

SHOW PREVIEW.



Atlanta Jewelry Show[®]

AUGUST 4-6, 2018

PRE-SHOW CONFERENCE FRIDAY, AUGUST 3

COBB GALLERIA CENTRE, ATLANTA, GA

atlantajewelrysthows.com | 800.241.0399



#ATLJewelrysthows

ANKE & GUANCHEN HAVE BEEN TOGETHER SINCE LAST SUMMER.
HER DIAMONDS ARE MORE THAN TWO BILLION YEARS OLD.

REAL IS RARE
REAL IS A DIAMOND

Atlanta Jewelry Show®

WHEN:

Pre-Show Conference:

Friday, August 3, 2018
10:45 am – 6:15 pm

Trade Show:

Saturday, August 4: 10 am – 6 pm
Sunday, August 5: 10 am – 6 pm
Monday, August 6: 10 am – 3 pm

Mingle!

Fri, Sat & Sun: 6:30 pm - 8:30 pm

WHERE

Cobb Galleria Centre

Two Galleria Parkway
Atlanta, GA 30339

INFORMATION:

www.atlantajewelrysthows.com
phone: 800.241.0399 | 404.634.3434
fax: 404.634.4663
info@atlantajewelrysthows.com

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YOU ARE CORDIALLY INVITED...

When I am asked “Why attend the Atlanta Jewelry Show?”
my first response is “Why not?”



No other show connects industry professionals and independent jewelers in a welcoming atmosphere, with top selling products, services and unparalleled education opportunities all under one roof – with just the right amount of Southern Hospitality you’ve come to expect.

When you attend the Atlanta Jewelry Show, you are not just a buyer, you become part of our extended family; our community. Whether a veteran or brand new to the show, we invite you to take advantage of the longest running and most successful show in the region, with the following enhancements, exclusively presented at the Fall 2018 Atlanta Jewelry Show:

- **MJSA Designer Collaborative Pavilion** – An all new concept where the latest and most innovative designs will be featured
- **The Museum Diamond Exhibit** – A beautiful representation of world-famous diamond replicas created by Scott Sucher
- **Premier Education Programs** – Seminars sponsored by some of the most prominent names in our industry, including The Diamond Council of America, Synchrony Financial and Diamond Producers Association
- **Kids Jewelry Camp** – The first one of its kind, this hugely successful program launched at the Spring 2018 show, focuses on cultivating and encouraging our next generation of jewelers through hands-on activities, mentoring and presentations. This 2-day camp is open to children ages 7 and up at a cost of \$100 per child.
- **Exclusive AJS Perks** – Free coffee each morning at the Overlook Café, then take advantage of the \$5 Buyer Buffet Lunch at the Marketplace Cafe without ever leaving the show floor. Plus, enjoy cocktails and conversation nightly at the always popular Mingle!

Why not join us for the premiere buying event of its kind, the Fall 2018 Atlanta Jewelry Show? Please consider this your personal invitation as my team and I are excited to share creative ideas, products, services and education, all ultimately designed for your success. Pre-register now, and prepare to be inspired.

Libby Brown
Executive Director
Atlanta Jewelry Show



SHOW BIZ



PERCOLATE

Start your day with a free cup of coffee each morning at the Overlook Café.

NAMASTE

Get centered and set your intentions for the day with yoga instructor, Malinda Daniel of Tim Roark, Inc. on Sunday & Monday at 7:45 am in the Lenox Room at the Renaissance Waverly Hotel on the second floor. (Yoga mats available for purchase in the Swag Store.)



\$5 BUYER BUFFET

Enjoy lunch without ever having to leave the show floor when you take advantage of our \$5 Buyer Buffet in the Market Place Café.

STRUT YOUR STUFF

Stop by the Swag Store located in the PLAZA and show your love for the Atlanta Jewelry Show. All proceeds go to AJS Kids Jewelry Camp.



#ATLJewelrysthew

HAUTE PRODUCTS

Seek and you shall find. The Atlanta Jewelry Show offers haute products, trends and business services to take your business to the next level.

Explore the floor and uncover your next bestseller. Whether you are looking for classic, contemporary to Avant Garde, it can all be found on our show floor. Stop by and visit our curated collections:

- The Gallery
- Signature Collection
- MJSA Designer Collaborative
- theLoupe



Jewelry by Toby Pomeroy
Booth: 504 Gallery



CONNECT

The Atlanta Jewelry Show is more than an event, it's an experience. After the show closes each evening, the fun is just beginning! At Mingle, you will enjoy cocktails and conversation with friends and colleagues, both old and new.



LEARN

Welcome to four days of exceptional education, sponsored by industry icons such as Diamond Producers Association, The Diamond Council and Synchrony Financial.



EXPLORE

The AJS Kids Jewelry Camp designed to introduce a new generation to the jewelry industry.

Registration is now open to junior jewelry enthusiasts and entrepreneurs. Open to children ages 7 & up.

OUR CITY



See and Be Seen.



Photo credit: Ben Rose Photography

THE BATTERY ATLANTA (pictured) offers more than just a home to the Atlanta Braves and its fans before and after the game at SunTrust Park. Visitors to The Battery Atlanta can wine and dine at restaurants where Atlanta’s most acclaimed chefs and mixologists are found. Love to shop? You’ll find something for everyone with nine restaurants, four retail stores and a music venue all at The Battery Atlanta!

BUCKHEAD, Buckhead is Atlanta’s ultra-chic neighborhood, located just minutes away from the Cobb Galleria. Buckhead is known as a shopping haven for fashionistas and melting pot of gourmet fare for foodies alike.

CUMBERLAND MALL is a shopping and dining destination in an area that offers a vibrant mix of cultural and entertainment attractions. Conveniently located across from the Cobb Galleria Center, and accessible on foot via the skywalk bridge.

- **KNOW WHERE TO GO**
- **Atlanta Eats**
www.atlantaeats.com
- **Atlanta Magazine**
www.atlantamagazine.com
- **Cobb CVB**
www.cobbcvb.com
- **The Battery**
batteryatl.com
- **Uber**
www.uber.com

WHERE TO STAY

Enjoy discounted rates and added-value incentives at hotels in the official Atlanta Jewelry Show room block. Contact hotels directly and inform the reservationist that you are attending the Atlanta Jewelry Show to receive our discounted show rate. Or visit www.atlantajewelrystow.com to make reservations online.



Embassy Suites Hotel ^{2,3,4}
(770) 984-9300
Single \$129 / Double \$149

Hampton Inn ^{3,7}
(770) 955-1110
Single / Double \$119

Marriott Northwest ²
(800) 228-9290
King Suite / Double Suite \$114

Omni Hotel at the Battery ²
(888) 444-6664
Deluxe Rooms \$165

Renaissance Waverly Hotel ¹
(888) 391-8724
Deluxe \$158 / Club Room \$188

Sheraton Suites Galleria ²
(888) 627-7047
Single / Double \$120

Wyndham Atlanta Galleria ^{2,3}
(800) 207-4505
Single \$105 / Double \$110

1 Hotel attached to convention center
2 Shuttle Service available to/from the Cobb Galleria
3 Complimentary Breakfast
4 Complimentary Evening Reception
5 Guest Room Internet Service
6 Reservations made at the Renaissance Waverly hotel require one (1) night advance deposit by check or major credit card. Hotel will not hold any reservations unless secured by one of these methods. Deposits will only be REFUNDABLE if the reservation is cancelled at LEAST 21 days prior to the arrival date. Should cancellation be received within 21 days of arrival, then one (1) night advance deposit will be FORFEITED.
7 Show Code ATJ

PERKS



SEE NEW.

For the fall show, we are collaborating with MJSA to present the MJSA Designer Collaborative which is a curated collection of emerging jewelry designers that will debut at the Atlanta Jewelry Show. It is a chance to view new trends and exciting handcrafted pieces.

EDUCATION SPONSORS

We've got 4 days of exceptional education, sponsored by some of the biggest names in our industry including:



#ATLJewelrysthew

GET MORE.



Necklace by PE JAY Creations
Booth: 411 GALLERY



Ready ... Set ... Rewards!

Stocking your store with trendy products and perfect price points is fun AND rewarding when you use your open to buy at the Atlanta Jewelry Show. Buyers who purchase merchandise during the show earn one AJS reward point for every three dollars spent. Your points can be redeemed for items including hotel and travel packages, electronics, gift cards, and so much more. You're automatically enrolled when you register for the show.



Be Club Elite.

Club Elite Membership status is free when you earn a minimum of 15,000 AJS Reward Points by spending at least \$45,000 at the Fall 2018 show. You'll automatically earn Club Elite member status for the next three consecutive shows and enjoy the advantages of Atlanta's Elite Buyers Club.

Club Elite Benefits

- One complimentary hotel night at host hotel
- No-wait registration at the Club Elite counter
- Special VIP badge for access to all Club Elite programs
- Free breakfast, lunch, soft drinks and snacks served daily
- Club Elite Concierge service for restaurant reservations and other travel needs.
- And much more!



SUCCEED

LOOK CLOSER.

The Loupe, our exclusive AJS Buyers Group, features a collection of business-boosting products and resources created for today's independent jeweler.

Visit the Loupe pavilion, conveniently located on the show floor and meet our Loupe program partners to see how they can help your business grow.



Special Exhibit: "The Museum Diamond Exhibit," a beautiful representation of world-famous diamond replicas created by Scott Sucher.

MJSA Designer Collaborative. Presenting the MJSA Designer Collaborative at the Atlanta Jewelry Show. A curated collection of emerging jewelry designers featuring new trends and stunning handcrafted pieces. Located adjacent to the Loupe.



THE LOUPE EXHIBITORS:

- ALABAMA JEWELERS ASSOCIATION
- AMERICAN GEM SOCIETY
- DIAMOND COUNCIL OF AMERICA
- DIAMOND MANUFACTURERS & IMPORTERS OF AMERICA (DMIA)
- DIAMOND PRODUCERS ASSOCIATION
- GEORGIA JEWELERS ASSOCIATION
- HILL MANAGEMENT GROUP, LLC
- INSTORE / INDESIGN MAGAZINE
- JDCO JEWELRY
- JEWELERS FOR CHILDREN
- JEWELERS HELPING JEWELERS
- JEWELERS OF AMERICA
- POLYGON
- SOUTHERN JEWELERS GUILD
- SOUTHERN JEWELRY NEWS
- TECHNOLOGY THERAPY GROUP
- TEXAS INST. OF JEWELRY TECHNOLOGY
- THE RETAIL JEWELER
- VICENZA
- WOMENS JEWELRY ASSOC. (ATLANTA CHAPTER)

JA Certification Testing at the Atlanta Jewelry Show!

Open to all jewelry professionals! Don't miss this special opportunity to demonstrate your sales and management proficiency through this nationally recognized certification. Register early and save \$10.00! Pre-registered JA members can take each exam for only \$45 (on-site \$55) and pre-registered non-members can take each exam for \$65 (regularly \$75)! On-site registration spots are limited and subject to availability.

For more information or to reserve your exam time contact Sharie Fogarty at SFogarty@Jewelers.org or call (646) 658-5813

JA Certification Testing
Sunday, August 5
3:00 pm - 5:30 pm
Room 102



Earrings by Bounkit
Booth: 1024



GET CERTIFIED

Make 2018 your year to become an AJS Certified Jeweler. The AJS Certified Jeweler program is a true badge of honor for retailers and their employees. Call us for details.

PRE-SHOW CONFERENCE

Friday, August 3



Our premier education starts with a full day of seminars and presentations, led by some of our top industry experts. You'll find inspiring sessions designed to move your business forward, only at the Fall 2018 Atlanta Jewelry Show.

10:45 am - 11:45 am

ROOM 103 EMOCIAL - LEAD GENERATION THROUGH SOCIAL MEDIA

*Jeff Beale, Marketing Strategist
The Marketology Group*

ROOM 104 LOGICAL STORE DISPLAY TO INCREASE SALES

*Larry Johnson, Owner,
Larry Johnson Consulting*



Jeff Beale



Steve Hartz



Larry Johnson

12:00 pm - 1:00 pm

ROOM 102 SECRETS TO MAXIMIZE REFINING SETTLEMENTS

*Steve Hartz, Owner
SHR Precious Metals*

ROOM 103 AUTOMATE MARKETING THAT PEOPLE LOVE

*Jeff Beale, Marketing Strategist
The Marketology Group*

ROOM 104 HOW TO COMPETE AGAINST ONLINE COMPETITION

*Daniel Giel, Sales Manager
Michael Greene, Accounts Manager
G N Diamond*

ROOM 105 THE BUSINESS PLAN - BUDGET SECRET

*Andrea Hill, Owner
Hill Management Group*



Andrea Hill



Michael Greene



Daniel Giel

1:15 pm - 2:15 pm

ROOM 104 STULLER LUNCH & LEARN



CHANGING BUSINESS OF REPAIR

In this session, we'll focus on the changing dynamics of the repair business and how you can leverage them to your advantage. We'll discuss a range of thought provoking topics that include the benefits of marketing your services, effectively selling repairs, the risk associated with lab grown diamonds, technologies that will speed up your work, and more.



Tammy Lail



Jason LeMaire

*Tammy Lail, VP for Tools, Metals,
and Packaging, Stuller, Inc.*

*Jason LeMaire, Director of Tools,
Stuller, Inc.*



STULLER

ONLINE PRE-REGISTRATION IS OPEN NOW!

Pre-Registration is as Easy as 1-2-3

1. Read and Accept Registration Guidelines
2. Enter Store and Buyer Information
3. Register for Seminar & Events

atlantajewelrysthshow.com/buyers/register

AJSU



Tina Olen



Paolo Salamone



Sara Keith



Terry Chandler



Chris Glaser



Scott Sucher



Amanda Gardner

2:30 pm – 3:30 pm

ROOM 102
GET SMART -
JM SHIPPING SOLUTIONS



Tina Olen,
Director of Commercial Underwriting
Jewelers Mutual Insurance Company

ROOM 103
ONLINE STRATEGIES TO
DRIVE STORE TRAFFIC

Andrea Hill, *Owner*
Hill Management Group

ROOM 104
TOP 10 MISTAKES OF
MERCHANDISING

Larry Johnson, *Owner*
Larry Johnson Consulting

ROOM 105
APPRAISAL REBOOT

Edward Lewand, *GG, ASA, AAA*
Director, Antique Jewelry Symposium

4:00 pm – 5:00 pm

ROOM 102
INTRO TO MOBILE PHONE
PHOTOGRAPHY

Sara Keith, Director, and
Amanda Gardner, Instructor
Atlanta School of Photography

Discover how to take incredible photos with the camera that you have in your pocket - your iPhone! Find out how to take your iPhone photography from ordinary to extraordinary by getting acquainted with the camera features on your phone. Bring your phone to class and make this a hands-on workshop! Finding out the features of your phone's camera will be of great benefit when taking photos of jewelry and gems for your website and other digital media. Seating is limited.

Please register online for this session.
A session fee of \$50 is required and can be paid online.

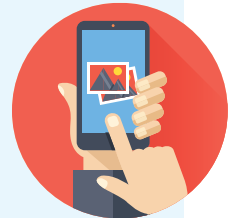
5:15 pm – 6:15 pm

ROOM 102
JEWELRY PHOTOGRAPHY
WITH MOBILE PHONES

Sara Keith, Director, and
Amanda Gardner, Instructor
Atlanta School of Photography

Here you will receive instruction on using your iPhone specifically for jewelry photography. You will gain insight into lighting, settings, and set up for taking amazing photos of jewelry. The prior session, iPhone Photography 101, is required for this session. Seating is limited.

Please register online for this session.
A session fee of \$50 is required and can be paid online.



Edward Lewand



Jennifer Shaheen



Alexis Ayala



Bill Warren

4:00 pm – 5:00 pm

ROOM 103
FIND THE "RICHES IN THE NICHES"
IN YOUR MAILING LIST

Bill Warren, *Owner, The Gold Mine;*
Columnist, Southern Jewelry News

ROOM 104
CAD & 3D PRINTER UPDATE

Chris Glaser, *Founder*
CADCAM Advisors LLC

ROOM 105
INCREASE SALES WITH
THE POWER OF SCENT

Alexis Ayala, *Vice President Sales*
Airescentials

5:15 pm – 6:15 pm

ROOM 103
CAPTURE & CONVERT:
MAPPING THE CUSTOMER JOURNEY

Jennifer Shaheen
President and Technology Therapist
Technology Therapist Group

ROOM 104
THE ART OF THE BARTER DEAL

Terry Chandler, *President*
Diamond Council of America
Paolo Salamone, *Owner,*
Paolo A Modern Jeweler

ROOM 105
EVOLUTION OF DIAMOND CUTTING

Scott Sucher, *Owner*
Museum Diamonds

8:30 am - 9:45 am

LEARNING LAB 2

DIAMOND POWER PANEL

Speakers:

Ronnie VanderLinden, *President and CEO,*

Diamond Manufacturers and Importers Association

Grant Mobley, *Trade Lead, Diamond Producers Association*

Michael Greene, *Account Manager, G N Diamond*

Moderated by:

Terry Chandler, *President, Diamond Council of America*

You'll get all the latest news on diamond trends and marketing from this panel of diamond industry experts. Panel discussion will include information on synthetic and treated diamonds, diamond mining and sustainability, and a look at the diamond trends. Find out what these experts think about blockchain, and how it will impact you and your customers.

10:30 am - 5:30 pm

LEARNING LAB 1

SHOP TALK AND DEMOS

Blaine Lewis, *Owner, President & Lead Instructor,*
New Approach School for Jewelers



Blaine Lewis has been at the forefront of jeweler education for more than 20 years. In that time, he has changed the landscape of the industry with his hands on approach, real-world examples, and revolutionary techniques, graduating over 6,000 students into successful jewelry careers. The New Approach School for Jewelers is now located in Arrington, Tennessee.

Join Blaine and other experts as they explain and demonstrate techniques that can make a potential jeweler's nightmare a walk in the park! Get tips and tricks on jewelry repair, advanced stone setting, engraving, and more.

Bring your questions and shop challenges and join the conversation!

This session being repeated at 10:30 am - 11:30 am, 12:15 pm - 1:15 pm, 2:45 pm - 3:45 pm, and 4:45 pm - 5:45 pm

11:45am - 12:45 am

LEARNING LAB 2

THE MYSTERY OF THE HOPE DIAMOND



Scott Sucher, *Owner, Museum Diamonds*

Every diamond has a story, but the Hope Diamond has a 200 year story shrouded in mystery. The legend spans one billion years and three continents leaving a trail of intrigue, mystery and death. Scott will reveal what science has been able to uncover about this famous blue diamond that inspired superstition, and passion. Join Scott, one of the forensic experts, that studied the Hope. Be ready for a surprise ending as the history of the Hope Diamond is revealed!

This presentation summarizes research performed by the Discovery Channel and the National Geographic Channel.

1:30 pm - 2:30 pm

LEARNING LAB 2

SELLING DIAMONDS TODAY



Grant Mobley, *Trade Lead, Diamond Producers Association*

Kate Peterson, *Owner, Performance Concepts*

What Consumers are Really Saying and What You Can Do to Capitalize.

The retail game is changing, are you keeping up? Hosted by Grant Mobley from the Diamond Producers Association, along with retail expert Kate Peterson, get a sneak peek into the exclusive market research, focus groups, and surveys that help the DPA develop national marketing campaigns and learn how you can use their information to help your sales. Also, see the newly developed diamond training and education platform and other DPA resources that are free for your use and can be a huge help to your business.

4:00 pm - 5:00 pm

LEARNING LAB 2

SELF PURCHASING WOMEN SAVOR SILVER



Michael Barlerin, *President and CEO, Silver Promotion Service*

Marty Hurwitz, *CEO, MVI Marketing LLC*

The stats are in and the self-purchasing female has no problem buying herself a signature piece of silver to mark special accomplishments, especially if it also makes a statement. Find out what this customer is looking for and why you may be missing opportunity. You will leave this session with a better understanding how to leverage your silver product to connect with this customer.



Blaine Lewis



Kate Peterson



Grant Mobley



Scott Sucher



Marty Hurwitz



Terry Chandler



Michael Barlerin

THANK YOU TO OUR EDUCATION SPONSORS



Sunday, August 5

8:30 am - 9:45 am

LEARNING LAB 2 TOP JEWELRY TRENDS

Speaker: TBA

Want the latest on trend setting styles and products that are anything but boring? Then this seminar is a must attend for you! Find out why Fall 2018 is all about the feminine look in chains and bracelets, plus get the scoop on those exotic, ethnic beads with pompoms, and find out what we're predicting will happen with that spectacular statement jewelry trend that entices and engages today's consumer.

10:30 am - 1:30 pm

LEARNING LAB 1 CAD INVITATIONAL CHALLENGE - TECHNICAL

Chris Glaser, Founder, CADCAM Advisors LLC,
Joel McFadden, Mentor Jeweler, MfSA

Watch rockstar CADCAM artists show off their technical skills in the first of 2 invitational design challenges! Hosts Chris and Joel will keep you up on the action as they review the progress of each challenger. Monitors will allow you to watch their progress and approach to the project they are assigned. The project is top secret!

Challengers:

Tomas Wittelsbach, Founder, House of Wittelsbach
Kristy Ford, Owner, Kristy Ford Jewelry

Each project will be submitted for 3D printing and reviewed for judging. Winners will be announced at the conclusion of the second challenge.

11:45 am - 12:45 pm

LEARNING LAB 2 UPDATE YOUR STORE FOR TODAY'S CUSTOMER

Keely Grice, President, Grice Showcase

Get ready for Shoulder to Shoulder selling with Keely Grice, president of Grice Showcase. There are many different approaches when it comes to updating your store layout and design to create an immersive shopping experience. When it comes to your store layout, the devil really is in the details! Keely shares the top 10 secrets to creating a consultative and immersive selling experience in your store, and discuss real-life examples of stores that have updated their interior lighting, cases, and layout.



Joel McFadden



Chris Glaser



Keely Grice



Rick Arnemann



Joshua Israileff



1:30 pm - 2:30 pm

LEARNING LAB 2 GET TO KNOW SALTWATER PEARLS

Joshua Israileff, Foundation Member, Cultured Pearl Association of America (CPAA); Vice President of Operations, ASBA USA

Joshua's passion for pearls is contagious. In this session, He will share his appreciation for saltwater pearls, share hands-on examples of pearls to examine and give you the knowledge you need to increase your pearl sales. His enthusiasm for the product is infectious! You will leave this session with more confidence to talk about an often misunderstood gem. You will leave this session with:

- A greater appreciation for saltwater pearls
- Hands-on experience with the product
- More in-depth knowledge to increase sales

2:15 pm - 5:15 pm

LEARNING LAB 1 CAD INVITATIONAL CHALLENGE - CREATIVE

Chris Glaser, Founder, CADCAM Advisors LLC
Joel McFadden, Mentor Jeweler, MfSA

The second round of this invitational competition will give our CAD artists a chance to display their creative flair. Contestants will be given specific design elements to include in this top secret project. They will also be given the opportunity to show off their creative and artistic side. Watch them as they work and see, first hand, the drama of the design process.

Challengers:

Tomas Wittelsbach, Founder, House of Wittelsbach
Kristy Ford, Owner, Kristy Ford Jewelry

Winners of both challenges and the overall winner will be announced at the conclusion of this challenge.

4:00 pm - 5:00 pm

LEARNING LAB 2 SOCIAL MEDIA: THE MOST COST-EFFECTIVE MARKETING TOOL

Rick Arnemann, CEO, Harmon Group

This session will help independent retailers understand what it takes to have a successful social media presence that will engage new customers and drive them into their store. It will describe the right things to do, including how to correctly respond and converse with consumers, and look at what works most effectively in a retailer's favor. And it will look at the wrong things to do on social media, and how doing those can hurt a retailer's store and brand from a social standpoint and beyond.

**JA Certification
Testing at
the Atlanta
Jewelry Show!**
See page 7

EDUCATION | Monday, August 6

11:00 am - 12:00 pm

LEARNING LAB 1

CAD & 3D PRINTER UPDATE

Chris Glaser, Founder, CAD/CAM Advisors LLC

Chris will be reviewing the why and how you should be using CAD, 3D printing, and scanning technology in your business. This is a great session if you are starting to ramp up the technology in your store, or if you are just considering how to get started. Chris has the answers!



Andrea Hill



Chris Glaser

11:00 am - 12:00 pm

LEARNING LAB 2

ONLINE STRATEGIES TO DRIVE STORE TRAFFIC

Andrea Hill, Owner, Hill Management Group

Learn how to use online strategies to drive retail performance. Increase footfalls, improve average order values, and create a whole new community of loyal customers. Online selling and digital marketing are NOT just about the shopping cart. Learn how to use online strategies to make your bricks-and-mortar store more vital than ever.

AJSU

ONLINE PRE-REGISTRATION IS OPEN NOW!

Pre-Registration is as Easy as 1-2-3

1. Read and Accept Registration Guidelines
2. Enter Store and Buyer Information
3. Register for Seminar & Events

www.atlantajewelryshow.com/buyers/register/



Earrings by Sterling Reputation
Booth: 923-1022



The Atlanta Jewelry Show, which prides itself on being community oriented and serving independent retail jewelers and vendors, is proud to open its doors to the next generation of jewelers.

The first one of its kind in our industry, and the brainchild of Executive Director, Libby Brown, this innovative program will offer educational programs and interactive sessions for our youngest jewelry enthusiasts. Through hands-on activities, mentoring and presentations, AJS Kids discover the world of gems and jewelry in a safe, fun and kid friendly setting.

PROGRAM DETAILS:

Age: 7 and up
Time: Saturday 10:00 am - 6:00 pm
Sunday 10:00 am - 6:00 pm
Cost: 2 Day Pass = \$100 per camper
1 Day Pass = \$65 per camper

For additional information, contact Helen Blase, helen@atlantajewelryshow.com or (800) 241-0399.



#ATLJewelryshow



M. K. JEWELRY, INC.

MK introducing a new brand "AMARA" MK is fashion-forward jewelry manufacturer housing brands such as EMMA, Alessandro Menegati, and MK GOLD. Check out our new 340 page catalog and WebDev/digital marketing support.

Tel: (800) 984-8900

Fax: (212) 213-1078

www.mkjewel.com

Booth: 643-645 SIGNATURE

[New Resources]

AT THE ATLANTA JEWELRY SHOW

The forecast for Fall 2018 is bold, with a twist of statement.

Metals that move and mix it up make the fashion cut.

ROYAL CHAIN GROUP

Royal Chain is celebrating their 40th anniversary by releasing a special gold collection, gold being what they are best known for. These Italian-made bracelets with diamonds start at \$2150.

Tel: (800) 622-0960

Fax: (800) 262-4246

www.royalchain.com

Booth: 522-524





IMPERIAL

Imperial Royal Pearls

Quite simply, fit for a queen but we made them for you. High luster Japanese Akoya cultured pearls, rich blue sapphires, shimmering diamonds and 14K gold. Earrings have 8.5-9mm Akoya cultured pearls; style 921743/AWH-BS MSRP \$2000.

Tel: (800) 556-7738
Fax: (401) 434-0814
www.imperialpearl.com

Booth: 846-848 SIGNATURE

IMPERIAL

Imperial's Unique Pearl

If you seek the unique, this is it. Extra large 24-26 x 33-36mm baroque shape freshwater bead nucleated cultured pearl is artfully set in sterling silver with accents of white topaz and a 24" sterling silver three strand diamond cut chain. Pendant: 688817/FW24 MSRP \$500.

Tel: (800) 556-7738
Fax: (401) 434-0814
www.imperialpearl.com

Booth: 846-848 SIGNATURE



IMPERIAL

Imperial Pearl Must Have Ring

The must have ring, maybe ever! Our one-of-a-kind, 16-16.5mm baroque shape freshwater bead nucleated cultured pearl captures your eye and heart. Hand set into a 925 interwoven sterling silver band featuring white topaz on one side and high polish on the opposite. Style 613055 MSRP \$300.

Tel: (800) 556-7738
Fax: (401) 434-0814
www.imperialpearl.com

Booth: 846-848 SIGNATURE

[New Resources]
AT THE ATLANTA JEWELRY SHOW

STERLING REPUTATION

Handcrafted 925 Sterling Silver Hummingbird earrings finished in rhodium and black rhodium. Stones are white and colored simulated diamonds. Retail is \$89.00

Tel: (866) 845-0140
Fax: (954) 578-1414
www.sterlingreputation.com

Booth: 923-1022



CARGO®

A fine and fun curated collection of everyday jewelry. From stylish sterling silver bracelets to handcrafted leather earrings, CARGO® is a fresh approach to fine jewelry.

Tel: (800) 845-6964
Fax: (843) 722-1377
www.cargoholdinc.com

Booth: 515-618

VICTOR CORPORATION

Brides who want unique style will love this 14KT white gold, 1 ¼ CTIW, vintage-inspired bridal set (W3172/KW). See more at victorcorporation.com or call 800-543-1131.

Tel: (800) 543-1131
Fax: (513) 421-8119
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[New Resources]
AT THE ATLANTA JEWELRY SHOW

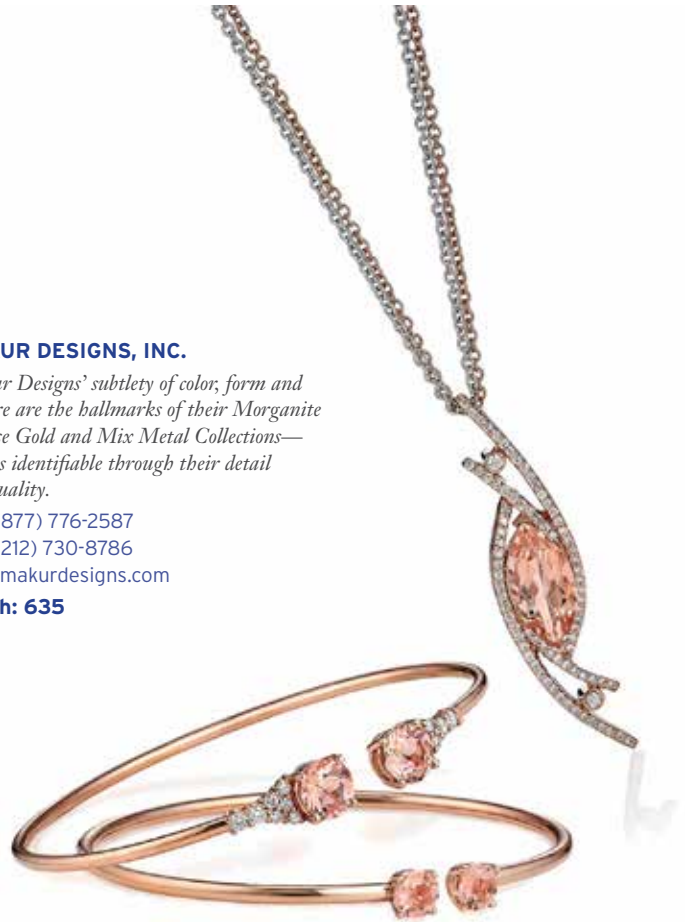
Ice, Ice, Baby! According to DeBeers, diamonds continue to sparkle in a strong US market, as global consumer demand for diamond jewelry rose to an all-time record of \$82 billion.

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Fax: (617) 282-4103
www.kellywaters.com

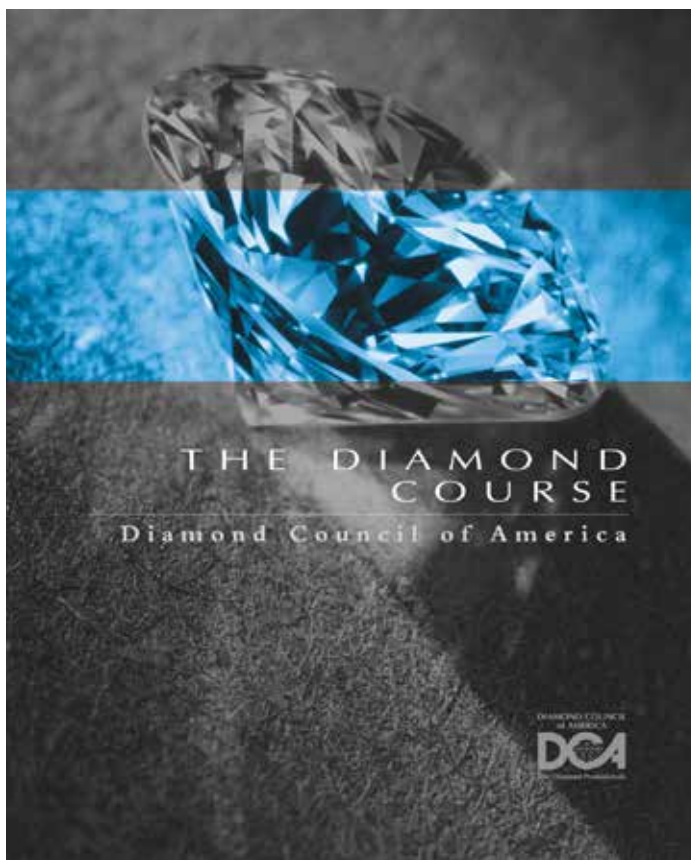
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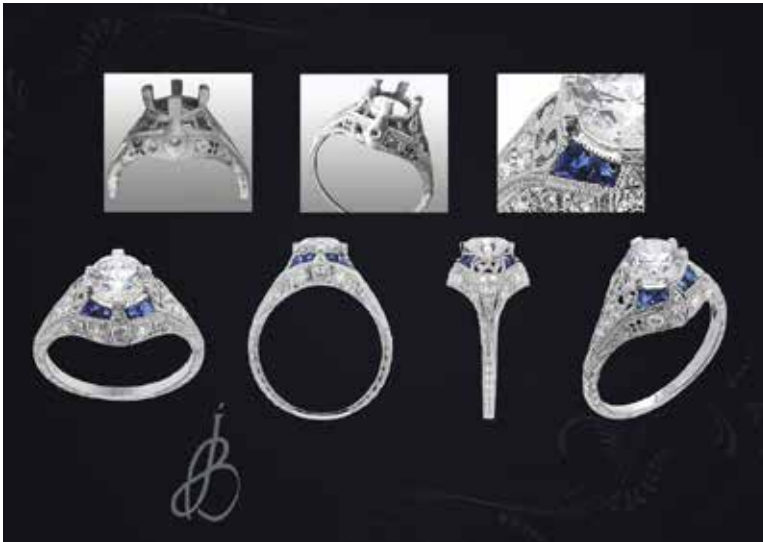
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Fax: (800) 828-7811
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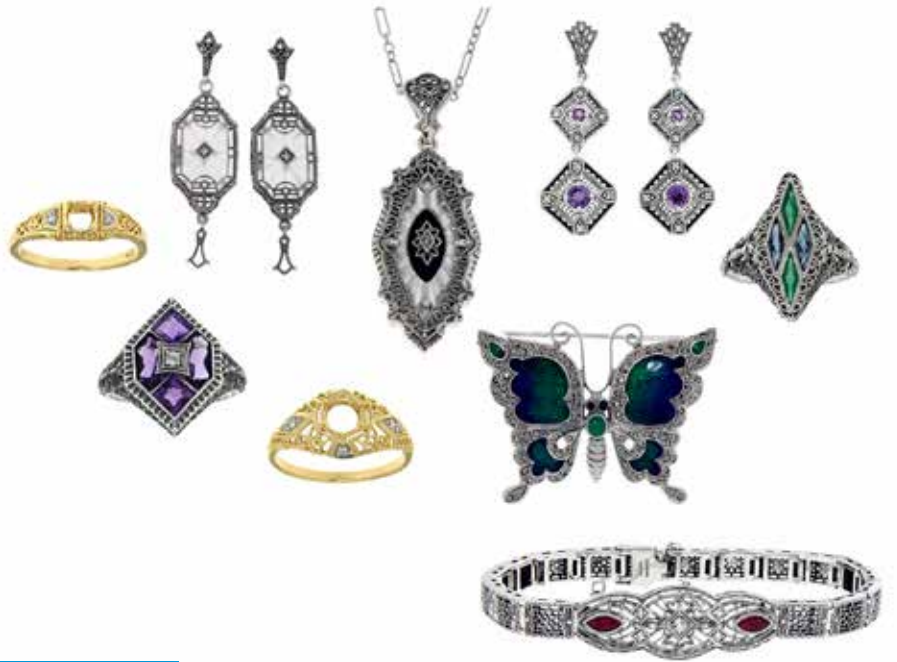
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PRIMARY BUYER _____	BUYER 2 _____
ADDRESS _____	EMAIL _____
CITY _____ STATE _____ ZIP _____	
TEL _____ CELL _____	BUYER 3 _____
FAX _____	EMAIL _____
EMAIL _____	
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SOCIAL MEDIA HANDLES _____	EMAIL _____
<input type="checkbox"/> JBT LISTED AS A RETAIL JEWELER JBT # _____	
<input type="checkbox"/> NAJA MEMBER <input type="checkbox"/> AGS MEMBER	I RECEIVED THIS PREVIEW: <input type="checkbox"/> In InStore Magazine <input type="checkbox"/> In Southern Jewelry News

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- Store lease (first & back) signed page of lease agreement or photos inside & outside of business
- Current Business license
- Current Sales Tax Certificate
- Copies of Multiple Fine Jewelry Invoices for finished goods current within the year to total \$15,000
- Company Check
- Proof of employment for each attendee (W2 or Payroll stub and Personal ID)

Independent Designers:

- JBT number if listed in Jewelers Board of Trade
- Verification of current jewelry association memberships or affiliations
- Copy of Current Business License
- Active Website or current marketing or advertising pieces.
- Copies of Current (within the year), Multiple Jewelry Invoices totaling \$7,000 for gemstones, jewelry, castings, or jewelry equipment.
- Names and phone numbers for stores/galleries that purchase or commission your designs for resale
- Proof of employment for each (W2 or Payroll stub and Personal ID)

Jewelry Repair Stores:

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- Copy of Sales Tax Certificate
- Copies of current (within the year), multiple jewelry invoices totaling \$7,000 for gemstones, findings, castings or jewelry equipment
- Proof of employment for each attendee (W2 or Payroll stub and Personal ID)

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- Active Website and Online Store
- Copy of Sales Tax Certificate
- Copies of current (within the year), multiple jewelry invoices totaling \$25,000
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Wholesalers:

- Copies of current, within the year, supplier fine jewelry purchase invoices totaling a minimum of \$20,000
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Fax: (404) 634-4663

E-Mail: shambrick@atlantajewelrystow.com

WHERE:

Cobb Galleria Centre
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www.cobb Galleria.com

HOURS:

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Saturday, August 4: 10 am – 6 pm
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