

SAVE THE DATE FOR JCK 2023 — JUNE 2-5, 2023 AT THE VENETIAN EXPO.  
GEMS & JCK TALKS OPEN ON JUNE 1, 2023.

# JCK

June 10-13, 2022 - The Venetian Expo, Las Vegas, NV

## JCK 2022 EVENT IN REVIEW

1,800+  
EXHIBITORS

398,000  
SQUARE FEET  
COVERED

17,000+  
BUYERS

20%  
OF ATTENDEES WERE  
INTERNATIONAL  
RETAILERS

THE  
2022  
SHOW  
EXCEEDED  
2019  
PRE-PANDEMIC  
NUMBERS

95%  
OF ATTENDEES  
BOUGHT FROM  
NEW COMPANIES

### Activation Moments

In 2022, JCK offered a number of instagrammable moments and activations for attendees to enjoy. These included a 30th Anniversary Ribbon Wall & Social Mosaic, JCK Magazine "You" on the Cover, Vogue Vignette, JCK Commercial Video Booth, Diamond Balloon Ring and a Diamond Hologram.

### JCK Rocks

JCK Rocks returned for JCK's 30th Anniversary with Hamilton Remix. The current and former cast of Hamilton put on an incredible performance for JCK attendees including favorite songs from the show and classics to be enjoyed by all. The after-party even saw Alexander Hamilton himself, Miguel Cervantes break out some moves on the dance floor.

### Navigating JCK

"This was the BEST JCK I have been to yet and I have been to all but one! I found it very easy to navigate and find what I was looking for at all times, saving me many steps and much time. Between the way the floor plan was laid out and the mobile app allowing me to enter a booth number with step-by-step directions to find it. I loved the ease of the mobile app and the clearly marked aisles! I was able to be very productive and enjoyed myself as well, especially at the JCK Rocks event, both the show and the after party. Everyone I spoke to was extremely happy!"

Retailer, Cathy Calhoun of Calhoun Jewelers

### JCK Talks & Keynote Series

With an enhanced format, JCK listened to customers and implemented a Track focus, allowing multiple sessions on key business building topics. Opening 1 day before the show and continuing June 10 - 12, tracks included: Trends, Responsibility, Sales, Relevance, Retail Innovation, and Marketing.

The JCK Opening Keynote was sponsored by Sarine and featured Swan Sit, former head of marketing for Nike, Estee Lauder and Revlon. Swan's keynote, Web3 is Coming - Navigating the Past, Present, and Future of Retail gave retailers a glimpse into the future of retail and what it looks like in the metaverse.



Join the Community. Be Inspired.

@jckevents     #JCKLasVegas

# WHO DO WE BRING TO THE SHOW?

*JCK works to get the right people from the jewelry industry all in one place.*

## Industry Professionals

JCK celebrated its 30th Anniversary in 2022 and saw a record turnout with high energy and incredible attendance numbers even exceeding pre-pandemic 2019 event numbers

## Press Snapshot

JCK saw 200+ press and media members in attendance at this year's show. JCK was covered in a number of publications regionally and internationally.

## Diversity & Inclusion Efforts

JCK prides itself on opening doors and being an inclusive space for all. 2022 was our most diverse year yet!

## AGTA

AGTA returned to JCK 2022 featuring all things gemstones!

## 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 brought 20% more buyers to JCK over last year. Buyer delegations attended JCK from Brazil, India, Latin America, and Mexico.

## Luxury Retailers

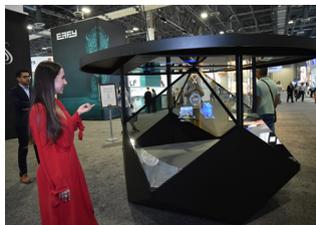
An exclusive experience that brings together over 2,000 elite retailers to shop both the Luxury and JCK show floors.

# EVENT HIGHLIGHTS

*Daily events and activations to inspire, connect and learn.*

## Celebrating 30 Years of JCK

JCK Rocks Returned in 2022 for JCK's 30th Anniversary celebration with Hamilton Remix. JCK also featured 30th Anniversary pop-up events and instagrammable moments!



“

The overall energy, I mean, walking around and seeing people sitting at tables writing business in every single booth, it's just great to see action and sales. Seems like a really healthy and exciting show.

**Mark Smelzer**  
Jewelers Mutual Group

“

We always find designs here that are new to the market. Rare, innovative and one-of-a-kind design concepts, master artisanship, superb gemstones and jewelry materials: JCK is where we find them.

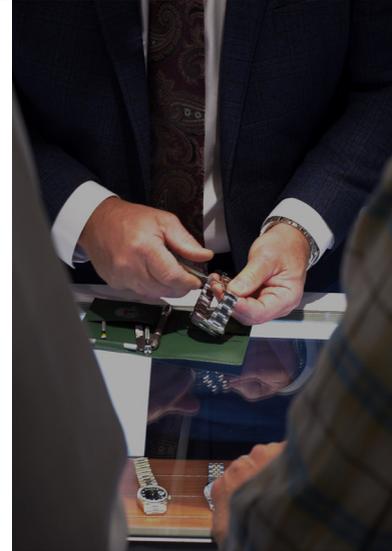
**Craig Vicens**  
Private Jewelry Buyer



“

I think that's what makes it all exciting for me every year to come to the JCK show so that I get the chance to bring something new into the industry that you've never seen before. This is a major place for me to really place in my business because I know more people come to this show than any other show.

**Chi Huynh**  
Galatea Jewelry by Artist



“

This has been one of the most incredible experiences I could ever have imagined...We've been busy, non-stop, since the show opened it's been an incredible, incredible response.

**Manos Phoundoulakis**  
EZEC

“

JCK is incredibly important to us as Stuller, and this is really the one place that we get to bring everything that Stuller offers and we get to see our customers. We're 50 years plus in the industry, and so for us, being able to speak with people face to face, it's crucial.

**Emily Graffagnino**  
Stuller, Inc

# LET'S GET SOCIAL

## Social Highlights

#JCKLasVegas WAS USED  
**46,900+**  
 TIMES ON INSTAGRAM  
 ALONE

JCK EVENTS HAS A  
 COMBINED FOLLOWING OF  
**60,000+**  
 FANS ON SOCIAL MEDIA



## Press Highlights

*Consumer Editorial Press:*



**170,000+**

VIEWS ON INSTAGRAM REELS



*Trade Editorial Press:*

Adorn Global, Accessories Council Magazine, Diamond World, Gems & Jewellery, Gemscene, Instore Magazine, JCK Magazine, Jewelry Journal, Jewelry Book, Jewellery Business, JoyJoya Podcast, JTV, National Jeweler, Meet the Jewelers, MJSA, Rapaport, Southern Jewelry News, Trade Show Executive and The Zing Report

*Online Blogger & Industry Influencers:*

Beth Jones, Kyle Roderick, Donna Jewel, Jennifer Heebner, Katerina Perez, Giorgia Zoppoloto, Prenraa Makhariaa, Benjamin Guttery, Renu Choudhary, Tracey Ellison and Will Kahn