

HAMARA SHOW HAMARI SHAAN

**NORTH INDIA'S NO.1 B2B INTERNATIONAL
JEWELLERY EXHIBITION**

**JEWELLERY
& GEM**
DELHI
12th edition

29 - 01 2024
SEPT. OCT.
PRAGATI MAIDAN, NEW DELHI

PARTNERSHIP DOCKET

About DJGF



Organized by Informa Markets in India (previously known as UBM India) is all set to bring in the 12th Edition of mega B2B jewellery Show - Delhi Jewellery & Gem Fair 2024 (DJGF) which is North India's No.1 International B2B Jewellery Exhibition.

The three-day exhibition will be represented by over 650 + exhibitors, 150000 designs and over 25000+ trade visitors and will showcase the latest trends in this gleaming domain. It will attract well reputed domestic and international buyers, reinforcing the expo's position as a proven and trusted sourcing hub for the industry. Delhi Jewellery & Gem Fair (DJGF) will bring together the top-notch jewellers, import & export merchants, and industry associations in the capital city with its 12th edition. The upcoming DJGF show will witness jewellery wholesalers, retailers, importers and exporters, manufacturers, diamond-gemstone-pearl suppliers and traders, precious metal and jewellery mounting traders and suppliers, machinery manufacturers, and representatives from trade and government organizations from various parts of the nation under one roof and will create an opportunity to meet, connect, network, and grow their business.

The fair is an integral part of the jewellery sector by associations and the industry at large with support from eminent associations, namely, The Bullion & Jewellers Association, Delhi Jewellers Association, Maliwara Jewellery Association, Karol Bagh Jewellers Association, Meerut Bullion Traders Association (regd) and many more associations from North India. DJGF will offer a world class experience along with special events - seminars, workshops, panel discussions, ,RJGA (Retail Jewellery Guild Awards), B2B Meetings, Power of young, Golden Hand Awards, Fashion Show & Jewellery Designers Pavilion, Rising Star Pavilion, Shakti Awards and Exclusive DJGF Silver Hall.

North India is the country's major market known for its penchant for lustrous and statement jewellery pieces, including Mughal antique, gold, diamond and Kundan Navratan to name a few. Informa Markets in India understands this love for sparkle and DJGF always augment this sector. So given the right media platform, there is without a doubt, a huge opportunity waiting to be tapped for you.

Show Dates: 29th September to 01st October 2024 Venue: - Pragati Maidan, New Delhi, Hall 2, 3 ,4, 5.





12 Years of
Trust & Credibility



Pan India participations
650 + Exhibitors &
25000 + Trade Visitors



350000+ Sq.ft
area



Schedule before Indian
Festival Season



600 Premium Buyers
Club Membership



1,50,000+ Latest Designs
from 700+ Exclusive
Brands



10 key commitment
of AllSecure
Safety Guidelines



Knowledge Sessions,
Conferences
& workshops



Exclusive Silver
Pavilion



Retail®
Jewellers
Guild
Awards

Retail Jewellery
Guild Awards



HONOURING WOMEN ACHIEVERS

Shakti Awards





GATE 1 OUT SIDE

Size : 40 x 10

Quantity: 1

Partnership Investment

₹ 1,98,000/-

+ taxes



GATE 1 FASCIA

Size : 86 x 8

Quantity: 1

Partnership Investment

₹ 2,16,000/- each

+ taxes



OUTSIDE GATE 4 AND GATE 6

Quantity: 2 Nos

Size : - 30 X 10

Partnership Investment

₹1,85,000/- each

+ taxes





GATE 5 CARGO ENTRY

Size : 10 x 10

Quantity: 2

Partnership Investment

₹ 44,600/- each

+ taxes



INSIDE PRAGATI MAIDAN & Around Hall 5

Size : 2 x 6 x 4 side

Quantity: 30 Light Pole Bunting

Partnership Investment

₹ 6,000/- each

+ taxes



CORRIDOR PILLER

From Gate 4 to Hall 5 & to Hall 1

Quantity: 90

8 X 20 - 50 Nos - CCT

4 X 10 - 40 Nos - CCR

Partnership Investment

₹ 21,000/- each CCT

₹ 18,000/- each CCR

+ taxes





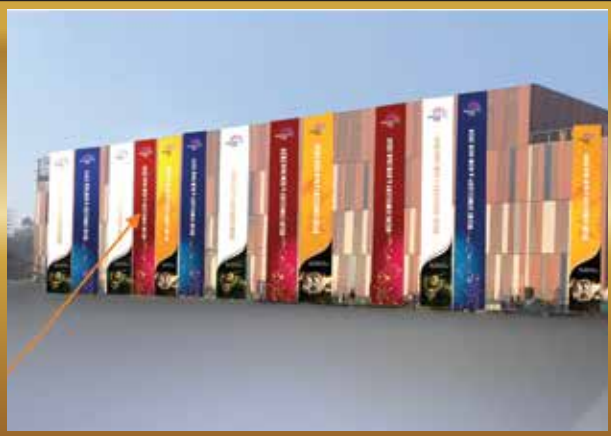
CORRIDOR RIGGING - FROM GATE 4 TO HALL - 5 & TO HALL 1

Size : 6 X 4 - 40 Nos
Quantity: 40 Nos (from Gate 4 to Hall 1)

Partnership Investment

₹35,000/- each

+ taxes



HALL - 5 (ENTRY FROM GATE 4)

Size : 10 x 100

Quantity - 10 Nos

Partnership Investment

₹ 4,00,000/- each

+ taxes



HALL 5 ENTRY EXTERIOR WALL-LEFT SIDE & FROM GATE 4

Size : 20' X 20' - 12 Qty

Partnership Investment

₹ 1,60,000/- each

+ taxes



INSIDE HALL - 5-4 PARTITION WALL

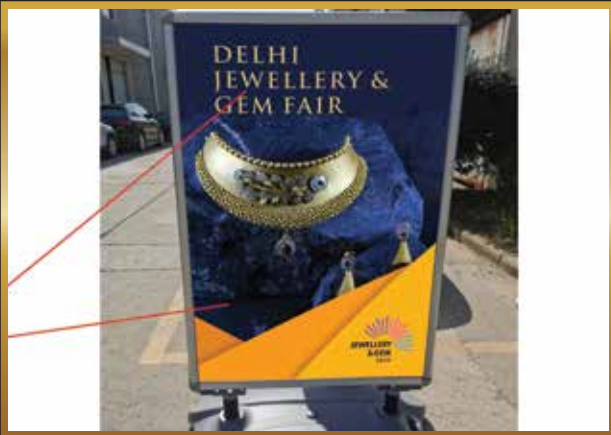
Size : 48' x 8'

Quantity: 16 (2 to 3 & 4 to 5)

Partnership Investment

₹1,50,000/- each

+ taxes



ROADSIDE PAVMENT SIGN- AROUND HALL 1-5 & FROM GATE 4

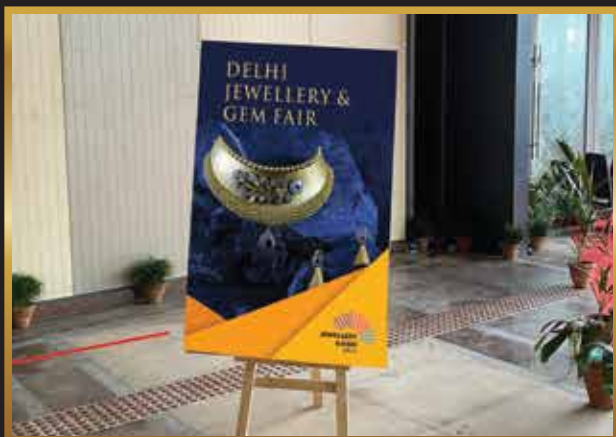
Size : 3' x 4'

Quantity: 30 to 50

Partnership Investment

₹30,000/- each

+ taxes



ESSEL WOODEN STANDE - SPONSOR BRANDING

Size : 3' x 4'

Quantity: 25

Location - pre function and foyer area

Partnership Investment

₹ 5,000/- each

+ taxes



**FEATHER DIGITAL FLAG
FROM GATE 4 TO HALL 1
& FROM GATE 10**

Size : 2' X 12' - 2 side
 Quantity: 50 (self standing)
 Partnership Investment
 ₹ 35,000/- each
 + taxes



ENTRY HALLS 1,2,3, 4 ,5

Size : as per design
 Quantity: 6
 Location: outside foyer entry gate
 Partnership Investment
 ₹ 1,95,000/- each
 + taxes



**PRE - FUNCTION AREA
ENTRY TO HALL**

Size : As per design
 Quantity: 5 Nos (Hall 1,2,3,4, 5)
 Partnership Investment
 Hall 5 - ₹3,50,000/- plus Taxes
 Hall 4 – ₹1,85,000/- plus taxes
 Hall 3 – ₹1,25000/- plus taxes
 Hall 2 – ₹2,00,000/- plus taxes



INSIDE HALL 1,2,3,4,5 RIGGING HANGINGS

Size : 5 x 15 - 2side
Qty: 20 - Hall 1 to 4
45 - Hall 5

Partnership Investment
₹30,000/- each
+ taxes



INSIDE HALL - 1 TO 5 WALL HANGING SEE YOU AND NEXT DATE

Size : 20' x 6'
Quantity: 12

Partnership Investment
₹56,000/- each
+ taxes



REGISTRATION COUNTER

Registration Partner includes
2 Standees at the entrance
+ other relevant visible branding
Partnership Investment
₹ 8,06,250/-



HOSTED BUYER LUNCH AREA BRANDING

Partnership Investment
₹ 3,22,500/-



CAFETERIA BRANDING

Partnership Investment
₹ 3,50,000/-
+ taxes



BRANDING ON DIGITAL BADGES (VISITORS)

Quantity: 20000
Partnership Investment
₹ 8,50,000/-



VISITOR CARRY BAG BRANDING

Quantity: 20000

Partnership Investment

₹ 7,50,000/-



WATER DISPENSER BRANDING

Quantity: 6

Partnership Investment

₹ 2,50,000/-

+ taxes



INFORMATION DESK BRANDING

Quantity: 5

Partnership Investment

₹ 2,68,750/-



THE DELHI JEWELLERY
**FASHION
 SHOW**

A glittering jewellery fashion show, showcasing an exclusive unique designs from the elite manufacturing brands across India. The objective is to offer an apt platform to our partners to network with top retailers across India.

Partnership Investment
 ₹ 80,6,250/-
 each sequence



POWER OF YOUNG
 JEWELLERS THINK TANK

An exclusive evening event to celebrate the spirit of inspiring achievements of the young jewellers in the Indian G&J Sector; the event recognizes the achievement of selected budding jewelers from North of India by felicitating them with trophy and certificate followed by Cocktail & dinner.

Partnership Investment
 ₹ 10,75,000/-



Shakti

HONOURING WOMEN ACHIEVERS

- 1) Associate Partner – ₹ 5,00,000/- + taxes
- 2) Trophy Partner – ₹ 3,00,000/- + taxes
- 3) Gifting Partner – ₹ 2,50,000/- + taxes



ROADSHOW PARTNERSHIP

City:

Bhatinda, Jammu, Jodhpur, Ambala, Lucknow

Partnership Investment

₹ 2,15,000/-

per road show



VIP LOUNGE

Partnership Investment

₹ 1,07,500/-



CUSTOMER INSIGHT LOUNGE

Partnership Investment

₹ 86,000/-

TITLE PARTNER

**POWERED
BY PARTNER**

₹ 35,00,000/-

+taxes

**GOLD
PARTNER**

₹ 27,00,000/-

+taxes

**DIAMOND
PARTNER**

₹ 25,00,000/-

+taxes

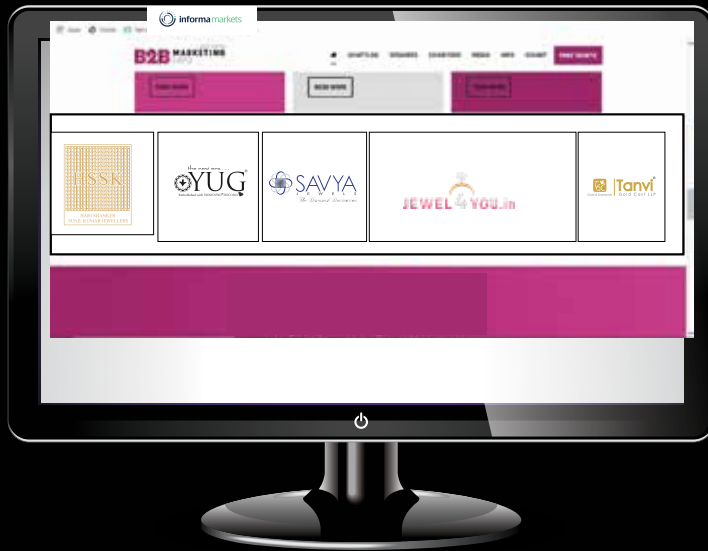
**SILVER
PARTNER**

₹ 15,00,000/-

+taxes

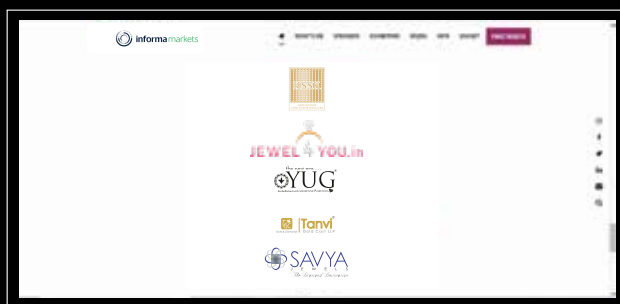
DIGITAL BRANDING

BOX BANNER AD (Branding on home page)



Your brand featured under highlighted endorsements on the home page along with logo and image.

Sponsor Showcase (Branding on home page)



Our key supporters will be given special endorsement on the home page itself which garners a traffic of 25000 people monthly

WEBSITE DISPLAY ADVERTISING RATE CARD

	BANNER SIZE (W X H)	PRICE PER MONTH (Rs)
Exhibitor Showcase	(728 x 90)	₹ 80,000/-
Box Banner Ads	(150 x 600)	₹ 60,000/-
Sponsorships	(336 x 280)	₹ 60,000/-

*Tax & GST Applicable

DIGITAL BRANDING

NEWSLETTER & EDM

As the Jewellery fraternity seeks frequent updates about industry related information, be it government policies, research & development & technological innovation in Gems and Jewellery, our monthly E-Newsletter provides the perfect platform to showcase your brand, garnering your brand perfect visibility.

	BANNER SIZE (W X H)	PRICE PER MONTH (Rs)
Full Banner	(468 x 60)	₹ 1,50,000/-
Vertical Banner	(120 x 240)	₹ 1,00,000/-
EDM 3 / Email ID	(700 x 1000)	₹ 20,000/-

NOTE:

- Taxes as applicable would be charged
- All Ads are on tenancy basis
- All Positions are sold on 33% SOV
- All Dimensions are in Pixels & in Width X Height format

Jewellery E- Newsletter



Fortnightly news sent to the community which includes Industry related news, Event related Announcements & news, sponsored Ads, interviews, product launches etc.



*Tax & GST Applicable

DIGITAL BRANDING



EMAILERS

EDM/EMAIL MARKETING promotes & markets the service offerings & promotional deals of a Client Company through emailers to the relevant database. Current database is of 2lacs which is constantly being upgraded and expanded.

₹ 75,000/- each mailer



*Tax & GST Applicable

DIGITAL BRANDING

Social Media Tie Ups & Branded Posts

We will boost your brand across our social media networks such as facebook and Instagram and help your increase your reach and engagement with your target audience.

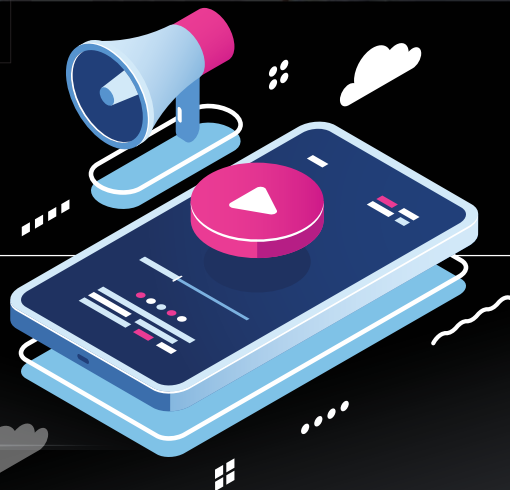
Facebook Promotion



Total Ad Spend		
Cost	Duration	Reach
₹ 50,000/-	5 Days	73,000 - 1,00,000
₹ 85,000/-	5 Days	93,000 - 2,00,000

The collage features several promotional elements:

- 10% OFF ALL JEWELRY:** A green banner with a diamond ring image and the text "THIS MONTH ONLY! 10% OFF ALL JEWELRY".
- Facebook Pixel - Your Essential Guide:** A white banner with a book icon and text: "Over 50K people are using our plugin to manage their own Facebook Pixel, so we answer to their related questions every day. That's why we decided to write this Essential Guide and give it to you for FREE. You will learn how to use the real power of the pixel and how to improve your ads results!"
- Engagement Section:** A blue header with three posts:
 - 1000 Custom Jewels:** "Our customer photos are checked from setting and then polished to 1000 Custom Cut diamonds for the center to create a custom ring. Do you think she said 'yes!'?"
 - Real Gemes added to new photos:** "Natural Stones - diamonds can have great natural inclusions. The one key for natural stones better authorized by certified gemologists is a pink certificate, not the big yellow 'Please Refer to Lab' that you see everywhere."
 - Register to WIN:** "Thanks for to Bruno Mori Concert - 2023. Register to WIN. Concert with Bruno Mori, 2023 on March 10, 2023. Bruno Mori Concert Concert at James Madison Jewellers. 100 people saw this post."



*Tax & GST Applicable

DIGITAL BRANDING

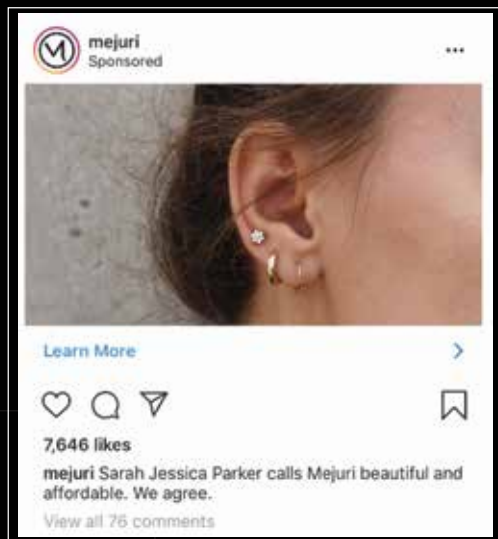
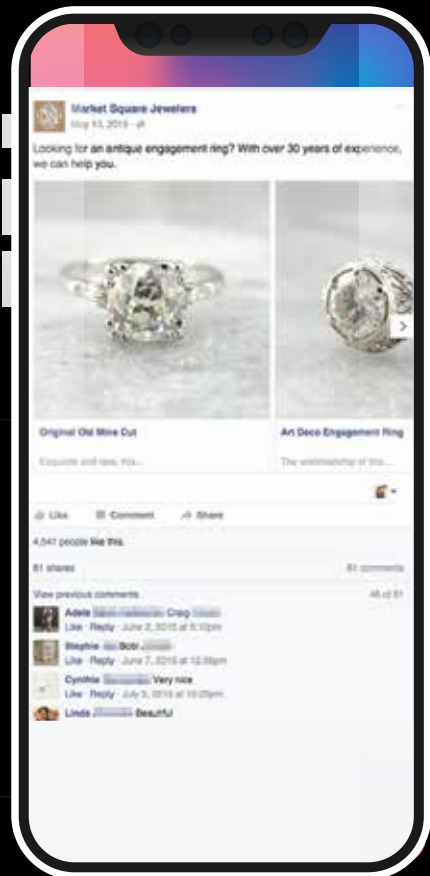
Social Media Tie Ups & Branded Posts

Instagram Promotion



Total Ad Spend

Cost	Duration	Reach
₹ 55,000/-	5 Days	84,000 - 1,50,000
₹ 85,000/-	5 Days	1,60,000 - 3,50,000



Conditions Apply :

- The current target audience for FB & Instagram has been set as default as per our Informa Jewellery Page followers
- Setting target audience for the ad campaign as per the brand requirements is important and it will directly impact the of the campaign results
- Post content quantity and quality has an impact on the final output. A static ad was used to garner reach figures, a video or GIF may have better results

THANK YOU



29 - 01
SEPT. - OCT. 2024
PRAGATI MAIDAN, NEW DELHI

FOR SALES AND PARTNERSHIP

West/International	North	South:
Siddharth Parakh M: +91 95588 88036 E: siddharth.parakh@informa.com	Seema Tiwari M: +91 98184 93368 E: seema.tiwari@informa.com	Victor Johnwinson M: +91 98410 09310 E: victor.Johnwinson@informa.com
Rakesh Tapal M: +91 93227 97979 E: rakesh.tapal@informa.com	Pradeep Kumar M: +91 98682 66673 E: pradeep.kumar@informa.com	Aslam Hussain M: +91 95335 33484 E: aslam.hussain@informa.com
		Vanaja Balakrishnan M: +91 86082 77727 E: vanaja.balakrishnan@informa.com