



**JOVELLA**  
2018

# The 15<sup>th</sup> International Jewelry Exhibition in Israel

**26-27 June, 2018**

David Intercontinental Hotel, Tel Aviv

## Join Us at the Israeli Jewelry Showcase of Contemporary Spirit

### The Spirit of JOVELLA:

**JOVELLA 2018** is the leading event of the Jewelry Industry in Israel that offers both domestic and foreign visitors an opportunity to view fresh and trendy designs in jewelry. **JOVELLA 2018** exhibits diamond, gold, silver and gemstones, that are not only varied in taste but also maintain a sleek, classic look. The style is an artistic blend of ultramodern and traditional artistry. East and West, yet a very distinct pattern with undertones of ancient as well as modern culture.

Contemporary Israeli design is well regarded in fashion and architecture. **JOVELLA 2018** will exhibit a new generation of jewelry designers who offers yet another showcase for this spirit as it applicable both to art and the jewelry industry.

**JOVELLA 2018** presents high quality jewelry and fine designs of world-class products.

We invite you, manufacturers, marketers and designers, to become partners in the success of JOVELLA 2018.

**JOVELLA will be held at the exclusive venue, the David Intercontinental Hotel in Tel-Aviv, in the heart of the vibrant jewelry business area.**

**Exhibitors will have the opportunity to use a private room for business meetings at the hotel. Both exhibitors and visitors will enjoy light refreshments during all exhibition hours.**

JOVELLA provides a fascinating meeting place for the Jewelry Industry in Israel, showcasing impressive and unique designs.

**Secure your spot now - booking a place in advance, will guarantee you a prime location at the trade fair.**

For Further information please contact: Stier Group Ltd.

Tel: +972 3 5626090 Ext. 3, Fax: +972 3 5615463, E-mail: expo@stier-group.com.

### Exhibition Topics:

Jewelry:	Designers Avenue:	Services:
Gold & Diamond	Israeli Designers Avenue	Tools & Equipment
Silver		Accessories & Raw Materials
Fashion Jewelry		Professional Software
Custom Designed Jewelry		Jewelry Displays
Judaica Jewelry		Professional Lighting
Pearls		Packaging Products
Gemstones		Safety Deposit Boxes
Watches		Metal Refining
Fashion Accessories		

### Exhibition Schedule:

Tuesday-Wednesday, June 26-27, 2018.

Organizers: Stier group Ltd. 12 Tversky St. 67210, E-mail: expo@stier-group.com, Tel: +972-3-5626090, Fax: +972-3-5615463



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In association with:  
IJMA Israel Jewelry Manufacturers' Association



### Opening Hours: (for trade visitors)

Tuesday 26/06/2018 10:00-21:00  
Wednesday 27/06/2018 10:00-20:30

\*Visiting hours for the public on Wednesday June 27<sup>th</sup>, from 15:00 to 20:30.

### Visitors Profile:

Buyers, marketers and wholesalers of jewelry, jewelry stores owners, as well as owners of men, fashion and watch stores. In addition, tourist stores, gifts & souvenirs stores, exporting companies, diamond merchants and gem dealers, jewelers, designers and members of the Industry.

**Please note:** Due to the professional nature of the exhibition, babies, baby carriages, strollers, children and youth under the age of 18, are not allowed into the exhibition halls.

### Exhibitors Profile:

Jewelry manufacturers, diamond & gemstone dealers, designers, jewelry marketers and service providers from Israel & abroad.

### Designers' Avenue:

The organizers will allocate a special exhibition area to new Israeli jewelry designers allowing them to exhibit in a small display area and at a special reduced price.

Exhibition space for each designer will be limited to 1 display unit. The organizers reserve the right in their sole and absolute discretion to determine whether to accept or reject potential exhibitors into the Designers' Avenue.

### Participation Fees for exhibitors:

#### 1. Exhibition Fees:

Exhibition Space (Floor space only) - 4 sqm. minimum:  
1 sqm.- € 410.00 | US\$ 475.00 + VAT.

#### 2. Modular Constructed Booth (description)

Additional fee for an advanced modular constructed booth (4 sqm. Minimum):

1 sqm. - € 122.00 | US\$ 140.00 + VAT.

Technical specification includes:

(See the blueprint for a 6 sqm. booth)

- White partitions.
- Fascia board with exhibitor's name in Hebrew & English.
- 1 spotlight - per each 1 frontage running meter.
- 1 Kw electricity outlet.
- 1 Table.
- Glass-fronted display cabinet - (including locking, without lighting)  
Up to 12 sqm. -1 display cabinet, over 12 sqm. - 2 Display cabinets.
- 1 Shelf.
- Illuminated LED sign (at the end of line of booths).



\* This Picture is For Illustration Purposes Only.

#### 3. Display Unit at the "Designers' Avenue" Area

**(1.5 sqm.)**

- 1 Display Unit - € 946.00 | US\$ 1,094.00 + VAT.

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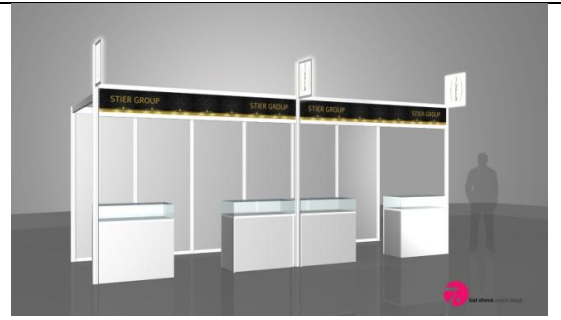


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The unit includes:

- 1 Display stand: 1 (width) x 1.5 (depth) = 1.5 sqm.
- Back panel.
- Fascia board with exhibitor's name in Hebrew & English.
- Glass-fronted display cabinet (including locking, without lighting)
- 1 spotlight (100 W).
- 1 chair.
- Illuminated LED sign (at the end of line of booths).



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\*The space rental fees are based on July 2017 local currency (NIS) price list.

In case that on the day of payment, foreign currency conversion rate will be lower than 1 US\$ = 3.2 NIS and 1 € = 3.7 NIS, final payment amount will be determined according to the conversion rate on the day of the payment.

\*VAT will be paid according to the Israeli tax regulations.

#### **Participation fees for the exhibition area include:**

1. Exhibition space as ordered.
2. 300 printed invitations for handing out by the exhibitor.
3. Free entry in the official exhibition catalogue both Hebrew and English.
4. A link to the exhibitor's website, on the exhibition website: [www.jovella.co.il](http://www.jovella.co.il).
5. Electricity supply of 1 Kw per each 5 sqm. of floor space. Please note that this model does not include installation of the electrical outlet which must be ordered and paid for separately.

#### **Important Notes:**

1. Parking at the hotel: for more details, contact Stier's production department.
2. Glass-fronted display cabinets as well as additional and/or special equipment, will be supplied upon prior request, according to the price list in the Exhibitor's Instruction Manual.
3. Exhibitors who book an exhibition area without construction must order power supply and electricity outlet points separately using the appropriate forms and against payment. Details will be listed in the Exhibitors' Instruction Manual, which will be sent to approximately 45 days prior the event.
4. Exhibitors who book construction from designers are required to produce an authorization from a construction engineer acting on behalf of the designer, prior to the exhibition.

#### **Registration and Terms – Foreign Exhibitors**

1. Registration will be carried out by means of the registration form printed by the I. I. Stier Ltd. Group, and in accordance with the terms stipulated above.
2. Please complete the details on the registration form as well as:
  - a. First payment of 50% must be attached when submitting the registration form.
  - b. Final payment (50%) is due no later than April 25<sup>th</sup>, 2018.
3. Rates quoted as of July 2017 and are subject to change without further notice. New price list will not include companies who registered and already paid their participation fees.
4. Exhibitors set up will not be permitted prior to the settlement of all payments.

#### **Conditions of registration for the Exhibition include:**

- The Exhibition Brochure.
- Stier Group Registration Form including Terms & Conditions.
- The Exhibitor's Instruction Manual, which will be dispatched 45 days prior to the opening of the exhibition.
- Exhibition updates on Jovella's official website.

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## Assistance for Overseas Exhibitors

### Accommodation in Israel & Travel:

The official travel agency for Jovella 2018 is HADASSIM TOURS LTD. Contact person: Mrs. Hila Tamir, Tel: +972-3-5104422, Mobile: +972-54-5318664, Fax: +972-3-5172061, e-mail: hila@hadassim-tours.co.il

### Transport, Customs Clearance, Storage:

Amit Ltd. has been appointed as the official forwarding and clearance agents. These services can be booked in advance: Transport to and from the exhibition complex, freight forwarding, customs clearance and storage. Exhibitors are advised to arrange their orders for Amit Ltd. one month prior to the exhibition at the latest, to avoid delays in processing their order.

Amit Ltd. Customs Clearance & Transporters, Airport City, Ben Gurion Airport, Amit Building, P.O.Box 77 Israel  
Contact person: Nataliya Salinger, Tel: +972-3-9720127, Mobile: +972-54-5616635, Email: Nataliya.salinger@amit.co.il, Fax: +972-3-9720127.

## Exhibition Advertising

**Advertising in Israel:** Advertising will consist of direct mailing, press and radio. Invitations will be sent by the organizers to all jewelry store owners and those dealing in the jewelry and fashion industries.

**Advertising abroad:** The Ministry of Economics has recognized the importance of JOVELLA exhibition for the promotion of the Jewelry Industry around the world. The Ministry, together with Stier Group, the Israel Export & International Institute, the Israeli Diamond Institute (IDI), and Economic Attachés at Israeli embassies abroad, will advertise & promote Jovella at leading international trade fairs, distribute personal invitations to buyers abroad, promote advertising campaigns in international jewelry magazines & catalogues and more.

## Public Relations for the Exhibition:

Stier Group will operate a public relations office to promote Jovella. This PR office would be available for the exhibitors, to publicize news items about their latest creative designs at the exhibition.

## Seminars and Commercial Announcements:

Companies interested in renting lecture rooms in order to conduct seminars or to integrate their program in the seminar program of the exhibition, are invited to contact Stier Group conventions department at: conventions@stier-group.com. The conventions' framework held at the exhibition will be published within our website: www.jovella.co.il. \* The program is subject to changes.

## Exhibition Catalogue:

The exhibition catalogue will be produced by a private company. The catalogue will include an index of exhibitors in Hebrew and in English (free of charge). Advertising in the catalogue is possible, at a separate charge, to be arranged with the producer of the catalogue.

## Exhibition Website: [www.jovella.co.il](http://www.jovella.co.il)

This site is always online and includes current information for exhibitors and visitors. Three weeks prior to the opening of the event, the site will be updated with exhibitor information as provided by the exhibitors, exhibition map as well as useful information for visitors from Israel and abroad.

## Timetable:

Deadline for Catalogue Entry	22/05/2018
Deadline for Constructed Area - Standard Services	22/05/2018
Set-up of exhibition stands	25/06/2018 from 14:00
Opening Day	26/06/2018 from 10:00
Closing Day	27/06/2018 at 20:00
Dismantling of Stands *	27/06/2018 after dispersal of public *

\* Dismantling of the Exhibition: Removal of jewelry from the premises between 20:00 - 20:30, strictly only after the dispersal of the public.

\* Dismantling of the Stands after 20:30 - In any case, will not be permitted prior to the removal of the jewelry from the exhibition hall.

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## General Security:

During exhibition hours stewards will be assigned to the exhibition hall and its entrances. After exhibition closing time and during the night the exhibition hall will be closed with 1 steward assigned to the exhibition hall.

Please note that Stier Group Ltd. does not operate security services during the exhibition. The exhibitor is solely responsible for insuring the goods in their possession. All exhibitors must accept these terms.

Under no circumstances will the organizers accept responsibility or be liable for any damage, theft, loss or destruction of the Exhibits or any property, goods or articles or things whatsoever placed, deposited, brought into or left upon the Exhibition premises by the exhibitor. This stipulation covers exhibition hours, set-up time and exhibition dismantling.

The organizers strongly recommend that exhibitors do not leave valuables unsupervised in their booth. Furthermore, exhibitors are strongly advised to insure their goods during the exhibition with their own insurance agent or with "D2D" (details will follow).

"D2D" Company has been appointed as the official **Secured Transportation Service** at the exhibition. "D2D" will transfer the goods to the exhibition venue on the opening day and will transfer the goods back to each exhibitor's office after exhibition closing time. "D2D" will provide secure storage of goods during the night and insurance options upon request.

"D2D" will be glad to assist you. For further details please contact Shay at "D2D" offices: Tel: +972-3-5754901, E-mail: d2d@d2dvalue.com.

Please note that Stier Group is not responsible whatsoever for the relationship established between "D2D" and each exhibitor, or for any actions taken by "D2D" as part of an engagement between D2D and an exhibitor.

Exhibition plan, maps and planned events are subject to change. Please refer to our website for updated information: [www.jovella.co.il](http://www.jovella.co.il)

## Sponsorship Opportunities:

### Platinum Sponsorship Package – visitors' badges (exclusive to 1 company):

- ❖ Featured placement of company logo on visitors' badges - offers excellent exposure and high level branding. This guarantees a continuous display of the sponsors name and logo at the exhibition venue.
- ❖ Featured placement of company logo on printed invitations and electronic invitations.
- ❖ Featured placement of company logo on all exhibition publishing materials (daily press and professional publications).
- ❖ Featured placement of company logo on the exhibition catalogue cover.
- ❖ 2 Roll-ups at the exhibition registration area.
- ❖ 2 hostesses at the entrance / exit of the exhibition venue - will be determined according to the discretion of the organizers.
- ❖ Banner and link on the exhibition website.

Price: € 10,270.00 / US\$ 11,875.00

### Gold Sponsorship Package (up to 5 companies):

- ❖ Featured placement of company logo on printed invitations and electronic invitations.
- ❖ Featured placement of company logo on all exhibition publishing materials (daily press and professional publications).
- ❖ Featured placement of company logo on the exhibition catalogue cover.
- ❖ 2 Roll-ups at the exhibition registration area.
- ❖ 2 hostesses at the entrance / exit of the exhibition venue - will be determined according to the discretion of the organizers.
- ❖ Banner and link on the exhibition website.

Price: € 6,757.00 / US\$ 7,813.00

### Tailor-made Sponsorship Opportunities:

We will create a customized package to meet your company's objectives. If you have an idea, please do not hesitate to contact us.

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**Distribution of Promotional Material:**

A stand to distribute promotional material

❖ 1 person + 1 table + 1 roll up (up to 1 Sqm.)

Price: from € 3,784.00 / US\$ 4,375.00 (for non-exhibiting company)

Price: from € 2,703.00 / US\$ 3,125.00 (for an exhibiting company)

\* Please note: all elements mentioned above include media purchasing only and does not include production & operational expenses/costs.

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