

## **CODE OF CONDUCT FOR EXHIBITORS AT IIJS SHOW(S)**

Exhibiting at trade shows and industry events presents a powerful opportunity for businesses to showcase their brand, connect with potential buyers, and build long-term relationships. However, success on the exhibition floor doesn't happen by chance—it requires strategic planning, professional conduct, and consistent follow-through.

This Code of Conduct is designed to help both new and seasoned exhibitors make the most of their participation. It outlines key principles and actionable tips that ensure a positive presence, enhanced visitor engagement, and strong return on investment (ROI).

This Code of Conduct shall be applicable to all IIJS Shows, including IIJS Premiere (at Mumbai), IIJS Signature (at Mumbai) and IIJS Tritiya (at Bangalore).

For the purposes of this Code of Conduct, "Council" means the Gem & Jewellery Export Promotion Council and "Sub-Committee" means the National Exhibitions Sub-Committee.

### **CODE OF CONDUCT**

- Exhibitors shall comply with all terms, conditions, and obligations associated with participation, as prescribed by the Council and Sub Committee.
- Exhibitors shall not commit any violation of the present Code of Conduct, nor any breach of the policies, guidelines, or directives issued by the Council, including but not limited to those relating to ethical standards, branding, or professional conduct.
- Exhibitors shall not engage, directly or indirectly, in any manner whatsoever, in any unfair trade practices which are expressly or impliedly prohibited by law.
- Exhibitors shall have met and agree to meet all their financial obligations to the Council, on a timely basis.
- Exhibitors shall deal fairly and politely with Council Members and Staff.
- Exhibitors are expected to act in good faith and in a manner that supports the overall success, credibility, and cooperative spirit of IIJS Shows, including by refraining from activities that undermine the collective interests of participants.
- Exhibitors are expected to act in a manner that supports the shared success and integrity of the IIJS Shows by avoiding any individual or collective activity that directly or indirectly harms the objectives, reputation, or smooth functioning of the IIJS Shows or is detrimental to the interests of participants at IIJS shows and/or members of the Council.
- No Exhibitor shall take unfair advantage of anyone through manipulation, concealment, abuse of privileged information, misrepresentation of material facts, or any other unfair dealing practice.

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- Exhibitors shall not employ any unfair or unethical means to attract visitors away from any other Exhibitor or engage in any activities that are likely to cause disrepute to, or attract visitors away from exhibitions and shows organized by the Council, including by participating in any similar gem/diamond/jewellery exhibition or event(s) within the limits of the same city as that of any IJS show two weeks before or one week after the said IJS show.
- Exhibitors shall comply with all the laws regulating their business including the rules, regulations, circulars, notifications, issued by the Central & State Government Authorities, including the Reserve Bank of India. Exhibitors shall comply with the Foreign Exchange Management Act, 1999.
- Exhibitors shall not collect, share, or misuse personal data of buyers or visitors without their informed and explicit consent, as mandated by the Digital Personal Data Protection Act, 2023. Any data collected must be used only for legitimate business communication and not sold, disclosed, or transferred to third parties without proper authorization.
- Exhibitors shall not engage in any act of wilful misconduct or gross negligence resulting in default against obligations to any third parties, including banks and other financial institutions.
- It shall be the duty of every Exhibitor to protect the industry and their customers against fraud, misrepresentation and unethical practices in gems and jewellery transactions. Every Exhibitor shall avoid any practice which could be damaging to the industry or bring discredit to the trade.
- No Exhibitor shall in any way defame, undermine or take unfair advantage of another Exhibitor or firm's reputation or merchandise in order to promote and sell his/her own merchandise.
- Exhibitors must maintain professional behaviour and courteous interaction with all buyers, visitors, fellow exhibitors, service providers, and show organizers. Abusive, discriminatory, threatening, or defamatory behaviour will not be tolerated under any circumstances.
- Exhibitors shall maintain valid and adequate insurance coverage at all times—before, during, and after the Exhibition—covering risks such as theft, fire, public liability, property damage, personal injury, third-party loss, accidents, natural calamities, acts of God, and any other risks typically insured.
- Exhibitors shall not engage in the following activities:
  - a. Allocating exhibition space, customer leads, markets, or clientele among themselves or others;
  - b. Engaging in bid-rigging or any collusive conduct in relation to stall selection, branding, or promotional visibility;
  - c. Coordinating marketing strategies or price-related policies with the objective or effect of suppressing healthy competition within or outside

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the IIJS platform

- d. Participating in or promoting any form of group boycott, collective non-participation, or coordinated withdrawal from IIJS or any other official Council event.
- All exhibitors are required to act independently in their commercial decisions and must avoid any conduct that could be construed as anti-competitive, monopolistic, or violative of the Competition Act, 2002, or any other applicable laws and regulations.
  - Exhibitors are expected to act in a manner that supports the shared success and integrity of the IIJS Shows by avoiding any individual or collective activity that directly or indirectly harms the objectives, reputation, or smooth functioning of the IIJS Shows or is detrimental to the interests of participants at IIJS shows and/or members of the Council.
  - Exhibitors shall ensure that the commercials in respect of the goods being offered by them at IIJS shows are no less favourable to buyers, than the commercials offered in respect of those goods offered by the same Exhibitor outside of the IIJS shows.
  - Exhibitors are expected to demonstrate good faith, integrity, and professionalism in all business conduct surrounding the IIJS Shows and activities. Any activities or conduct by an Exhibitor that, in the view of the Sub-Committee, adversely affect the Council's reputation, or adversely impact fellow Exhibitors, buyers, or stakeholders of the IIJS shows or their interests may be deemed a violation of this Code, even if not explicitly enumerated herein.
  - Exhibitors agree and understand that IIJS Shows are trade shows only and "Over the Counter sales" will not be permitted at any IIJS show. Exhibitors agree to not invite any consumers to any IIJS show.
  - No jewellery display will be allowed in loose section and no loose display will be allowed in jewellery section.
  - No exhibit is allowed to be taken into the Booth once the Exhibition has been officially opened unless special permission is given by the Council.
  - No exhibit shall be removed from the Booth before the closing hours of the Exhibition on any particular day.
  - No Booth shall be left unattended at any time during the opening hours of the Exhibition. The Exhibitors' staff must be present at the relevant Booth at least 30 minutes before the opening hour and leave the Exhibition Hall not later than 30 minutes after the closing hour. Exhibitors shall be responsible for the good conduct of all their staff, agents, or representatives.
  - No business activity shall be conducted by Exhibitors and/or their staff outside the allocated booth area. No advertising or canvassing for business shall be permitted anywhere else in the Exhibition Hall and in the registration

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area/cafeteria, etc., including through distribution of leaflets or soliciting visitors to the booth by standing in aisles etc.

- No activity which, in the opinion of the Sub-Committee, may amount to causing nuisance or annoyance to the public or other exhibitors shall be caused by any Exhibitor within the vicinity of the Exhibition.
- Audio-visual display equipment or other equipment must be so positioned, and the sound levels so adjusted as not to annoy any reasonable person.
- Customization of booths with personal fittings & furniture is not permitted. Blatant display of rates is not allowed.
- No projection will be allowed which may cause any obstruction to the neighboring booths. Playing loud music shall not be allowed. Obstructing items are liable to be removed without warning.
- Branding on the panels of the Window Showcase, Tall Glass Showcase & the Top Glass Showcase is not permitted.
- Exhibitors of the loose stone section will be allowed to exhibit ONLY Loose Stones (i.e., loose Diamonds & loose Gemstones). Exhibitors other than those in the loose stone section shall not be permitted to display loose stones.
- Exhibitors shall not transfer, part with, or otherwise sublet the whole or part of their Booths, whether for financial consideration or otherwise.
- Exhibitors shall ensure proper use of resources like security and scanning teams and shall follow the set entry and exit timings before and during the show.
- Exhibitors shall avoid overstocking valuables within their booths and shall apply for safes based on their planned inventory and the size of the booth. This helps ensure safety, better space management, and smooth security operations during the show.
- All booths will be built-in stalls in Octonorm system including the fascia board with the Exhibitor's name, which is registered with the Council (no sister company name or brand names will be allowed under any circumstances whatsoever). No alterations or additions will be permitted to the standard fascia and lettering by the Exhibitor.
- Exhibitors must closely observe the following rules and liaise with the Council's official contractor before the commencement of booth decoration works.
  - No posters, wallpaper, paint, drilling or nails or screws may be applied to or used on the existing panel.
  - All standard shells are framed with high quality aluminium and the Exhibitor must not screw, drill, or nail on any of these frames. The Exhibitor shall be liable for all losses, damages and costs resulting from the breach.
  - No glue, scotch tape, self-adhesive paper, screws, nails, spikes, pins or

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paint should be used on floors, walls, pillars, or any part of the Exhibition Hall.

- All containers, packing items and any other articles not for display must be removed from the Exhibition Hall before the day of opening.
- No pressurized containers may be used in the Exhibition Hall without the prior approval of the Council.
- The electricity consumption of each exhibitor will be measured by the authorized person of the Council and all Exhibitors are liable to pay whatsoever the excess consumption if the same is permitted by Council.
- Exhibitors shall be held liable and will be fined for any damage caused to the exhibition site by them. Please note that for any damage, the Exhibitor concerned shall be charged to the extent of the damage caused.
- Hanging decorative materials such as banners or wires from the ceiling of the exhibition halls is strictly prohibited.
- All decorative material should be placed within the booth space. Exhibitors are requested to hold demonstrations and presentations in their own booths, keeping enough room for their audience so that the audience's interest is focused on the individual booth, and they do not disturb the gangway.
- Exhibitors are requested to keep the dustbins outside their booths when they leave the booths at the end of the show every day. Housekeeping personnel will be cleaning the passages and gangways and not in the booths of the exhibitors. Any Exhibitor who wants to clean the interiors of their booths shall apply for the same by submitting Form No. 4 to the Organizer. The Housekeeping personnel will be cleaning the inside of the booths only in the presence of the exhibitor's representatives.
- Exhibitors are responsible for the removal of all trash at the close of the exhibition. Large volumes of waste as well as any items including catalogues, books, etc. remaining in the booths will be regarded as trash, and Exhibitors shall be charged for its/their removal.
- In case of misuse/impersonation of badge(s) by any Exhibitor or the Exhibitor's staff members or authorized representatives, such misused badge(s) will be confiscated, and no new badge will be issued in lieu of such confiscated badge(s). In addition to such confiscation of badge(s), the concerned Exhibitor will be duly cautioned in writing for such violation and misuse of badge. In case of any subsequent or continuous misuse of the badge(s) by the same Exhibitor or the Exhibitor's staff member(s) and/or authorized representative(s), in addition to confiscation of the badge and the Exhibitor losing its right of preference for participation in subsequent shows of Premiere as any old / previous exhibitor, the Sub-Committee reserves the right to stop business and / or close the stall/s of such offending Exhibitor for the entire period of the Exhibition.
- Smoking is strictly prohibited in the entire Exhibition Area, which includes all

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Exhibition Area, Cafeterias/Coffee shops, Registration Area and Business Centre and Toilets

**CONSEQUENCES OF BREACH OR VIOLATION OF THIS CODE**

- The Sub-Committee shall, suo moto or upon receipt of such report by the event auditor appointed and/or a complaint, have the right to look into any violation or breach of this Code, and to determine whether any action/inaction by an Exhibitor constitutes a breach or violation of this Code.
- Where, upon such review the Sub-Committee determines that an Exhibitor is in breach or violation of this Code, it may take such appropriate actions/steps as it in its sole discretion considers appropriate in accordance with the principles of natural justice, so as to safeguard the objectives, operational integrity, and reputation of the IJS shows. The actions taken by the Sub-Committee against an Exhibitor may include but not be limited to cancelling/suspending the Exhibitor's right to participate in all or any IJS Show(s), downgrading / revoking the Exhibitor's booth retention rights, booth preferential allocation rights as well as Exhibitor's priority status in all or any IJS Show(s) in future and/or fining the Exhibitor amounts. The Sub-Committee's actions will be based on the severity of the violation as well as the number of times such violation has taken place, as assessed by the Sub-Committee. It is clarified that a single breach or violation of this Code will not result in an Exhibitor being debarred from participating in all or any IJS Show(s), unless the Sub-Committee feels that the breach or violation is of such a severe or serious nature that the Sub-Committee feels otherwise for reasons it records in writing. The Sub-Committee's decision in this regard shall be final and binding upon the Exhibitor.

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