally, all other partners or directors from the previous firm and company respectively shall provide **NOC** for such change.

5. Procedure of Booth Allotment:**5.1 Sequence of Allotment Process for Different Categories:**

All the participants belonging to the same category/preference for each section shall be called once. Sequence of booth allotment for different size categories shall be as per order mentioned in Para 3.

5.2 Notice for Booth Allotment:

A notice through email/WhatsApp/personal call shall be sent at least seven days prior to the day of allotment, to all the eligible participants, informing about the date of the same. However, notice period can be reduced by the Committee in consultation with Independent Agency.

5.3 Attendance in Allotment Process:

The participants can attend the allotment either personally or through any person duly authorized in writing. The participants attending the process must have the power to take on the spot decision regarding the selection of booth.

5.4 Online Participation for Booth Allotment:

Applicants may also participate in the booth allotment process remotely via **Zoom Cloud**, with prior intimation to JJS.

During the allotment, booths will be assigned to applicants **strictly subject to availability** at the time of their turn.

5.5 Attendance Records:

An attendance record shall be prepared for recording the attendance of each Participant, Committee Member & Staff and Representative of Independent Agency. In attendance record, the name of the person representing the participant and time of arrival shall be recorded.

5.6 Entry in the Room for Booth Allotment:

Only a duly authorized participant (max 2 Person) whose allotment is being carried on will be permitted to enter the room.

5.7 Start of Allotment Process:

Participants should be seated 3 minutes before the process of their slot starts. However, in case, the previous allotment of the same day is concluded with delay, the allotment for the next category shall start after a minimum gap of 15 minutes.

5.8 Late Comers:

All applicants' names will be included in the draw of lots. If a participant's name is drawn before their arrival, they will be considered for allotment only after the current category's process has concluded. However, if they arrive late and their name has not yet been drawn, they will remain eligible for allotment as their name will still be part of the draw.

5.9 Presentation of Floor Plan:

At the start of each allotment category, a floor plan shall be shown to the participants indicating the vacant booths available with a mark. Floor map, maintained in the booth allotment software, shall also be displayed, on the screen in the room as well as on the official website of JJS, which shall be updated on real time basis.

5.10 On the spot decision:

On the spot decision within maximum 3 minutes shall be made by the participant for selection of the booth.

Applicants are requested to be prepared in advance to choose a booth from the **available options** at the time of their turn, to ensure a smooth and timely allotment process. Once a booth has been allotted, no changes will be entertained under any circumstances.

5.11 Confirmation letter:

After allotment of booth to the participant, he/she shall sign a letter confirming the allotment before leaving the room.

5.12 Absent Applicants:

In case, any applicant remains absent in the allotment process, then after the completion of the allotment of all category for the day including late comers and absent applicants, the available vacant booths shall be allotted to such absent applicants through auto allotment.

5.13 Withdrawal after Allotment

In case any allottee withdraws after the booth allotment for any reason, the intent amount will be forfeited and the booth/s shall be considered vacant. Since such booth was not shown as vacant in the floor plan on any of the earlier occasion, the same shall be allotted to the unsuccessful Waitlisted Applicants and, thereafter, to unsuccessful New Applicants on longer association criteria basis. However, the allotment shall be made only after taking consent of the Independent Agency.

5.14 Construction of New Booth

In case new booths are constructed which were not shown in the floor plan on earlier occasion, then such booths shall be allotted to the unsuccessful Waitlist Applicants and, thereafter, to unsuccessful New Applicants on longer association criteria basis.

5.15 Videography:

The allotment process may be video-graphed and preserved for future references.

6. Restriction on Allotment:

6.1 Three-sided open booth:

The participants shall not be allowed to choose a booth, which is open from three sides except for all those opting for a booth size of 27 Sqm or more.

6.2 No split of Island booths (for Allied & Machinery Section):

In case of an island, booths shall not be split. For example, Mr. A occupied an island of 4 booths in the immediately previous year's exhibition and he wants a single booth this year. In such a case, he/she shall have to take a single booth at any place other than the island as the island shall not be split.

6.3 Right of Committee:

In the interest of the show, the Committee reserves right to put restriction on allotment of any particular booth(s) or to relax any particular rule in consultation with Independent Agency. It shall also have the right to allot a booth(s) on barter/complimentary basis on priority.

The Directors of JJS shall have the first right to select a booth, regardless of the allotment criteria outlined in the policies mentioned above.

JJS retains the right to make any necessary changes on the floor plan as necessitated by safety, regulatory and other requirements on site which all exhibitors are liable to strictly adhere to.

6.4 Dispute:

The final decision regarding any issue or dispute arising in the booth allotment process, which is not specifically addressed in the preceding provisions, shall be made by the Committee in consultation with the Independent Agency.

The Committee's decision shall be binding, with the jurisdiction for any resolution or legal recourse being strictly confined to Jaipur, Rajasthan.

All parties involved will adhere to the jurisdictional limits as specified, ensuring the resolution process remains localized within Jaipur, Rajasthan only and within the framework established.

Updated Booth Allotment Policies as on 22-Sep-25

For further details / information, please contact:

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