

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 1,227 booths in its 23rd edition in December 2025. The event has become a significant fixture in the global jewellery calendar, attracting over 50,000 domestic and international visitors.

JJS: The December show, is scheduled to take place from 22nd to 25th December 2026 at the Novotel Jaipur Convention Centre, JECC, Sitapura, Jaipur.

In addition, JJS 2026 will feature a newly introduced “**JJS Preview Day**”, scheduled on **Monday, 21st December 2026**, from 3:00 PM to 8:00 PM, exclusively for trade visitors (entry by invitation only). This initiative is aimed at providing exhibitors with enhanced early business interactions and networking opportunities prior to the main show days.

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 2025) and who have submitted the intent on or before 31st March'26.

1.2 Waitlisted Applicants:

Waitlisted Applicants means all the applicants, who had duly submitted the Intent Form till 18th December, 2025, however, were not allotted any booths in the show, provided that they have not withdrawn their deposit.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 18th December 2025 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 2026.

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 2026 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

- 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.
- 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 31st March'2026. 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 do not submit the online Intent Form within the stipulated time mentioned above, the booth(s) occupied by such exhibitors in the previous year shall be considered vacant and available for allotment as per the rules. If the Old Exhibitors submit the Intent Form after the last date, the applicant shall be considered a New Applicant, and the booth(s) shall be allotted accordingly.

3.3 Priority Order for Booth Allotments

The Priority order for booth allotment in each section will be as follows:

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

3.4 Booth Allotment Areas:

Booth allotment will be group 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.

3.5 Criteria for Booth Selection (By Ageing):

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 applicant will be considered on the booth size held in JJS 2025. For details you may refer point 5 (Procedure for booth allotment) mentioned in the booth allotment policy.

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

3.6 Booth Allotment to Old Exhibitors:

The allotment of booths to returning exhibitors follows a defined priority order to ensure fairness, transparency, and operational efficiency.

a) **Same Booth (Identical Size & Location)**

Priority is accorded to exhibitors who wish to retain the exact booth location and size occupied during the previous year's show. These allotments are confirmed directly without a lottery to ensure continuity and stability.

b) **Reduced Size (Same Section)**

Priority is extended to exhibitors requesting a smaller booth size while remaining within the same section.

c) **Change of Location (Same Size & Section)**

Allotment is offered to those seeking a new location within the same section while maintaining their previous booth area.

d) **Shifting to Another Section**

Allotment is provided to exhibitors requesting a change in exhibiting category (e.g., shifting from Gold Jewellery to Loose Stones or Silver Jewellery or vice-versa). Applicants may be considered for the same number of booths as allotted to them in their previous participation.

e) **Increase in Booth Size**

Allotment is granted to exhibitors requesting a larger booth area compared to the previous year. However, the allotments will depend on the availability of booths at the point of allotment.

f) **Transfer Between Pink Club and Regular Show**

Exhibitors requesting a shift between the Pink Club and the Regular Show (or vice versa) are deemed to have released their previously allocated booth/s. In such cases, exhibitors shall not retain any right to their previous booth number or location. Applicants may be considered for the same number of booths as allotted to them in their previous participation.

3.7 Booth Allotment to Waitlisted applicants:

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

a) The waitlist will include applicants from 2023, 2024 and 2025 (Who filled intent form before 18th December, 2025).

b) Priority for 2023, 2024 & 2025 Applicants

- Year 2023 Applicants: First priority, regardless of submission month.
- Year 2024 Applicants: Second priority, regardless of submission month.
- Year 2025 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

If no booth is available in the applied area category, the applicant shall be considered for allotment in the next smaller booth category available and not for the further reduced category. This ensures that applicants are accommodated to the extent possible within the exhibition layout, subject to availability.

3.8 Booth Allotment to New applicants:

Priority will be decided on the basis of quarter of submission of intent form. While considering the allotment for JJS 2026 for new applicants, the current year (Calendar Year 2026) 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

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 (maximum two authorized representatives) 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 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.

5.9 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.

5.10 Confirmation letter:

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

5.11 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.

5.12 Absent Applicants:

If any applicant remains absent during the booth allotment process, their case will be taken up only after completion of allotment for all categories on that day, including latecomers and other absent applicants.

- **Old Exhibitors:** In such cases, the same booth as allotted in the previous year may be assigned to the absent exhibitor.

- **New and Waitlisted Applicants:** JJS considers absence as lack of interest in participation. Therefore, no booth shall be allotted to absent applicants from these categories.

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. Restrictions 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 Subletting Restrictions:

Booth allotment rights are non-transferable and booths may not be sublet, shared, licensed, or commercially reassigned without prior written approval.

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.

6.5 Force Majeure Clause

JJS shall not be held liable for any delays, modifications, or cancellations of the exhibition arising from circumstances beyond its reasonable control. Such circumstances include, but are not limited to, acts of God, natural disasters, government directives, public health emergencies, or any other unforeseeable events. In such cases, JJS reserves the right to take appropriate measures as deemed necessary, without any obligation towards compensation or damages.

Updated Booth Allotment Policies as on 30-June-26

For further details / information, please contact:

Jaipur Jewellery Show

Office: +91 9799956011 / email: info@jaipurjewelleryshow.org

Mr. Rajkumar Sharma, Manager Exhibition at +91 9829038275

Mr. R James Massey, CEO at +91 9950993993