

The background of the entire image is a vertical wooden plank wall with a natural, weathered texture. In the foreground, there are several large, vibrant green fern fronds with distinct leaflets, some showing slight signs of aging or damage. The lighting is soft, highlighting the textures of both the wood and the foliage.

Jewellery Industry Fair

August 1 & 2
Melbourne Timber Yard

jewelleryindustryfair.com
info@jewelleryindustryfair.com

Jewellery Industry Fair

Welcome



Welcome to the first, united, hybrid Australasian Jewellery Industry Fair.

A celebration of luxurious creativity.

Honouring where we have been and striving for an even brighter future, the Jewellery Industry Fair unites and supports all areas of the Industry with a clear goal, to grow and strengthen the Australian Jewellery Industry.

Built by the team at the Jewellery Industry Network, the Jewellery Industry Fair will connect you with your customers, and provide a safe and guaranteed experience through the fusion of traditional event experiences and advanced technology.

The Jewellery Industry Fair, will be the first Hybrid event of its kind. Ensuring that you as an exhibitor, have a strong digital presence as well as a beautiful and exciting physical event platform.

JEWELLERS
ASSOCIATION
OF AUSTRALIA

 **ncjv** Registered
Valuer

 **GAA**
Gemmological Association of Australia


The Gold & Silversmiths
Guild of Australia

Jewelleryworld


The
YOUNG
Jewellers
GROUP

The
JEWELLERS
PODCAST

Jewellery Industry Fair

The Melbourne Timber Yards



Supporting Victoria

Steeped in history, just like the jewellery industry, the Melbourne Timber Yard was chosen as our event venue for many reasons. Its rustic manufacturing history, speaks to the beginnings of every piece of jewellery. Starting off as a raw materials and being crafted into something beautiful.

Aknowledging that through the recent 2020 challenges, Victorian businesses suffered more than most, with more substantial lock downs, our team wanted to give back to the state and make it easier for Victorian businesses to attend, by holding the event in their state.

The Melbourne Timber Yard also provides you as an exhibitor multiple luxurious assets to do business with your customer.

Jewellery Industry Fair

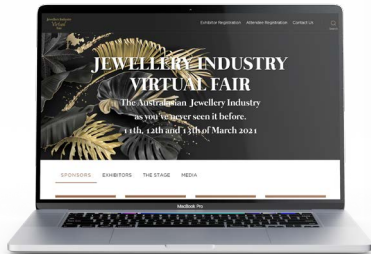
Marketing

The Network is your marketing partner to the jewellery industry, and the Jewellery Industry Fair will provide you with an extensive amount of marketing support across multiple months prior to the fair.

Get your brand seen and heard, achieving thousands of impressions per month to jewellery industry members through the Jewellery Industry Fair!

With an impressive marketing plan, we will be executing multiple messages across multiple channels to put you in front of new and existing clients.

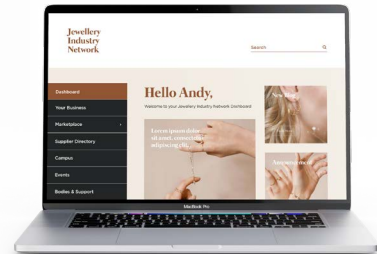
Our channels include:



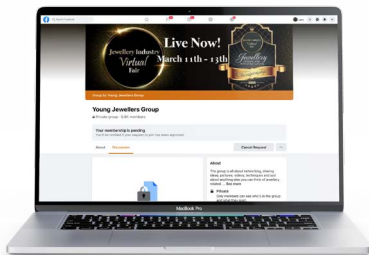
Jewellery Industry Fair Website



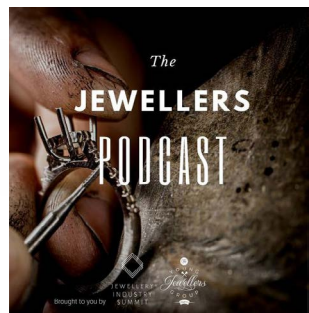
Jewellery Industry Fair Social Media Platforms



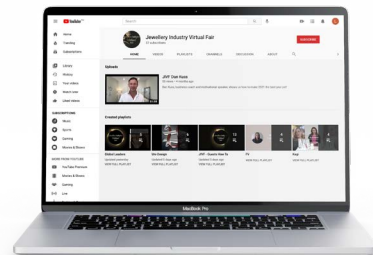
Jewellery Industry Network Website



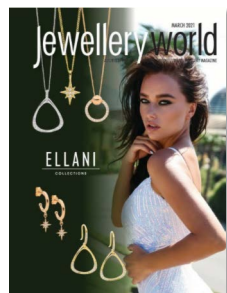
Young Jewellers Group



The Jewellers Podcast



You Tube Channels



Jewellery World Magazine



EDM and direct marketing

Jewellery Industry Fair

Hybrid Benefits



We want you to succeed, so it's our commitment to you to make your experience at the Jewellery Industry Fair a marketing exercise like no other, that is inclusive of all our digital assets and channels and will allow anyone to visit you during the fair no matter where their location.

So we are providing every Jewellery Industry Fair exhibitor, with a FREE Virtual Fair listing.

The Virtual Fair will run at the same time as the Jewellery Industry Fair in Melbourne ensuring:

1. That regardless of any potential restrictions that guests can visit you and your brand.
2. That you have a strong digital presence which will allow you to house brand and product material for your customers.
3. The Hybrid event will also give you access to our onsite camera crew, so you can capture video footage of your brand during the fair.

Jewellery Industry Fair

Exhibitor Benefits



**Your comfort is
important to us, so
we are also providing
you with an exclusive
Exhibitor Lounge!**

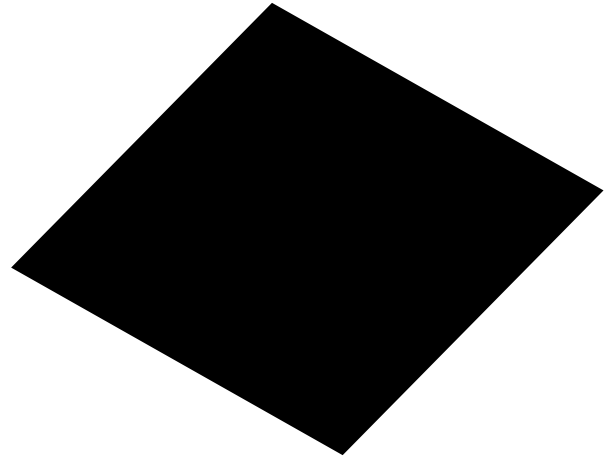
1. Private Exhibitor Lounge.
2. Private Bathroom
3. Exhibitor Kitchenette
4. Free Coffee and Tea
5. Charge Station
6. Refreshments and a place to refresh.

Jewellery Industry Fair

A Hybrid Fair

Space Only

- Floor Space
- Grey Carpet
- 1 x 10amp Power Point
- Access to Exhibitor Lounge
- Logo and company details on Fair website
- Logo and company details in Fair Directory
- Logo and or products images on Fair social platforms
- Virtual fair Large Booth listing
- 1 x Video interview with onsite Camera Crew (optional)



Shell Scheme

- Floor Space
- Grey Carpet
- 2.4m flush white walling and black frame
- Printed Facia Sign with company name and stand number
- 2 x Spotlights
- 1 x 10amp Power Point
- 2 x Black Chairs
- 1 x Bin
- Access to Exhibitor Lounge
- Logo and company details on Fair website
- Logo and company details in Fair Directory
- Logo and or products images on Fair social platforms
- Virtual fair Large Booth listing
- 1 x Video interview with onsite Camera Crew (optional)



Jewellery Industry Fair

Options To Enhance Your Guest Experience

All exhibitors will automatically be given a virtual booth on the Virtual Fair platform.

Exhibitors can leave these booths open with static information, or can integrate them into their live stand during the fair.

Exhibitors at the Jewellery Industry Fair in Melbourne, will also be given additional Hybrid options including:

- Interview in Melbourne with an onsite camera crew to be streamed to online booth
- Options to hire AV equipment for stand
- Fair Directory Advertising
- Guest Gift Bag insert
- Champagne Cart
- Green Room Interview

Stand Upgrades

The Jewellery Industry Fair event partner Harry the Hirer has a large range of luxurious stand packages and upgrade options. Contact them directly for assistance on your furniture, stand upgrades, wall printing, showcases and more.



Showcase Tower



**Showcase Counter
1/2 glass**



**Showcase
Mushroom**



**Showcase Counter
Full Glass**

Jewellery Industry Fair

Stand Upgrades

Please contact Harry the Hirer for more stand packages and upgrades. Their team can help you design and fit your stand to suit your brand and your customers needs



**Arden Bar
Table Package**



**Arden Cafe
Table Package**



**Madison Lounge
Package**



**Congress
6 x 3m**



**Province
6 x 3m**



**Avenue
6 x 3m**



**Concourse
3 x 3m**



**Plaza
3 x 3m**

Jewellery Industry Fair

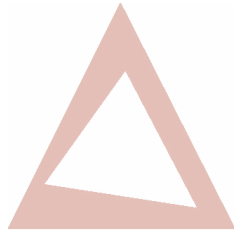
Benefits For Your Customers



Your automatic listing on the virtual fair means you can house static information, specific for fair guests to access anytime and from anywhere.

- From Mine to Market. Watch the progress of how a piece of jewellery is made
- See jewellers and hand skill demonstrations
- Visit a united fair - all associations represented
- Conveniently visit the fair from the centre of the city with free shuttle buses
- Attend the Melbourne Gift Fair on the same weekend at the Melbourne Convention Centre
- Free coffee on arrival
- Visit a secure and safe Inner City Oasis
- Watch and be part of a live podcast recording
- Relax with friends at the bar and enjoy a lunch catch up with our food trucks
- Immerse yourself in the creation of jewellery
- Join the discussion on the industry
- Be snapped by our event photographer for use on your own socials
- Stock up for Christmas
- Meet with and support your Australasian Suppliers
- See JAA Design Awards entries

Jewellery Industry Fair



JAA AUSTRALASIAN JEWELLERY AWARDS

Sharing the excitement of the Jewellery Industry Fair, is the Jewellers Association of Australia's Design Awards.

Built to celebrate the design and manufacturing skills of Australian jewellers, the JAA Australasian Jewellery Awards will be held onsite at the Jewellery Industry Fair on Sunday the 1st of August.

Also celebrating the remarkable achievement of the JAA, in their 90th year, the JAA will be holding a cocktail party for invited guests to start the new decade of the JAA in style and with industry supporters.

JAA Australasian Jewellery Awards

August 1st

Melbourne Timber Yard

Please contact info@jaa.com.au to discuss opportunities to be a part of the design awards.

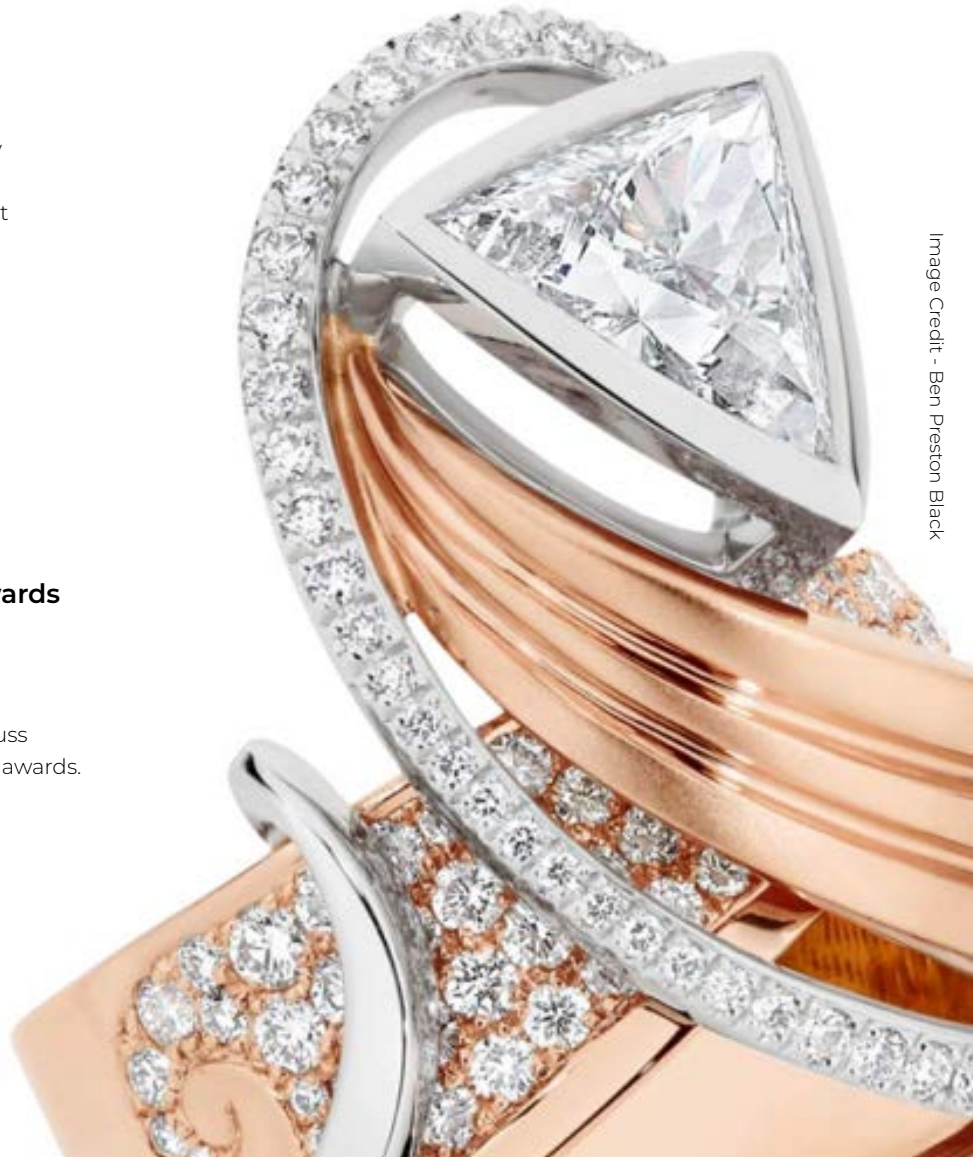


Image Credit - Ben Preston Black

Jewellery Industry Fair

Our Venue - The Timber Yard



An inner city oasis.

Secure and isolated. Ideal for our sensitive and unique industry.

Rustic and beautifully representative of our manufacturing industry.

Historic and unique

Close to the city

Completely contained and housing all we need.

Loading Dock is available for large

freight and equipment.

Conveniently linked to the convention centre and the centre of Melbourne through shuttle buses.

The Timber Yard has housed some of Australia's premier brands including hosting MasterChef competitions.

**MECCA
COSMETICA**



mazda

**WINE &
CHEESE
FEST.**

**BUNNINGS
warehouse**

Jewellery Industry Fair

Security - Parking and Travel

Your safety, the safety of your team and your business is of the utmost importance.



**Brinks service will be offered with a minimum number of exhibitors use. Please advise of required service when booking your stand.*

We have chosen a venue that is discreet and has excellent security on site.

For secure transport and storage of your goods, please contact Brinks Security. Their team can assist you with Door to Door service, or overnight storage of your goods between fair days.

On top of that, we have engaged with one of Australia's top security companies to ensure your safety. If you have any specific concerns or requirements around the safety of your team, please contact us.

Parking & Travel

The Melbourne Timber yard is 6 minutes from the centre of the city, and the fair will be providing shuttle buses from the Melbourne Convention centre back and forth to the Timber yard throughout the day so that your guests can enjoy the Jewellery Industry Fair flexibly.

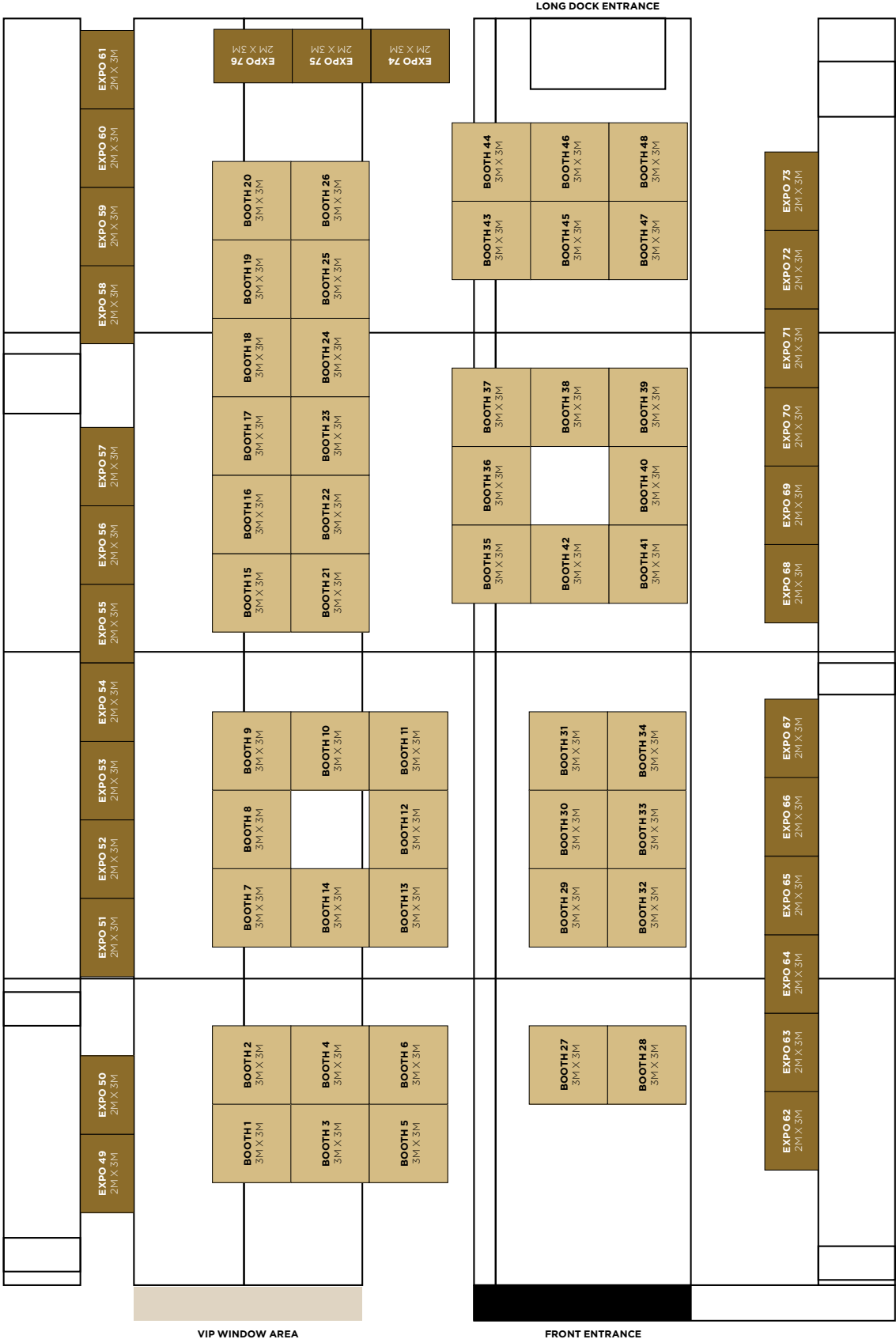
Parking is available for exhibitors adjacent to the event space where there is free street parking.

Bump in details

Bump in for exhibitors will be on the 31st of July. Bump in starts from 9am that morning and the venue will remain open until 11pm that night prior to the fair open on the 1st of August.

Jewellery Industry Fair

Floor Plan



Jewellery Industry Fair

Booking Application

Exhibitor Details

Business Name

Authorised
Contact

Trading as

Website

Mobile

Email

Accounts
Contact

Postal Address

Suburb

State

Postcode

Business
Phone

Date of
Application

Accounts Email

Products & Services

Antique / Estate Jewellery

Branded Jewellery

Clocks / Timepieces

Coloured Gemstone Jewellery

Coloured Gemstones (loose)

Diamonds (loose)

Diamond Jewellery

Engagement Rings

Findings

Giftware and Tableware

Gold Jewellery

Men's Jewellery

Finished Jewellery

Opal Jewellery

Packaging and Displays

Pearls (loose)

Pearl Jewellery

Platinum Jewellery

Palladium Jewellery

Precious Metal Services

Silver Jewellery

Stainless Steel Jewellery

Titanium Jewellery

Tools and bench equipment

Watches

Jewellery Industry Fair

Booking Application

Jewellery Industry Fair Directory

Full Page Ad A5	\$900
Half Page Ad	\$450
Quarter Page Ad	\$300

Gift Bag Item

Add one brochure or one item into our guest gift bag. **\$250 each**
(Must be able to fit into A4 sized gift bag)

Personal Champagne Bar Cart

Personal Bar Cart **\$450 each**
5 x Bottles Champagne
Glassware
Personal Bar Service
(Must have exhibitor RSA completed)

Jewellery World July Issue Advertising

Full Page Ad	\$1400
Half Page Ad	\$800
Quarter Page	\$500







Jewellery Industry Fair

Booking Application

The Jewellery Industry Fair supports Australian Jewellery Associations, so all Jewellery Association members will receive a discount when booking. JAA, GAA, NCJV and Goldsmith Guild of Australia are eligible.

Floor space	Stand inclusion (see pg 8 for more details)	Location Preferences (please indicate booth number from floor plan provided)		Square metres (tick preferred size)		Non member	Member
Space only	<ul style="list-style-type: none"> - Floor space - Access to exhibitors lounge 	1st		6x6		\$450/m2 +GST	\$400/m2 +GST
		2nd		9x6			
Booth Package	<ul style="list-style-type: none"> - Facia - Carpet - Walling - 2 x spotlights - 10amp power point - Access to exhibitor lounge - 2 x black chairs 	1st		6x3		\$495/m2 +GST	\$450/m2 +GST
		2nd		3x3			
		3rd		2x3			

Member

			
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Payment Details

\$500 +GST payable at time of booking.

Cheque Payable to The Jewellery Industry Network.

Direct Deposit To Jewellery Industry Network Pty Ltd

BSB 015 311
Account Number 476 574 528

I agree to the terms and conditions as laid out in this document.

Business Name

Date

Authorised
Contact

Signed

*Thankyou for your booking of the Jewellery Industry Fair. Your stand will be confirmed with you once allocated.
Please return this form to info@jewelleryindustryfair.com*

Terms & Conditions on page 18

Jewellery Industry Fair

Terms and Conditions

THIS STANDARD EXHIBITOR AGREEMENT is made on 19/03/21 BETWEEN Jewellery Industry Network Pty Ltd ABN 95 644 118 294("JIN") AND (insert company name "Exhibitor")

1. EVENT SPACE

The completion and return of this Agreement and payment of the Deposit by the Exhibitor shall be deemed to be an offer by the Exhibitor to JIN to take the Event Space at the Event on the terms contained in this Agreement. Acceptance of the offer shall be by JIN return to the Exhibitor of a copy of this Agreement signed by the parties.

2. PAYMENT

The Exhibitor agrees to pay to JIN the Exhibitor Fee comprising the requested Deposit on booking and the remainder per the instalment schedule set out below. In the event the parties enter into this Agreement within thirty (30) calendar days of the Event, the Exhibitor agrees to pay the full required payment immediately. The Exhibitor agrees to fully complete the Booking Application, including without limitation, accurate contact and address information. Instalment Schedule.

At the time of booking: \$500 + GST Deposit
50% Due: 90 Days prior
Balance Due: 60 Days prior:

The Exhibitor acknowledges that JIN shall not be obligated to provide the Event Space to the Exhibitor until full payment of the Exhibitor Fee is received by JIN. JIN reserves the right to reallocate the Exhibitor's Event Space to a third party if payment in full is not made within 90 days prior to Event.

3. TERM

This Agreement shall come into effect upon the last of the parties to sign this document and shall expire at 11pm on the 3rd of August 2021, unless terminated earlier.

4. TERMINATION

4.1. Termination

Either party may terminate this Agreement immediately by providing written notice to other party if: a. that other party commits a material breach of this Agreement and that breach has not been remedied within 14 days of receipt of written notification of that breach; or b. that other party is affected by an Insolvency Event.

4.2. Rights upon Expiration or Termination

Without prejudice to any rights that JIN may have under law or under this Agreement, upon expiration or termination of this Agreement: a. the Exhibitor shall have no right to any recovery or reimbursement of any part of the Exhibitor Fee unless paragraph (b) applies; b. if JIN has breached this Agreement pursuant to clause 4.1, JIN will refund the amounts paid to date pursuant to clause 2; c. each party will immediately cease use of the other party's trade marks and/or logos; and d. all Exhibitor rights shall immediately cease and the Exhibitor shall discontinue its advertising and promotional activities using those rights as soon as commercially feasible, but in any event no later than 30 days after termination.

5. CANCELLATION BY EXHIBITOR

In the event that the Exhibitor cancels its booking with JIN for the Event, it shall be liable to pay the relevant amount set out as follows:

Written Notice of cancellation by the Exhibitor.	Amount the exhibitor fee payable.
More than 100 Days prior to the first day of the event	Deposit
From 100 Days to 60 Days prior to the event	30%
Between 60 Days and 30 Days prior to the event	50%
Less than 30 Days prior to the event	100%

EVENT RULES

- a. JIN reserves the right to restrict exhibits which in its reasonable opinion become objectionable or otherwise detract from or are out of keeping with the character of the Event as a whole. JIN retains the right to prohibit installation or request removal or discontinuance of any exhibit or promotion that, if it continues, departs substantially from the design and description that was given in advance approval of any custom built booth. In the event of such restrictions or evictions, JIN is not liable for any refund of the Exhibitor Fee or other expenses.
- b. JIN reserves the right to alter or remove exhibits or part thereof and to expel Exhibitors or their personnel if, in JIN's opinion, their conduct or presentation is objectionable to other Event participants. Exhibitors must not conduct any illegal, obscene, offensive, dangerous or unlawful activities at the Event.
- c. There are no provisions for storing material at the Venue prior to the Event. Exhibitors must contact JIN's appointed Event freight handlers at least two weeks prior to the Event to arrange storage for both prior, during and after the event. Details will be provided in the Exhibition Manual post booking.
- d. The Exhibitor agrees to observe all union contracts and labour relations in force, agreements between JIN, official contractors serving companies and the building in which the Event will take place and according to the labour laws of the jurisdiction in which the building is located.
- e. The Exhibitor agrees that no display may be dismantled or goods removed during the entire run of the Event, but must remain intact until the closing hour of the last day of the Event. The Exhibitor also agrees to be entirely responsible for the moving-in, assembly, maintenance, disassembly and removal of the exhibit, equipment and belongings to and from the Venue buildings, or in the event of failure to do so, the Exhibitor agrees to pay for such additional costs as may be incurred.
- f. The Exhibitor agrees not to cause any damage to the walls, floors and ceilings in connection with the erection of the exhibition stand, signage or the utilisation of the exhibited products. The Exhibitor accepts that should they utilise the services of JIN's Event supply company, that they will need to agree directly to the terms and conditions for the provision of their services.
- g. The Event Venue perimeter will be secured during off-hours. Exhibitors with special security needs should contact JIN. Whilst Venue security will be organised by the venue and JIN, individual booth security requirements are the responsibility of the Exhibitor and JIN will not accept liability for losses of any kind.
- h. The Exhibitor agrees to obtain any necessary permits or approvals required from any Federal, State or Local Government for the display of products.
- i. The Exhibitor agrees that all demonstrations or other promotional activities must be confined within the limits of the Event Space. The Exhibitor agrees that all equipment including, but not limited to, freestanding equipment, signage, furniture or other physical items, will fit within the dimensions of the Event booth. Sufficient space must be provided within the Event Space for the comfort and safety of persons watching demonstrations and other promotional activities. The Exhibitor is responsible for keeping the aisles near the Event Space free of congestion caused by its demonstrations or other promotional activities.
- j. The Exhibitor must ensure the cleanliness of their space and is responsible for their own removal of rubbish during the period of the show. If this is not done JIN reserves the right to provide notice for the Exhibitor to remedy the situation and then to take required action and remove rubbish or provide cleaning services with relevant costs billed to the Exhibitor.

Jewellery Industry Fair

Terms and Conditions

- k. The Exhibitor acknowledges that catering is to be supplied by the Venue where possible and any requests for booth catering are to be requested via JIN sixty (60) days prior to the Event and will be invoiced directly to the Exhibitor.
- l. The Exhibitor acknowledges that any request for the provision of services, beyond those services included in the standard package for the Event Space, must be directed to JIN. JIN will endeavour to arrange, where possible, for those services to be provided to the Exhibitor. The Exhibitor shall be responsible for all costs arising from and in relation to the provision of those services, including any variation to the services as agreed between the parties.
- m. Exhibitors agree to register all staff for the event and that all participants will wear the required security badge at all times during the Show.
- n. The Exhibitor shall not assign, lease or share the Event booth without the consent of JIN in writing.
- o. The Exhibitor agrees to comply in all respects with all applicable laws, rules and regulations respecting fire safety and electrical equipment and acknowledges that combustible and/or hazardous materials, explosives or firearms are not permitted at the Event. No animals are permitted into the Event. Use of candles or flammable products requires a written request to the Venue for approval. Smoking is not allowed in the Venue.
- p. The Exhibitor acknowledges that JIN has the right to take photos of the show via their appointed photographer within the halls without prior exhibitor approval being required. Any Exhibitor photography is to have approval by JIN.
- q. The Exhibitor must, in using the Marks and Logos and Brand guidelines which JIN permits it to use as an element of the Exhibitor's Rights, comply at all times with the current version of the Marks and Logos and Brand Guidelines. The Exhibitor acknowledges that these terms and conditions are also subject to the venue rental agreement between JIN and the owner of the Venue. The parties acknowledge that this Agreement is subject to the provisions of the venue rental agreement between JIN and the owner of the Venue at which the Event is to be held and the Exhibitor agrees to comply with the terms and conditions thereof and acknowledges that agreement.

6. INSURANCE

It is a condition precedent to this Agreement that the Exhibitor maintains proper insurance coverage for its property and liability obligations, including public liability and workers compensation insurance, and represents and warrants that it has obtained adequate public liability insurance of at least Ten Million Dollars (AUD10,000,000.00) to cover its liability under law and under this Agreement. Upon JIN's request, the Exhibitor must furnish JIN with an insurance certificate of currency.

7. INDEMNITY

The Exhibitor indemnifies and shall keep indemnified and hold harmless JIN and its respective officers, agents and employees and contractors against all claims, damages, liabilities, costs and expenses (including any reasonable legal costs and expenses) arising out of, in connection with, or incidental to any breach by the Exhibitor of the terms of this Agreement. The Exhibitor will be liable for and will indemnify and hold JIN harmless from any loss or damages whatsoever directly or indirectly occurring to or suffered by any person or company, including, without limiting the generality of the foregoing, the Exhibitor, other exhibitors and members of the industry attending the Event, either within the Event Space or elsewhere if said loss or damage arose from or was in any way directly or indirectly connected with the Exhibitor's occupancy of the Event Space.

8. LIABILITY

- 9.1. Exclusion of liability To the extent permitted by applicable law, under no

circumstances shall JIN be liable for any indirect, consequential, incidental, special or punitive damages (including without limitation damages for loss of business profits, business interruption, loss of business information or other pecuniary loss) arising out of the performance or non-performance of its obligations under this Agreement, even if JIN has been notified of the possibility of such damage arising.

- 9.2. Limitation JIN's liability for any breach of this Agreement, including any liability for indirect or consequential loss or damage which the Exhibitor may suffer or incur, shall be limited (except to the extent specifically set forth herein) to the Exhibitor's costs incurred in exhibiting at the Event. JIN reserves the right, at its sole discretion, to change the date or dates upon which the Event is to be held and shall not be liable in damages or otherwise by reason of any such change. In addition, JIN shall not be liable in damages or otherwise for failure to carry out the terms of the Agreement in whole or in any part where caused directly or indirectly by or in consequence of power supply failure, fire, flood, storm, war, rebellion, insurrection, riot, strike or any cause whatever beyond the control of JIN whether similar or dissimilar from the causes enumerated herein. In the event that the Event Space to be used by the Exhibitor should be in any way rendered unusable, this Agreement shall not be binding.

9. NOTICE OF CHANGES TO THE EVENT

- a. In the event that circumstances arise which make it necessary or desirable in the reasonable view of JIN to effect changes to the Event, the Exhibitor acknowledges that JIN is entitled to make such changes. Such changes may include, without limitation, that JIN shall have the right by notice in writing to the Exhibitor given not less than thirty (30) days prior to the commencement of the Event, to change the dates of the Event (including into a new year) and/or the place of the venue for the Event to another venue (provided it is in the same city or local council area). In the event of any such action by JIN under this clause, there shall be no consequential liability to JIN. JIN shall have no liability for any amounts expended or expenses incurred by the Exhibitor and the Exhibitor shall have no claim against JIN for damages of whatever kind or nature, whether they be a direct or indirect result of the change.
- b. JIN shall be entitled to cancel this Agreement at any time not less than thirty (30) days prior to the date of the Event. In such event JIN shall refund to the Exhibitor all money paid by the Exhibitor to JIN for the Event Space less the Deposit, but the Exhibitor shall not be entitled to make any other claim (other than the said refund) against JIN in relation to such cancellation including, without limitation, claims for damages, specific performance, money expended or expenses incurred by the Exhibitor or otherwise.
- c. Notwithstanding any clause of this Agreement JIN is entitled to cancel the Event if, in its reasonable opinion, the Event should be cancelled due to any act of terror, or other event which is beyond the control of JIN. If the Event is cancelled by JIN in these circumstances (whether or not it is within thirty (30) days of the Event) JIN must return to the Exhibitor the Exhibitor Fee, or any part of it, already paid to JIN, with the exception of the Deposit, which is forfeited to JIN.

11. EVENT HOURS AND ACCESS ME

shall determine and may amend from time to time as circumstances require:

- a. The hours during which the Exhibitor shall have access to the Venue for the purpose of setting up and dismantling their booth and exhibit; and
- b. The hours during which the Event is open to visitors; and
- c. The hours during which the Exhibitor shall keep the Event Space staffed (which shall be the same as in (b) above unless otherwise notified). In this regard, the decision of JIN as to such hours shall be final and conclusive.

12. EVENT MANUAL JIN

Jewellery Industry Fair

Terms and Conditions

may issue to the Exhibitor an Exhibition Manual, as amended by JIN from time to time, in relation to any particular Event with which the Exhibitor must comply in all respects.

13. WARRANTY

The Exhibitor warrants that all the Exhibitor details shown in this Agreement are true and correct and that the Exhibitor has made all and any relevant inquiries as to the conduct of the Event and that the Exhibitor has satisfied itself in that regard.

14. DIRECTOR'S GUARANTEE AND INDEMNITY

Where the Exhibitor is a Proprietary Company, the director or directors of the Exhibitor, by signing this Agreement (and where more than one, jointly and severally), guarantee the performance by the Exhibitor of its obligations under this Agreement and provide all of the releases and indemnities to JIN which are given by the Exhibitor under this Agreement. Where a director signs this Agreement on behalf of the Exhibitor, the signature of the director shall be deemed to be also for himself personally pursuant to this guarantee and indemnity.

15. TAXES

Notwithstanding any other provision of this Agreement, if a goods and services tax or similar value added tax or impost is imposed in respect of any taxable supply of goods and/or services provided to JIN or if such tax is imposed in respect of any taxable supply of goods and or services by JIN to the Exhibitor, then the total amount due under this Agreement shall be increased by an amount equal to such tax. JIN shall provide to the Exhibitor a tax invoice, which complies with the requirements of the relevant tax laws.

16. CONFIDENTIALITY

The terms and conditions of this Agreement are confidential between the parties and must not be disclosed to anyone else except as may be necessary to give effect to its terms or as required by law.

17. GENERAL

17.1 Notices Unless otherwise advised in writing, notices under this Agreement may be delivered by hand, by pre-paid post or by facsimile or electronic transmission to the address of the parties set out below: info@jewelleryindustryfair.com Exhibitor: The address, fax and contact details set out in the Booking Application.

17.2 Assignment The Exhibitor may not assign this Agreement, in whole or in part, without the prior written approval of ME which shall be given or withheld at its absolute discretion.

17.3 Survival The provisions of this Agreement shall survive the expiry or termination of this Agreement to the extent necessary to give effect to the intent of the parties and to protect the rights of JIN in and to the Marks and Logos and Brand Guidelines.

17.4 Force Majeure Except for the payment of money, neither party shall be liable for delays or failing to perform any of their obligations contemplated in this Agreement to the extent that such failure is caused by an event beyond a party's reasonable control for as long as such event remains an impediment to performance.

17.5 Entire Agreement This Agreement, the Booking Application, the Exhibition Manual and the Marks and Logos and Brand Guidelines together contain the entire agreement between the parties relating to its subject matter and supersede all prior oral and written understandings, arrangements and agreements.

18. INTERPRETATION

Definitions In this Agreement, unless the contrary intention appears:

18.1 "Agreement" means this document and all documents referred to in this document. "Booking Application" means the application form attached to this Agreement and completed by the Exhibitor. "Deposit" means the amount due and payable by the Exhibitor at the time of booking as specified in clause

18.2 "Event" means the Jewellery Industry Fair. "Event Space" means the floor space allotted to the Exhibitor by JIN in the position agreed between them and as detailed in the approved and confirmed Booking Application or as otherwise determined pursuant to the terms of this Agreement and includes any walls, partitions or other structures "Expiry Date" means the date set out clause

18.3 "Exhibition Manual" has the meaning given to it in clause 12. "Exhibitor Fee" means the exhibitor fee set out in the confirmed Booking Application. "Insolvency Event" means in relation to a party, the happening of: (a) an order being made for the winding up of a party except for the purposes of a voluntary reconstruction or amalgamation; (b) a party passing a resolution for its winding up except for the purposes of a voluntary reconstruction or amalgamation; (c) a receiver, provisional liquidator, trustee for creditors or in bankruptcy, an administrator or analogous person being appointed to, or the holder of a security interest taking possession of any property of, a party; (d) a party suspending payment of its debts; (e) a party ceasing or threatening to cease to carry on all or a material part of its business; or (f) a party being or stating that it is, or is deemed by applicable law to be, unable to pay its debts. "Venue" means the site at which the Event is to be held and noted on the Booking Application or as otherwise notified by JIN to the Exhibitor in accordance with this Agreement.