

FRIDAY, JUNE 4 – MONDAY, JUNE 7, 2021

SANDS EXPO & THE VENETIAN

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# Show Overview:

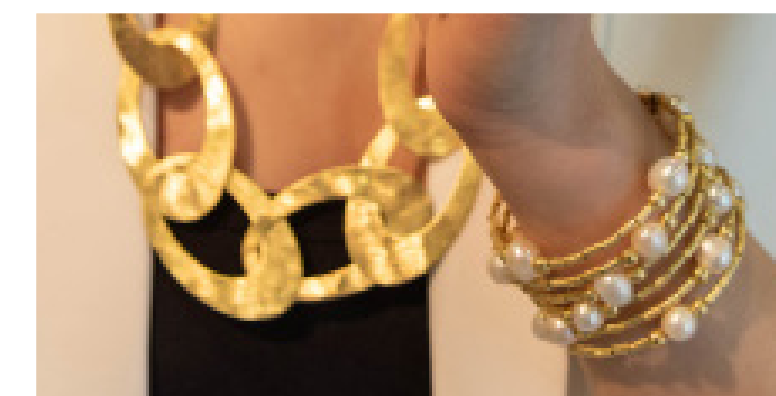
# JCK



# THE JEWELRY INDUSTRY'S PREMIER BUYING DESTINATION



JCK IS THE JEWELRY INDUSTRY'S LEADING ANNUAL TRADE EVENT UNITING OVER 30,000 OF THE WORLD'S MOST INFLUENTIAL INDUSTRY PROFESSIONALS. JCK'S SECURE ENVIRONMENT PROVIDES THE PERFECT MIX OF ORDER WRITING, EDUCATION, NETWORKING AND FUN! WITH ALL-ENCOMPASSING EXPANSIVE COLLECTIONS OF FINISHED JEWELRY, GEMS, TIMEPIECES, SERVICES AND MORE, THIS IS **THE** FLAGSHIP EVENT OF LAS VEGAS JEWELRY MARKET WEEK AND A PREMIER DESTINATION FOR THOSE LOOKING TO DISCOVER WHAT'S NEW AND NEXT IN THE FINE JEWELRY MARKET.



# JCK BY THE NUMBERS

**30,000+**  
INDUSTRY  
PROFESSIONALS  
FROM ALL AROUND  
THE GLOBE

**2,200+**  
EXHIBITORS

**21%**  
INTERNATIONAL RETAILERS  
COME FROM NEARLY  
100 COUNTRIES

**17,500**  
BUYERS

**11,300+**  
DOMESTIC RETAILERS

**7,400**  
STOREFRONTS

**65,000+**  
SOCIAL MEDIA FOLLOWERS



**54% / 43%**

MALE/FEMALE

**55%**

EARN 200K+

**58%**

ARE 45-64 YEARS OLD

**45%**

4-YEAR COLLEGE DEGREE

**63%**

OWNER TITLE &  
ABOVE

**38%**

TRAVEL 4-5 TIMES A YEAR



# WHO DO WE BRING TO THE SHOW?

*The JCK Show works to bring the right people from the jewelry industry together in one place.*

## ■ JCK Loyalist Program:

**HOSTED BUYER PROGRAM** – Select exhibitors are able to nominate their VIP retailers who are new to The JCK Show, while the JCK Retailer Account Managers identify key retailers in specific buying categories. The hosted buyer program provides these retailers an opportunity to visit their current vendors and discover new vendors all in one location, plus personalized matchmaking assistance, planning and VIP access to several amenities during the show.

**THE MAJORS** – JCK draws merchandisers and senior executives from the top 100 super sellers representing national and regional jewelry chains, department stores, online and television retailers.

## ■ International Delegations

Collaborative partnerships with international jewelry industry associations bring over 400 buyers to The JCK Show. Buyer delegations attend JCK from Australia, Brazil, China, India, Latin America, Mexico, Russia and the UK. Hosted buyer delegations bring a diverse mix of buyers looking for the latest trends in finished jewelry and cutting-edge machinery and technology.

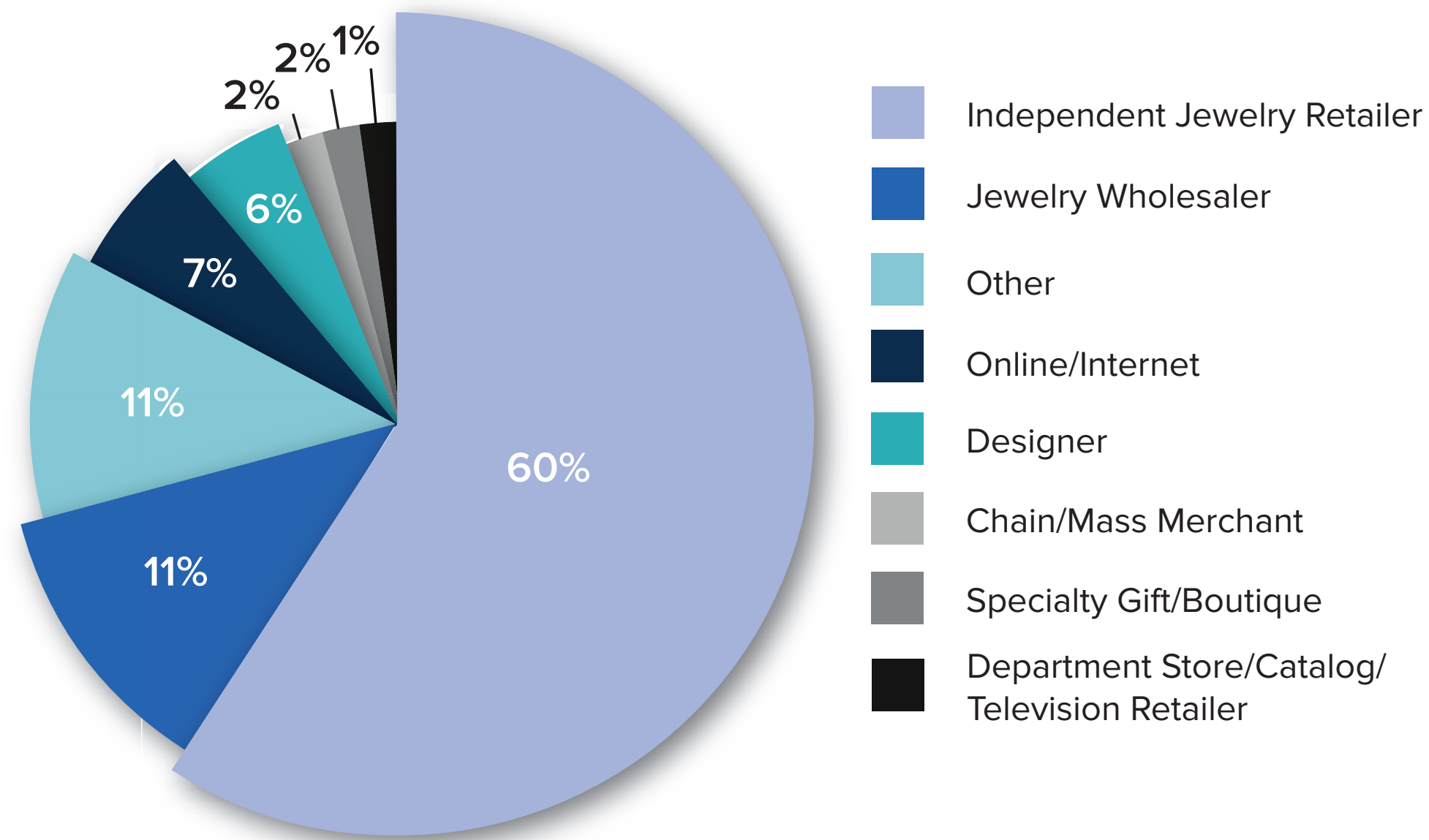
## ■ Luxury Retailers

An exclusive experience that brings together over 800 elite retail stores to shop both the Luxury and JCK show floors. Retailers spend and time spent on the show floor are tracked for their Luxury invitation levels to provide exclusive amenities for top buyers.

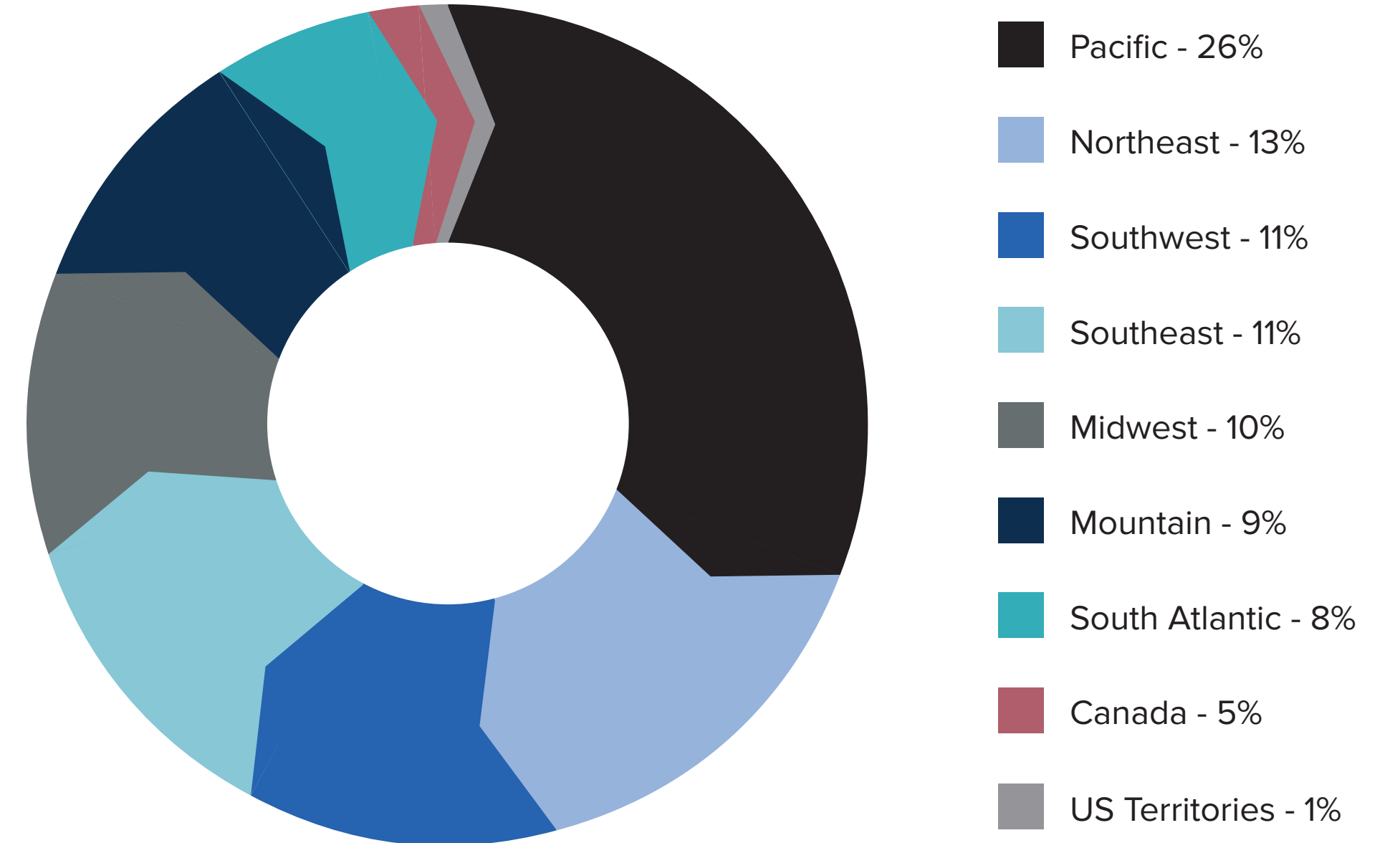


# JCK ATTENDEE PROFILE

## Attendee Job Categories



## North American Geographic Representation



## Attendee Titles



# COUNTRIES REPRESENTED



ANDORRA  
ANTIGUA AND BARBUDA  
ARGENTINA  
ARUBA  
AUSTRALIA  
AUSTRIA  
BAHAMAS  
BAHRAIN  
BARBADOS  
BELGIUM  
BELIZE  
BERMUDA  
BOLIVIA  
BOTSWANA  
BRAZIL  
CAYMAN ISLANDS  
CHILE  
CHINA  
COLOMBIA  
COSTA RICA  
CZECH REPUBLIC  
DENMARK  
DOMINICAN REPUBLIC  
ECUADOR  
EL SALVADOR  
ESTONIA  
ETHIOPIA  
FIJI

FRANCE  
FRENCH POLYNESIA  
GERMANY  
GREECE  
GUADELOUPE  
GUAM  
GUATEMALA  
GUYANA  
HONDURAS  
HONG KONG  
HUNGARY  
INDIA  
INDONESIA  
IRELAND  
ISREAL  
ITALY  
JAMAICA  
JAPAN  
JERSEY, C.I.  
KAZAKHSTAN  
KENYA  
KOREA, REPUBLIC OF  
LEBANON  
MACAU  
MALAYSIA  
MAURITIUS  
MAYOTTE ISLAND  
MEXICO

MONACO  
NAMIBIA  
NETHERLANDS  
NETHERLANDS ANTILLES  
NEW ZEALAND  
NIGERIA  
PANAMA  
PARAGUAY  
PERU  
PHILIPPINES  
POLAND  
PORTUGAL  
RUSSIAN FEDERATION  
SAINT BARTHELEMY  
SAINT KITTS AND NEVIS  
SAINT LUCIA  
SAINT MARTIN  
SAUDI ARABIA  
SINGAPORE  
SINT MAARTEN  
SOUTH AFRICA  
SPAIN  
SRI LANKA  
SWEDEN  
SWITZERLAND  
TAIWAN  
TANZANIA, UNITED REPUBLIC OF  
THAILAND

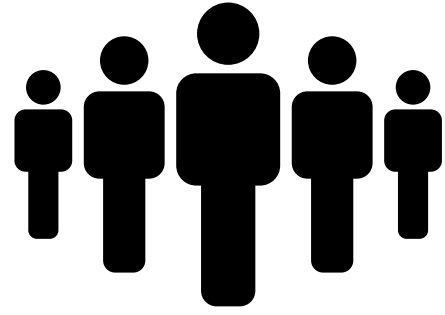
TRINIDAD AND TOBAGO  
TURKEY  
TURKS AND CAICOS ISLANDS  
U.S.MINOR OUTLYING ISLANDS  
UNITED ARAB EMIRATES  
UNITED KINGDOM  
URUGUAY  
VENEZUELA  
VIET NAM  
VIRGIN ISLANDS (BRITISH)

# JCK ATTENDEE DEMOGRAPHICS



## GENDER:

MALE	69%
FEMALE	31%



## AGE:

35-44	22%
45-54	24%



## HOUSE HOLD INCOME:

OVER \$100,000	47%
OVER \$300,000	21%

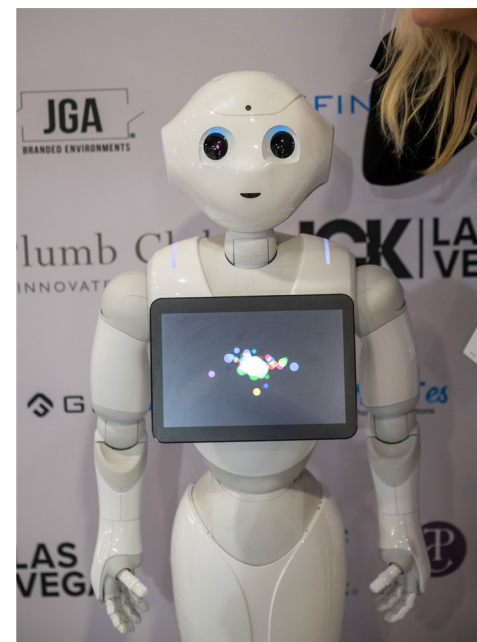


# A SHOW THAT ENTERTAINS & DRIVES ACTIVATIONS

OPPORTUNITIES ABOUND FOR ACTIVATIONS AT OUR EXPERIENTIAL AND ENTERTAINING EVENTS. A FEW EXAMPLES FROM 2019.

## IN-STORE EXPERIENCE AT JCK

For 2019, seven different installations were located throughout JCK to spark inspiration through creative and unique ways to drive customer engagement and new customers to stores. The “Instagrammable moments” included: (1) Plumb Club’s Pepper the IBM Watson Robot; (2) JCK Library; (3) Crystal Wings photo op; (4) Kicks by Sammy Collage; (5) Diamond Rain photo op; (6) JCK Magazine photo op; and (7) Why I JCK Letters. Attendees were given the opportunity of winning daily cash prizes throughout the show by posting the In-Store Experiences on Instagram and using the hashtag #InStoreAtJCK.



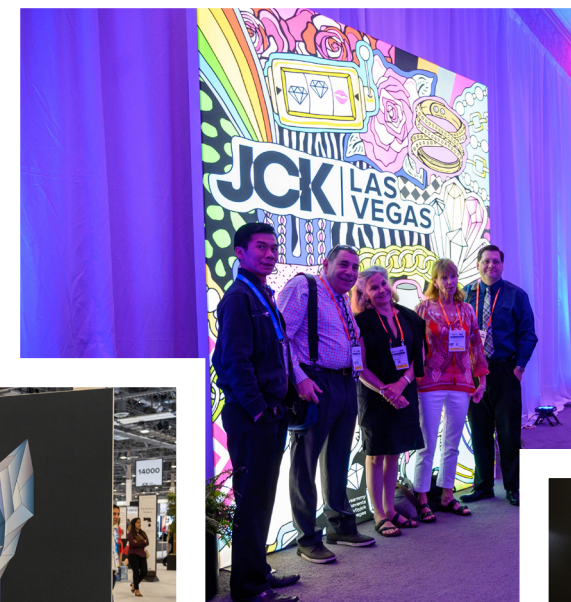
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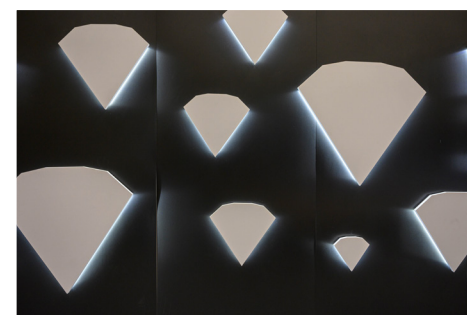
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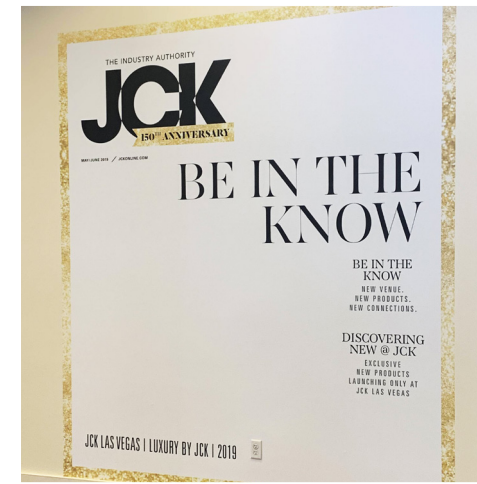
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4



5



6



7

*Making Networking Fun*

*Daytime DJ in the lobby, complimentary Starbucks Nitro Cold Brew and more*







# MEDIA COVERAGE

## *Consumer Editorial Press:*

BRIDES

elitetraveler  
THE PRIVATE JET LIFESTYLE MAGAZINE

ELLE



BAZAAR

InStyle

O  
THE OPRAH  
MAGAZINE

the knot

TOWN&COUNTRY

VOGUE

WWD

& MANY  
MORE



## *Trade Editorial Press:*

Canadian Jeweller Magazine, Instore Magazine, JCK Magazine, National Jeweler, Rapaport, The Retail Jeweler, VO+ Magazine & many more.

## *Online Blogger & Industry Influencers:*

Cupcakes & Cashmere, Diamonddoodles, Gemologue, Stiletto Beats by Emily Vartanian, Kris Cherie, SpreadFashion, Third Coast Gems & many more!

# EXPAND YOUR REACH WITH JCK

JCK and Luxury launch collections, build brands and set trends generating buzz year over year and drawing top editors, influencers and trendsetters in media. Gather additional exposure through our social and consumer reach and media coverage.

## CONSUMER FOCUS

Each year, JCK is covered by top influencers. Our hosted influencer program brings guest fashion lifestyle influencers to experience JCK and Luxury. Their show coverage provides exposure to diverse consumer audiences.



@KRISCHERIE



@SPREADFASHION

2019 HOSTED INFLUENCERS  
500,000+ COMBINED FOLLOWERS

WITH AN OVERALL GOAL OF PROVIDING EXPOSURE FOR VENDORS IN A TRULY EDITORIALY CURATED MANNER, INFLUENCERS AND STYLISTS ARE UNLEASHED ON THE SHOW FLOOR TO EXPLORE, DISCOVER AND SHOWCASE THE LATEST TRENDS AND PRODUCTS. MANY PLAYED DUAL ROLES AT THE SHOW—BOTH CURATING AND SPEAKING ON JCK TALKS PANELS.

## JCK SOCIAL ENGAGEMENT

COMBINED REACH OF NEARLY

**150,000**

ON FACEBOOK, TWITTER  
& INSTAGRAM

JCK EVENTS HAS A COMBINED

FOLLOWING OF

**65,000+**

FANS ON SOCIAL MEDIA



@RAHAMINOVDIAMONDS | 265 LIKES

# SHOW FLOOR OVERVIEW

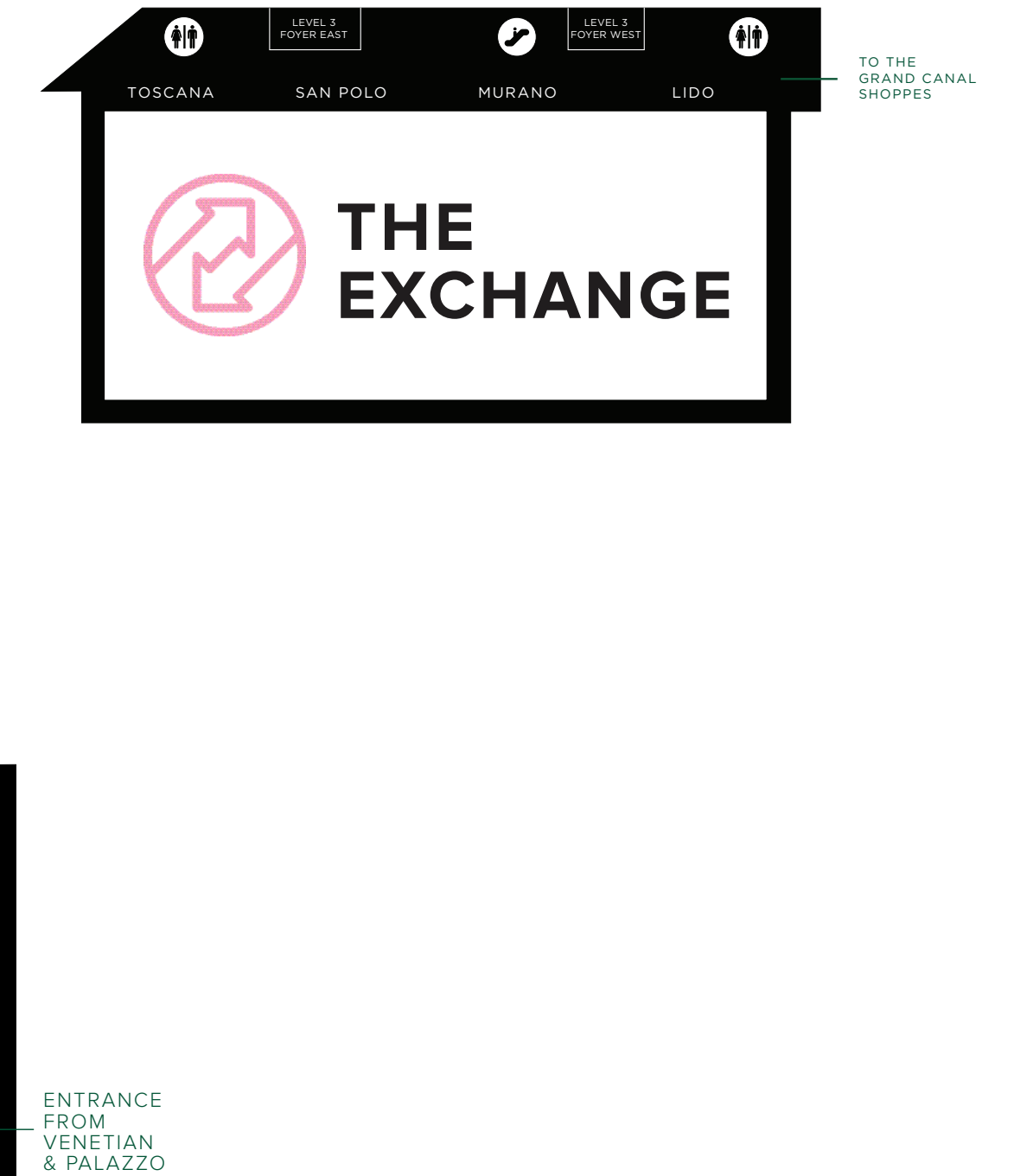
## SANDS EXPO, LEVEL 1



## SANDS EXPO, LEVEL 2



## SANDS EXPO, LEVEL 3



\*THESE FLOORPLANS ARE NOT DRAWN TO SCALE. AS OF OCTOBER 24, 2019.

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\*THESE FLOOR PLANS ARE SUBJECT TO CHANGE IN THE NEXT FEW MONTHS

# JCK AT A GLANCE

## SANDS EXPO, LEVEL 1

										
<b>Antique &amp; Estate</b> An array of antique and estate jewelry, pre-owned watches and select contemporary pieces	<b>Essentials &amp; Tech</b> Equipment, supplies, services and cutting-edge technology offerings to enhance in-store capabilities	<b>First Look</b> Finished jewelry celebrating individual style at a variety of price-points	<b>Global Gemstone</b> <i>Featuring Fine Gems and ICA Exhibitors.</i> A one-stop-shop for an extraordinary assortment of colored gems from around the world, all under one roof at JCK Las Vegas <b>OPENING ONE DAY EARLIER THAN JCK – MONDAY, JUNE 1</b>	<b>Gem Pavilion</b> Introducing an additional destination for gemstone sourcing—directly on the JCK Las Vegas show floor, adding to JCK's comprehensive product offering	<b>Hong Kong</b> Explore the Hong Kong jewelry market organized by HKJMA	<b>India</b> A collection of Indian designs	<b>Jewelers Security Alliance (JSA)</b> Holistic & tailored security solution providers that keep jewelry businesses safeprice points	<b>Passport</b> Jewelry collections from around the globe	<b>Retail Experience</b> Suppliers whose products and services transform the retail shopping experience	<b>The Gallery</b> Top media outlets, services, and industry associations

## SANDS EXPO, LEVEL 2

									
<b>Bridal</b> Elegant engagement sets, wedding bands, and semi-mounts	<b>Clockwork</b> Fashionable timepieces and components	<b>Currents</b> Brands showcasing an array of finished jewelry, many catering to majors, multi-store chains & independent retailers	<b>Design Center</b> Curated destination of one-of-a-kind designs from annually vetted up-and-coming and veteran artists	<b>Diamond Plaza</b> Diamonds in every size, shape, cut, and color	<b>Germany</b> Selection of German vendors & designs	<b>Italian</b> Discover 75+ Italian vendors	<b>Lab Grown Diamonds</b> Exclusive destination for Lab-Grown diamonds	<b>Plumb Club</b> Leading manufacturers spanning the jewelry, diamond, and watch industries	<b>The Bridge</b> Sizable global brands featuring on trend costume/bridge jewelry at accessible price points

## THE VENETIAN & SANDS EXPO

<b>LEVEL 2</b>	<b>Luxury</b> The industry's most accomplished talent and design collections	<b>DESIGN @ Luxury</b> Design-focused area of Luxury	<b>Prestige @Luxury</b> Stunning selection of pieces from the exclusive Prestige group of designers	<b>LEVEL 3</b>	 <b>The Exchange</b> Dedicated to immediate, at-show delivery <b>OPENING ONE DAY EARLIER THAN JCK – MONDAY, JUNE 1</b>
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# REED JEWELRY GROUP

North America's most iconic jewelry buying events for retailers to discover what's new and what's next in the fine jewelry market. Each Reed Jewelry Group event provides retailers access to the world's best jewelry suppliers coupled with forward thinking education and curated networking events throughout the year.



## JCK

JUNE 4 – 7, 2021  
SANDS EXPO & THE VENETIAN,  
LAS VEGAS

**PREMIER BUYING  
DESTINATION WHERE THE  
GLOBAL JEWELRY INDUSTRY  
REUNITES IN 2021**

## Luxury

JUNE 2 – 7, 2021\*  
\*BY INVITATION ONLY JUNE 2 & 3  
THE VENETIAN, LAS VEGAS

**THE PINNACLE OF  
A JEWELRY BUYING  
EXPERIENCE**

## JIS

MARCH 22 – 24, 2021  
OCTOBER 8 – 11, 2021  
MIAMI BEACH CONVENTION  
CENTER, MIAMI BEACH

**MULTIPLE EVENTS HELD  
DURING PRIME RE-STOCKING  
SEASONS WITH IMMEDIATE  
DELIVERY**

## JIS DELIVERY SAN DIEGO

2021 DATES COMING SOON  
SAN DIEGO CONVENTION  
CENTER, SAN DIEGO

**A NEW JEWELRY TRADESHOW  
THAT BRINGS OPPORTUNITY  
AND NEW INVENTORY TO  
THE WEST COAST MARKET  
BEFORE THE HOLIDAY  
SEASON**