



October 6 – 9, 2024

Miami Beach Convention Center | Miami Beach, FL

Proposal For





Option A - 10x10 Pipe and Drap  
Booth  
+ Turnkey Hard wall Package - \$

Option B - 10x10 Pipe and Drap,  
Booth

Option C - 10x10  
Booth

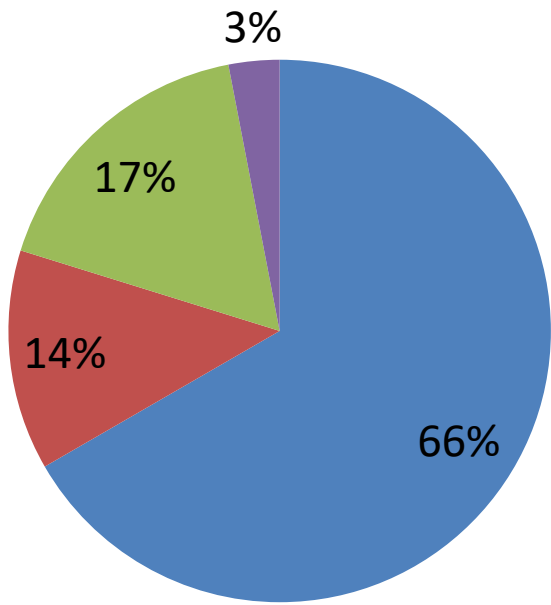


JIS October is the 2<sup>nd</sup> largest Jewelry Tradeshow in the Western Hemisphere, bringing together jewelry manufacturers, wholesalers, and brands during one of the most important buying seasons of the year.

- Primary jewelry markets attend from international locations of Mexico, Latin America, the Caribbean, and Southeast United States. The Cruise Line industry also attends as Miami is their hub!
- Buyers must meet qualification and credentialing guidelines.
- Dedicated Platinum Club members, an elite community of hand-selected, power buyers in the jewelry industry, receive exclusive amenities and perks to attend and provide them with an exceptional show experience.
- Founded in 1979, JIS has a reliable and established history with the jewelry industry, especially in the Western Hemisphere. Jewelry trade buyers and suppliers regularly plan to include JIS as a must attend event.



### Where Our Buyers Attend From



■ USA  
■ Caribbean  
■ Latin America  
■ Other International

### Attendees by Business Type (Top 10)

1. *Independent Jewelry Retailers – Single stores*
2. *Independent Jewelry Retailers – 2 to 3 stores*
3. *Jewelry Wholesaler*
4. *Independent Jewelry Retailers – 4 to 9 stores*
5. *Online/Internet Retailer*
6. *Specialty Gift/Boutique*
7. *Independent Jewelry Retailer – 10+ stores*
8. *Distributor*
9. *Gemstone Buyer/Dealer*
10. *Department Store*

### Cruise Lines Buyers

<i>Caribbean Gems</i>	<i>St Marteen</i>
<i>Don Roberto</i>	<i>USA</i>
<i>Cristal Joyas</i>	<i>Mexico</i>
<i>Joyería Müller 1900</i>	<i>Guatemala</i>
<i>Blue Diamond</i>	<i>Puerto Rico</i>
<i>Joyería Carrasco</i>	<i>Bolivia</i>
<i>Morays Jewelers</i>	<i>USA</i>
<i>IBERJOYA</i>	<i>USA</i>
<i>Milano Diamond Galery</i>	<i>USA</i>
<i>Sona Duty Free</i>	<i>Jamaica</i>
<i>3Sixty Duty Free &amp; More(DFASS)</i>	<i>USA</i>
<i>Starboard Cruise Services</i>	<i>USA</i>
<i>Royal Caribbean Jewelers</i>	<i>St Marteen</i>
<i>The Royal Shop</i>	<i>Jamaica</i>





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## LAB GROWN

THE DEMAND FOR LAB-GROWN DIAMONDS IS GROWING RAPIDLY AS MORE CONSUMERS BECOME AWARE OF THEIR BENEFITS AND SEEK TO MAKE MORE RESPONSIBLE AND CONSCIOUS PURCHASING DECISIONS. JIS CONTINUES TO EXPAND THE LAB GROWN PAVILION TO EXPOSE OUR JIS BUYERS TO THE FUTURE OF DIAMONDS IN THE JEWELRY INDUSTRY.

# Location, Location, Location...

## Basic Booth # – 10x10

- **Branded Hard wall Booth + Carpet**
- **Online Company Profile listing**
- **Lead Manager App & Dashboard Analytics**
- **Complimentary marketing + Beverage tickets for the Galleria Lounge**
- **Jewelry Vault – overnight**
- **Dedicated Client Success Coordinator**
- **Pre-show cleaning (1) night**



## **NEED TO ORDER SEPARATELY:**

- Furniture, Showcases, Lights, Graphics, Electric, Catering, Audio visual, In- booth Safe/ Security

## NEED TO ORDER SEPARATELY:

- Graphics, Lighting, Furniture, Showcases ,Catering, Audio visual , In-booth Safe/Security

## SHIPPING AND MATERIAL HANDLING SEPARATE

- **Advanced Warehouse** - Send goods to the official freight contractor to deliver to your booth. Material handling costs additional. Can ship direct to event venue – check dates for acceptance.(generally starting 1-2 week before show date.

Material Handling charge once shipment is sent to venue .Additional charge for delivery of your product to your booth . Or you may hand carry your product in.







## GALLERIA

### BENEFITS OF EXHIBITING IN GALLERIA

- UPGRADED EXHIBITING EXPERIENCE INCLUDING CUSTOM BOOTH STRUCTURE, HIGH RESOLUTION BRANDED HEADERS, AND CLOUD CARPETING.
- ACCESS TO DEDICATED GALLERIA LOUNGE, WHERE YOU CAN NETWORK WITH BUYERS AND ATTEND DAILY HAPPY HOUR EVENTS.
- PREMIUM SHOW FLOOR PLACEMENT WITH AN UPSCALE AND LUXURIOUS FEEL.

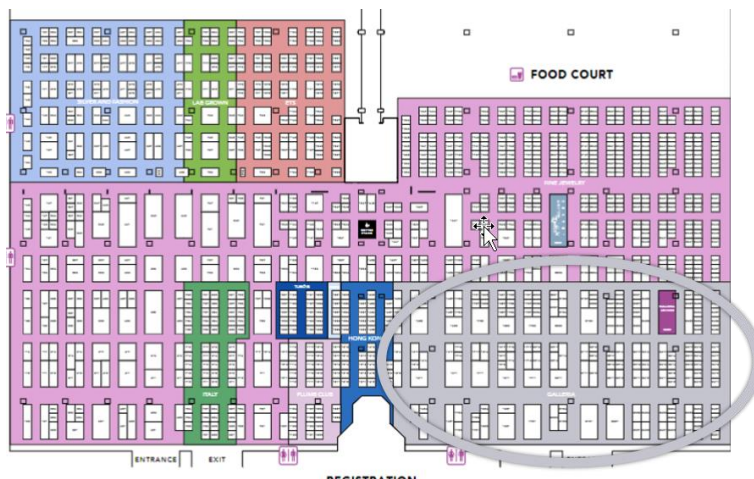




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Branded Booth # - 10x10

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## NEED TO ORDER SEPARATELY:

- Furniture, Showcases, Graphics, Lighting, Electric, Catering, Audio visual , In- booth Safe/ Security



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## SILVER & FASHION

### **BENEFITS OF EXHIBITING IN SILVER & FASHION**

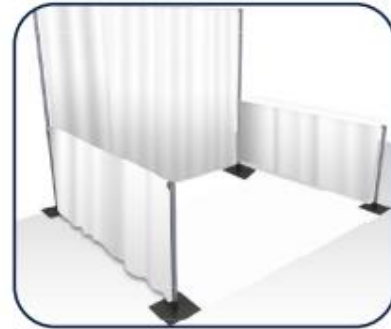
- SILVER AND FASHION JEWELRY PRODUCTS ARE IN HIGH DEMAND ACROSS ALL JIS EVENTS, ACCORDING TO RETAILER PRODUCT REQUESTS.
- ONE OF THE MOST HIGHLY TRAFFICKED AREAS OF THE SHOWFLOOR.
- JIS HAS IMPLEMENTED A COSTSAVING PROGRAM FOR ON-SITE MATERIAL HANDLING AND DRAYAGE THAT IS AVAILABLE ONLY TO SILVER & FASHION EXHIBITORS.



# Location, Location, Location...

**Booth # – 10x10**

- **Space + Pipe and Drape**
- **Carpet**
- **Badge Reader App**
- **Online Showroom listing**
- **Onsite map listing**
- **Lead Manager App & Dashboard Analytics**
- **Complimentary marketing**
- **Jewelry Vault – overnight**
- **Client Success Coordinator**
- **Pre-show cleaning (1) night**



**Basic Booth Package = \$ (order furniture separately)**

**Turn-key package - \$2975**

## NEED TO ORDER SEPARATELY:

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**Booth – 10x10**

Turnkey package \$ 2975

includes:

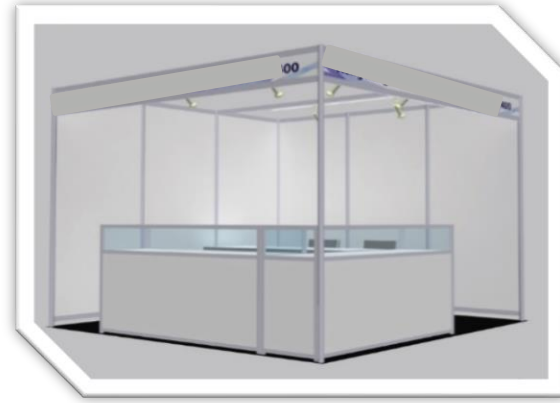
Hardwall booth & Electric

(2) Showcases, 1/4 and 1/2

(3) Chairs and (1) Table – 6ft draped

(1) Track light 6ft with 4 white lights

Wastebasket



- **Badge Reader App**
- **Online Showroom listing**
- **Onsite map listing**
- **Complimentary Marketing**
- **Lead Manager App & Dashboard Analytics**
- **Jewelry Vault – overnight**
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- **Pre-show cleaning (1) night**

## NEED TO ORDER SEPARATELY:

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## FINE JEWELRY

THE FINE JEWELRY PAVILION IS THE PERFECT LOCATION FOR COMPANIES LOOKING TO SHOWCASE THEIR GOLD, DIAMOND, PLATINUM, PRECIOUS GEMSTONES AND MORE. AT JIS, THE FINE JEWELRY PAVILION IS ONE OF THE MOST HIGH TRAFFICKED AREAS OF THE SHOW FLOOR AND THE FIRST PAVILION TO SELL OUT OF BOOTH SPACE.



# Location, Location, Location...

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- Carpet
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- Lead Manager App & Dashboard Analytics
- Complimentary marketing
- Jewelry Vault – overnight
- Client Success Coordinator
- Pre-show cleaning (1) night



## NEED TO ORDER SEPARATELY:

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Turnkey package \$

10x10

includes:

Hardwall booth & Electric

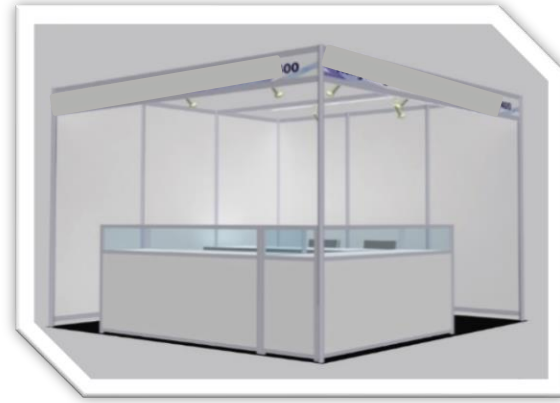
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## EQUIPMENT TECHNOLOGY & SERVICES

LAUNCHED FIVE YEARS AGO AT THE JIS FALL SHOW, THE ETS PAVILION HAS RAPIDLY GROWN IN SIZE AND POPULARITY AMONG BUYERS, SO WE ARE BRINGING IT TO JIS SPRING! THIS WILL GIVE BUYERS A WAY TO FIND YOUR BOOTH IN AN EASY TO NAVIGATE LOCATION. TO DRIVE EVEN MORE TRAFFIC TO THE PAVILION, JIS WILL HOST AN EXCITING PAVILION POP-UP EVENT ON DAY TWO THAT'S SURE TO ATTRACT BUYERS!



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Turnkey package \$

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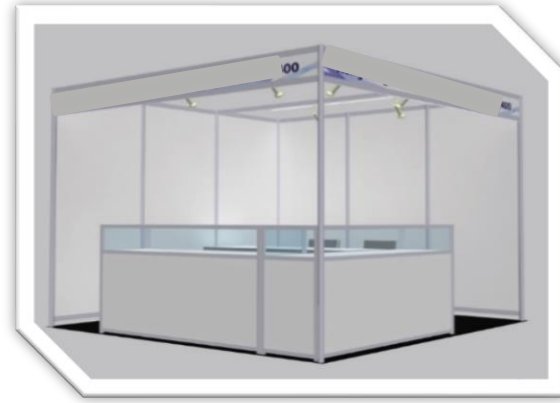
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- **Online Showroom listing**
- **Onsite map listing**
- **Complimentary Marketing**
- **Lead Manager App & Dashboard Analytics**
- **Jewelry Vault – overnight**
- **Client Success Coordinator**
- **Pre-show cleaning (1) night**

**Total with Turnkey package = \$**



## NEED TO ORDER SEPARATELY:

- Graphics, Lighting, Furniture, Showcases, Catering, Audio visual, In-booth Safe/Security

## SHIPPING AND MATERIAL HANDLING SEPARATE

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# Your Lead Manager Package

Included are (2) tools



Badge scanning mobile app for fast and reliable lead capture when exhibiting at the show

- o Instantly capture Buyer and Visitor Data
- o Multiple Users & Mobile App: Android or Apple.

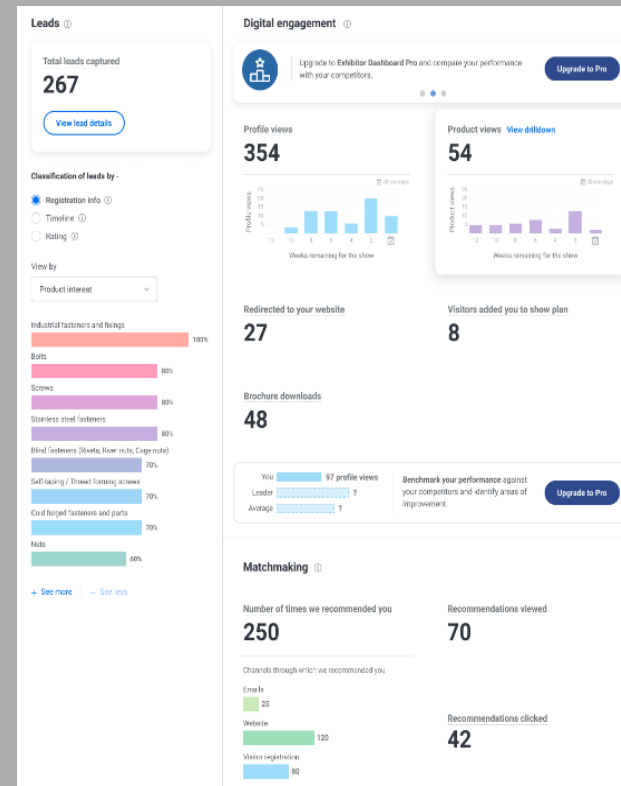
Set Up for Success

- o Paperless sharing of brochures to visitors
- o Customize questions
- o Add meeting notes and star ratings
- o Export anytime and download your leads.



## Exhibitor Dashboard Analytics

Offers a data driven approach to measuring your performance and insights for improvements



- o Review and download details of leads captured at the show
- o Analyze leads by segment of interest
- o Review metrics for online visitor engagement with your company
- o Analyze engagement trends over time
- o Analyze visitor response to recommendations made for your company

Make data informed decisions for planning next year's event.



## ► *JIS Resources*

- [2024 Exhibitor Directory \(jisshow.com\)](https://jisshow.com)
- [Hotel & Travel \(jisshow.com\)](https://jisshow.com)
- **Brinks and Malca Amit, Ferrari – Armored Car Service**
- [Exhibitor Resources \(jisshow.com\)](https://jisshow.com)



## DID YOU KNOW?

92%

of our attendees' plan who to see before coming onsite...

They view your company profile on the Exhibitor Directory

### 14k-18k GOLD EARRINGS

Stand: 100, 105

Fine Jewelry, 18K Gold Jewelry, Children's Jewelry, Enamel Jewelry, Gold Jewelry, Cubic...

**Description**

We are manufacturers of earrings & body jewelry made in 14k and 18k gold. Earrings: Spanish, Push Back, Korean, Huggies, Climbers, Telephones, Baby. Piercings: Helix, Earcuff, Clickers and Rings, Be...

Add to My Show

Included in your package, basic company profile

### Anjali Diamonds Inc

Fine Jewelry, Diamonds, Lab-Grown (Loose), Lab-Grown Jewelry

Stand: 866

**Why visit our stand**

We are Manufacturer of Lab-Grown Diamonds & Jewelry. We provide certified and Non-certified Diamonds (0.03 to 25 carat). Mission is to redefine the global jewelry market & brilliant choice in diamonds.

**Description**

In the heart of Surat, Gujarat, where craftsmanship meets innovation, Anjali Diamonds Pvt. Ltd. has been crafting brilliance since its inception in 2000. Our journey from diamond growers to glo...

**Brands**

Anjali

Add to My Show

View all 4 products

Lab Grown Diamond Rings

Pendant

Rings

Web banner on show home page as a 'Featured Exhibitor'

### Featured Exhibitors

LEBLANC  
Lab Crown Gemstone Heirlooms

MARCELLO PANE

BOOTH 54  
RAJOLA

Upgrade to Premium or Featured **PREMIUM SHOWROOM**

**5x-7x engagement**

- Rotates in #3-4 spots in the directory
- Profile 2x size + highlighted
- Product carousel
- Why visit your stand

**FEATURED SHOWROOM**

**10x-12x engagement**

- Rotates in the top (2) spots of the directory
- Sponsor a product category, and be seen in #1 spot, ahead of your competitors
- Web banner on show homepage as a "Featured Exhibitor"
- Renew your category the following year
- Profile is 2x size + highlighted
- Product carousel
- Call to Action to visit your booth

# Your Offer Shared Across (4) Channels to reach attendees! Boost Leads and Traffic to your booth!

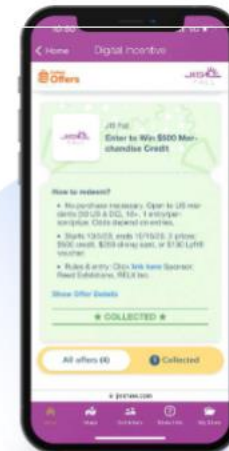
Examples of an offer could be one of the following...

- Competition/win something
- Gift giveaway
- Free trial
- Product sample
- Consultation
- Fun on booth activity
- Content download (whitepaper, case study etc)
- Invitation
- Happy hour
- New product
- Anniversary celebration
- On booth product demo



DRIVE  
ATTENDEES  
TO YOUR  
BOOTH

INCREASE PRODUCT  
LAUNCH VISIBILITY



BUILD YOUR  
BRAND  
PRESENCE



GENERATE LEADS BEFORE AND DURING  
THE EVENT



EQUAL EXHIBITOR EXPOSURE REGARDLESS  
OF BUSINESS / STAND SIZE



PROMOTE EXHIBITOR PRESENCE AND  
BOOTH LOCATION



GENERATE BRAND, PRODUCT AND  
LAUNCH AWARENESS



INCREASE OVERALL NUMBER OF LEADS  
FROM EVENT

## Exhibitor Digital Offer Bag

INCLUDES:

- A picture preview of your offer and short description
- Logo or product image
- Detailed description with any fine print/exclusions for redeeming
- Receive email addresses, post show of attendees accepting the offer



# Count Down to the Show Email

Feature your new product, announce show specials, and reach the full pre-registered database at their most engaged time before the event. Your chosen banner location will be featured.

**Email Engagement:**  
**(1) Web Banner**  
**LIMITED (2) Exhibitors**

**JIS OCTOBER 2021** OCTOBER 8 - 11, 2021 MIAMI BEACH CONVENTION CENTER

## COUNT DOWN to SHOW: 8 DAYS

The countdown has begun! We are only 8 days away from the opening day of JIS October. See below for important show information regarding show hours, location, health & safety protocols and more!

### SHOW INFORMATION

SHOW HOURS	LOCATION
Friday, October 8   10:00 AM - 8:00 PM	Miami Beach Convention Center
Saturday, October 9   10:00 AM - 6:00 PM	1901 Convention Center Drive
Sunday, October 10   10:00 AM - 6:00 PM	Miami Beach, FL 33139
Monday, October 11   10:00 AM - 4:50 PM	

★ **Helpful Parking Tip:** Additional parking spaces are available on the venue rooftop parking lot for your convenience.

### PARKING AND DIRECTIONS

### ITEMS TO REMEMBER

Phone, keys, wallet, and more! Don't forget to bring the following with you to the show:

- Approved Face Covering
- Barcode Confirmation Email (Printed or Digital)
- Government Issued Photo Identification

### SHOP NEW EXHIBITOR ZONES AND EARN REWARDS!

The more you spend with exhibitors in the New Exhibitor Zones, the more you can earn — just bring your invoices to the matchmaking booth on the show floor to collect your rewards. Make sure to shop with those exhibitors early because all rewards are limited in quantity and are given on a first come, first served basis.

**Buyers who spend:**

- \$2,500 or more receive a \$250 gift card
- \$5,000 or more receive a \$500 gift card
- \$10,000 or more receive a \$1,000 gift card

[LEARN MORE](#)

### EXHIBITOR SPOTLIGHT

Valentine Jewels of New York has been specializing in fine jewelry for last 21 years. We are proud to launch our new brand Claré. Claré's mission is to make fine jewelry an attainable and authentic experience for every woman. Come experience the Claré magic at Booth # 1926 & 2024.

For Appointments:  
 Call 917-378-1912  
 Email [info@clarenewyork.com](mailto:info@clarenewyork.com)

# Exhibitor Dedicated Email

Sponsored Content

## Company Logo

Visit Company Name in Booth # XXXX

at the JIS Merchandise Show

200 x 200

200 x 200

Copyright © JIS Merchandise Show. All Rights Reserved.

Your dedicated message will be co-branded with JIS and deployed by our team on your behalf. You can spend less time sorting through your lists and more time marketing to the right people. Simply provide the finished email in HTML format along with your logo and customized subject line and we will take care of the rest.

- Options:
- 4 Weeks Out: September 16th (Assets due September 6th)
  - 3 Weeks Out: September 23rd (Assets due September 13th)
  - 2 Week Out: September 30th (Assets due September 20th)
  - 1 Week Out: October 7th (Assets due September 27th)
  - Week of Show



# Product Showcase Runway



Showcase your new designs or most popular products to help spark curiosity and drive traffic back to your booth.



Collect additional leads! You'll receive the contact information of every buyer that shows interest in your product and scans the QR code attached to your showcase.



Conveniently located in line with both show floor entrances, where your products cannot be missed by buyers entering and exiting the show floor each day of the event.





## *Deadlines & Important Dates*

Item	Due Date
Confirm Booth – current booths are available as of this proposal.	ASAP
Contract sign / 50% down / August 5 <sup>th</sup> – 100%	3 days
Complete online showroom	July 1

Thank you for taking the time to review! We look forward to having you join us at JIS Fall Miami! If you are ready to proceed, please let me know right away so I can forward your contract. Booths are only available at the time of this proposal.