

DOUBLE YOUR IMPACT.

PLACE YOUR ORDER NOW!

Be part of our show-promotional activities, before, during and after the show.

AJS ConnectED Education Sponsor

Take advantage of multiple opportunities to build brand awareness over a period of weeks and months, which is to replicate with any other type of communication.

Contact: cchandler@atlantajewelryshow.com for details.

GET DETAILS

AJS Daily "Welcome" Eblast

For excellent at-show exposure, grab the attention of pre-registered buyers at the start of each buying day. Promote show special, your booth for a show special, giveaway or product launch.

Includes: Company name, booth, image (website quality) & vendor provided copy, up to 100 characters, Link to company website. **4 slots available per email.**

Cost: Starting at \$850

GET DETAILS

Brand Spotlight Preview Eblast

Direct visitors to your website and drive traffic to your booth at showtime! Give buyers a sneak-peek at your product. Includes one product shot, company name, booth number and website link.

Email shared with fellow vendors.

Cost: Starting at \$500

GET DETAILS

Buyer List

Target verified buyer attendees from past events and/ or pre-registered buyers for an upcoming event to ensure you are reaching qualified leads.

Email addresses **are not included** per SJTA bylaws.

Cost: \$100 per list

ORDER NOW

Custom Solo Vendor Eblast

Promote your brand YEAR-ROUND! Send your a email message to our buyer database.

Exhibitor Provides: Unique subject line and URL to redirect to company website.

Dimensions: 600 pixels wide x 900 pixels high

Cost: Starting at \$850

GET DETAILS

Show Place

Display three (3) pieces of jewelry/product per reservation in our spectacular store-window showcases which are located at the entrance of the show. It is a great way to give all attendees a sneak-preview of what is waiting for them at your booth. In-case card includes company name and booth number.

Gallery Booth Package includes one complimentary reservation.

Cost: \$250 Per Reservation

ORDER NOW

Social Media Posts

Connect and engage with our audience! Each post will include provided image, text and website link featured on four platforms: Facebook, Instagram, Twitter, and LinkedIn.

1 campaign = 1 post on four social media platforms.

Cost: Starting at \$400

GET DETAILS

Website Banner

Drive brand awareness while buyers explore our popular website! Links to your company website to connect with buyers year-round.

Dimensions: 1050 pixels wide x 150 pixels high

Cost: Starting at \$500

GET DETAILS

Website Click to Close Advertisement

Website advertising is an excellent opportunity! The AJS website is the primary resource for our buyers.

Includes a pop up ad on the home page, and links to your company website.

Dimensions: 650 Pixels x 450 pixels high

Cost: Starting at \$1,000

GET DETAILS

Website Countdown Clock Banner

Feature your company logo and promote your brand on the AJS homepage.

Cost: Starting at \$750

GET DETAILS

For More Information: Amy Stire marketing@atlantajewelryshow.com

(678) 940-8931

ATLANTA JEWELRY SHOW AUGUST 27-28, 2022

SPECIAL EVENTS

FRIDAY, AUGUST 26, 2022

1-DAY DIGITAL MARKETING COURSE: HOLIDAY COUNTDOWN

PRESENTED BY: TECHNOLOGY THERAPY GROUP 9:00 AM - 5:00 PM @ COBB GALLERIA CENTRE

Join TTG for a full day of learning how to create a digital marketing holiday countdown. In this course, you will learn everything you need to build out your holiday marketing: Holiday Strategy, Holiday content calendar and how to drip out your promotions. You will receive a checklist of launch dates for: Web Updates, Social media, Digital Ads, Emails and Much More!

SPECIAL EXHIBITOR PRICING:

\$335 | until July 15, 2022 \$345 | July 16 - August 26, 2022 **REGISTER NOW**



FRIDAY NIGHT "ICEBREAKER"

6:00 - 7:00 PM @ TOSCA BLU, RENAISSANCE WAVERLY HOTEL

Calling all AJS attendees. Let's shake a little ice, break a little ice and warm up the weekend! Join the AJS Gems for an "Icebreaker" to connect with friends, new and old alike.

► LADY GAGA "CHROMATICA BALL" VIP EXPERIENCE: 6 PM till @ TRUIST PARK

The ultimate Lady Gaga Fan Experience sponsored by the Atlanta Jewelry Show! A limited number of VIP packages will be available for buyers and exhibitors to purchase for \$795 per pair of tickets. Each package includes 2 tickets with a private suite view, transportation, food & beverage and an unforgettable concert experience!



GO GAGA EXCLUSIVE SPONSORSHIP OPPORTUNITIES AVAILABLE!

If you are looking for a Lady Gaga VIP package that will make your experience at the Lady Gaga "Chromatica Ball" concert one-of-a-kind, look no further. **Exclusive sponsorship includes a VIP experience for 4** with a private suite view, transportation, food & beverage, company recognition in all promotional opportunities and an unforgettable concert experience! \$3,500 per sponsorship (only 3 available)



► LADY GAGA ON YOUR OWN: Click Here to purchase tickets to Lady Gaga!

SATURDAY, AUGUST 27, 2022



STUDIO 24 KARAOKE & DANCE CLUB

9:00 PM - 12:00 AM

@ RENAISSANCE WAVERLY HOTEL, KENNESAW BALLROOM

RELIVE THE MAGIC! Dust off your disco shoes, break out the sequins and shoulder pads and start tuning up your vocals for a fun night of karaoke and dancing at Studio 24.

Door and competition prizes provided by AJS & event sponsors: Best Vocals, Best Duo, Best Moves & Best Inspired Dress, & more

PRESENTING:



A Saturday Night Karaoke & Dance Club, Inspired by Studio 54



CONTACT AMY STIRE FOR AVAILABLE SPONSORSHIP OPPORTUNITIES. (678) 940-8931 | marketing@atlantajewelryshow.com



ONSITE SHOW GUIDE.

Attendees refer to the show guide non-stop as they navigate the show floor, and continue to use it as a business reference long after the show is over.

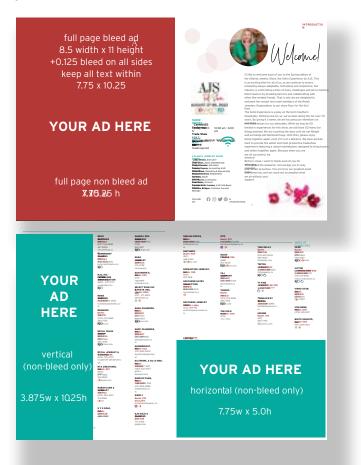


FULL-COLOR AD OPTIONS:

Back Cover,	\$ 2,750
Inside Back Cover	\$ 2,500
Inside Front Cover	\$ 2,500
Interior Full Page	\$ 2,000
Interior Half-Page:	
Horizontal or Vertical Ads	\$ 1,200
Product Shot	\$ 750

SEE SAMPLE

For More Information: Amy Stire marketing@atlantajewelryshow.com (678) 940-8931



DEADLINES:

Reserve By: 06/01/2022 Artwork Due: 08/01/2022

SPECIFICATIONS:

Please supply high resolution PDF file.

FULL PAGE AD:

Bleed 8.5 width x 11 height + 0.125 bleed on all sides

keep all text within 7.75 x 10.25

Non-bleed 7.75 width x 10.25 height

HALF PAGE AD: (non-bleed only)

Vertical 3.875 width x 10.25 height **Horizontal** 7.75 width x 5.00 height

PRODUCT SHOT:

Image of one (1) product. No composite of various products. To be supplied as high resolution images 4x5 inches at 300 DPI (website images are not high-res, and of insufficient quality for print).

ARTWORK MATERIALS TO BE SUBMITTED TO:

marketing@atlantajewelryshow.com



EXPAND YOUR FOOTPRINT.

Your exposure can extend far beyond your booth on the floor.

Book any of the following opportunities and stand out from the competition.

Show Place

Showcases will be prominently displayed in a high traffic area of the show. It is a great way to highlight your merchandise.

One (1) Show Place reservation includes space to display 3 pieces of jewelry

Gallery Booth Package includes one complimentary reservation.

Cost: \$250 (1) Reservation \$475 (2) Reservations \$700 (3) Reservations

ORDER NOW

Show Guide Inserts

Each attendee will see your company literature, as it will be inserted in show guides placed at the registration counters as they pick up their badge. Sample must be sent to show management for approval (digital samples will be accepted with dimensions provided.) Only 1 page inserts permitted.

Cost does not include production or shipping.

Exhibitor to Provide: 1,000 handouts.

Cost: \$2,000

Writing Pens

All attendees will need something to write with! Pens will be placed at several locations throughout registration and on show floor. We make pens available to all attendees throughout the conference.

Cost: \$500 per show (If Exhibitor provides pens)
Exhibitor Provides Pens: 2,000 pens required

Cost: \$800 per show (If AJS provides pens)

Exhibitor provides: 1 Color Logo.

Choose from green, purple, blue, red, or orange pens.

Daily Wristbands

Your branding will be on the wrists of every attendee.

Exhibitor provides: 1 Color Logo

Cost:

All 3 Days - Exclusive: \$6,000

Friday (Buyer Education & Vendor Check-in): \$2,000

Saturday: Buying Show \$2,500 Sunday: Buying Show \$2,500

Cocktail Napkins

Set your company apart from the crowd with this simple yet effective marketing tool.

Quantity of 1,000.

Cost: Vendor Provided: \$500

AJS Provided: \$800 (vendor provides artwork)

For More Information: Amy Stire marketing@atlantajewelryshow.com

(678) 940-8931



SIGNS, SIGNS, EVERYWHERE SIGNS

Ceiling Hanging Banners

Banner signage makes it easier for guests to return to your booth. All they have to do Is look up! Width of ceiling banner cannot exceed the width of the booth.



Cost: \$2,000

Lightbox / Meter Boards

Floor standing lighted signs are a dynamic promotional tool.

Double-sided stands are a great way to drive visitors to your booth.

Artwork Deadline: 8/1/22 **Exhibitor provides artwork:**

PNG, JPG or GIF

Dimensions: 962mm x 2318mm

Cost: \$1,500





Additional Signage

Vendor provides artwork and our team will deliver to your booth onsite.

Sign dimensions listed in inches below:

Cost, per sign:

\$60 (Easel or Easel Back) 11x17: Single-sided **22x28: Double-sided \$300** (Chrome Sign Holder) 22x28: Single-Sided \$200 (Chrome Sign Holder)

39x84: Double-sided \$900 (T-Base) **39x84: Single-sided \$750** (T-Base)

AJS KIDS JEWELRY CAMP SPONSORS

Kids Camp Sponsorships

Help create a new generation of jewelers by sponsoring the AJS Kids Jewelry Camp! This amazing camp exposes kids a variety of skills and knowledge that relates to the jewelry industry and business. Retailers & Exhibitor are welcome to enroll their children ages 7 & up.

Cost: \$5,000 Title Sponsor

\$1,000 Ruby Sponsor

\$ 500 Sapphire Sponsor

Š In-Kind Sponsor



RECHARGING STATIONS

Custom Charging Stations

Branded charging stations provide a service that most visitors need, while spreading the word subtly about your brand.

Cost: \$2,500 per station

For More Information: Amy Stire marketing@atlantajewelryshow.com

(678) 940-8931

Custom Sanitizing Stations

Encourage the use of a clean and healthy workplace by promoting your brand on hand sanitizer stations in areas of high-traffic.

Make hand-hygiene a breeze with touch-free, trouble-free dispensing while showcasing your company!

Cost: \$1,750 per station

GET MORE INFORMATION AND BOOK

EXCLUSIVE ONSITE OPPORTUNITIES

Atlanta Jewelry Show O

SPARKLE IN THE LIMELIGHT





Tote Bags

Each attendee will be walking the show carrying your "mobile banner" everywhere they go. Your bags will be available to all attendees at the following locations.

Cost does not include bags, production, stuffing or shipping. Shipping details to be determined.

Exhibitor Provides Pre-Stuffed Bag:

AJS ConnectED Seminars (Friday): Cost: \$ 500

Bag Qty. Required: 250 bags

VIP Registration: Cost: \$1,500

Bag Qty. Required: 350 bags

Show Entrance: Cost: \$3,000

Bag Qty. Required: 2,000 bags

Mingle! Saturday Night: Cost: \$1,500

Bag Qty. Required: 1,000 bags

Lanyards

Each attendee will receive this item during registration and will wear it for the duration of the event. Prime branding location, badge brivar is are worn by all Retail Buyers.

Exhibitor Provides: 3,500 lanyards Cost: \$2,500 per show (Exclusive)

Badge Sponsor

The attendee badge is the first thing attendees look at when speaking to another attendees. The Badge sponsor will be 'front of mind' the event by the inclusion of your logo.

Cost: \$4,500 (Exclusive)

Onsite WiFi Sponsor

Fast and free to all buyers the WiFi sponsor receives the opportunity to get their brand in front of all attendees.

Includes acknowledgement in the Show Guide, onsite signage and the chance to select the WiFi password for maximum branding effect.

Password Example: Visit2222

Exhibitor Provides: Company Logo & Selected Password

Cost: \$4,000 (Exclusive)

Photo Booth

With the selfie trend and attendees snapping cool experiences, the photo booth is here to stay. This photo booth is a moving billboard for your company! Sponsorship includes branding of the booth itself, the images, and the chance to provide branded props.

Final digital images will be co-branded with AJS.

Exhibitor Provides: Company Logo

Cost: \$3,500 (Exclusive)

Hotel Key Cards 50LD Reach attendees the more

Reach attendees the moment they arrive and each time they enter or leave their hotel room. As the exclusive sponsor, your logo and message, along with the AJS logo, will be imprinted on hotel key cards for guests staying at the Renaissance Waverly hotel room block during the Show.

Exhibitor Provides: Graphics and Company Logo

Cost: \$4,000 per show (Exclusive)

ONSITE OPPORTUNITIES

Atlanta Jewelry Show O



SAFETY SHINES.

Heath and well being is always top-of-mind, so why not put your branding in the hands of buyers?



Mask Sponsorship

Sponsor to provide facemasks for distribution at registration checkpoints.

Exhibitor Provides: 1,000 Masks

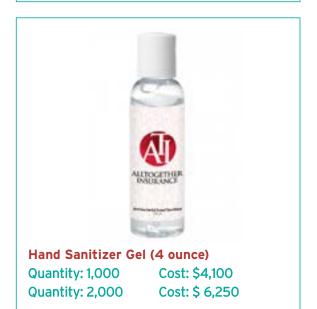
Cost: \$1,500



Hand Sanitizer Spray

Quantity: 1,000 Cost: \$2,500 Quantity: 2000 Cost: \$3,200









THOUGHT-LEADERSHIP OPPORTUNITIES

As the AJS Connect*ED* educational programming moves into it's second year, achieving rising prestige and growth, we welcome sponsors that want a platform to showcase their thought-leadership in the education sector and are excited as we are to create a unique experience for the jewelry industry.



Showcase Your Solutions

Don't just tell the sector how great your technology is, show them! Exhibition Booths allow you to demonstrate why you are the best provider



Elevate Your Brand

Create brand awareness for your institution or company by sponsoring the popular Networking Area, where you can impress an influential and engaged community



Highlight Your Leadership

Shine a light on your leading edge and take centre stage at one of our spotlight sessions

▲ AJS ConnectED Conference Sponsor

Our conference sponsorship packages can be customized to range from providing sponsors with visibility at the conference, to supporting existing activities (eg. Speed Networking Sessions, Round tables, and panels) or even co-curate interactive sessions, workshops, round tables or talks moderated by the sponsor.

We are also happy to have a chat if you would like to sponsor and curate a conference track or host a conference session.

Contact:

cchandler@atlantajewelryshow.com for details.

Cost: Starting at \$1,000

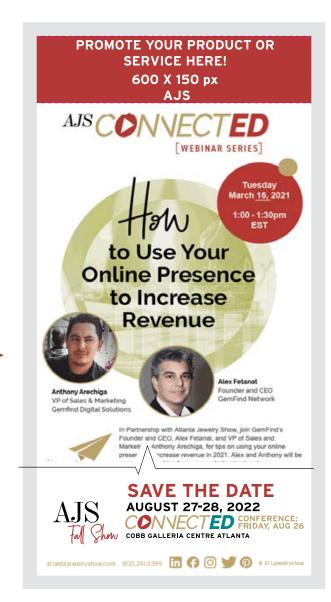
AJS ConnectED Webinar Sponsor ▶

Take advantage of multiple opportunities to build brand awareness over a period of weeks and months, which is to replicate with any other type of communication.

Contact:

cchandler@atlantajewelryshow.com for details.

Cost: Starting at \$500



BRAND SPOTLIGHT PREVIEW EBLAST



Direct visitors to your website and drive traffic to your booth at show time! Give buyers a sneak-peek at your product.

Includes one product shot, company name, booth number, and website link.

Email shared with up to 4 fellow vendors.



COST: \$ 500 per slot/email

EXHIBITOR TO PROVIDE:

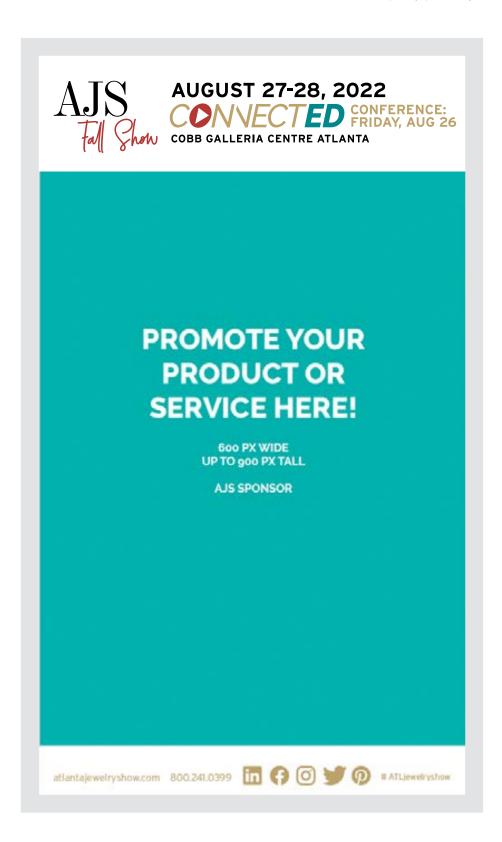
- Image of one (1) product.
 - No composite of various products.
 - o High resolution Image.
 - o 4x5 inches at 300 DPI. Website images will not be accepted.
 - o Artwork format: JPG or PNG.
- Company description: Copy - max character count = 100 characters
- Company Name & Booth number will be inserted.
- Website URL to redirect to company website.
- Email Artwork to: marketing@atlantajewelryshow.com
- Art Deadline: File due 10 days prior to deployment date.

CUSTOM VENDOR EBLAST



Promote your brand YEAR-ROUND! Send your email message to our buyer database. Cost does not include design or production.

EXCLUSIVE Custom Solo Eblasts will be sold to one company per day.



COST PER EMAIL:

5+ weeks prior to show \$850
4 weeks prior to show \$900
3 weeks prior to show \$950
2 weeks prior to show \$1,000
1 week prior to show \$1,050

EXHIBITOR TO PROVIDE:

- Launch Date
- Unique subject line
- **Website URL** to redirect to company website
- Artwork format: JPG or PNG.
- **Dimensions:** 600 pixels wide x up to 900 pixels tall
- Email Artwork to: marketing@atlantajewelryshow.com
- Art Deadline: File due 10 days prior to deployment date.

"DAILY" WELCOME EMAIL BLAST



For excellent at-show exposure, grab the attention of pre-registered buyers at the start of each buying day. Promote show special, your booth for a show special, giveaway or product launch.

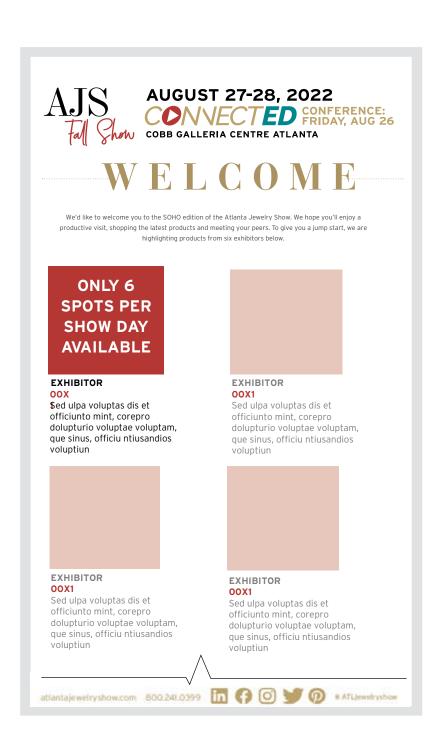
Includes:

Company name, booth number, product image, copy & link to company website

COST: \$850 per slot / per day
4 Slots Available Per Daily Email

EXHIBITOR TO PROVIDE:

- Image (website quality)
- Copy. Up to 100 characters
- Website URL to redirect to company website.
- Artwork format: JPG or PNG.
- Email Artwork to: marketing@atlantajewelryshow.com
- Art Deadline: File due 10 days prior to deployment date.



SOCIAL MEDIA POSTS



Connect and engage with our audience to increase your coverage and brand awareness with social media posts on the four (4) official AJS social media platforms: Instagram, Facebook, Twitter & Linkedin

1 Campaign = 1 Post on all 4 AJS Social Media Platforms

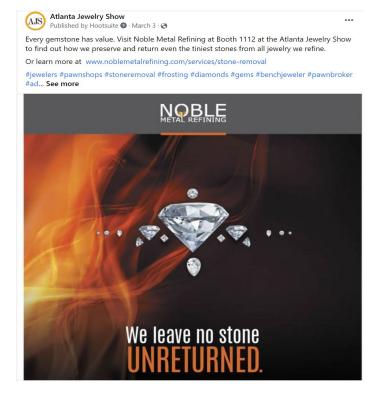
COSTS:

	LIST PRICE:		\$2,169	<u>\$897</u>	<u>\$698</u>
	PACKAGE PRICE:		\$1,495	\$ 695	\$495
		SAVINGS =	<i>\$674</i>	\$202	\$203
YEAR	MONTH	LIST PRICE	12 MONTH DEAL	3 MONTH DEAL	2 MONTH DEAL
2022	June	\$1 99		PRE-SHOW SPECIAL	
	July August	\$299 \$399		OFFERED ONLY IN MAY: 1 post per month for next 3 months: June, July & August = \$695	2 Months: 1 post per month for July & August = \$495
2022	September November December	\$49 \$79 \$99 \$199	1 Post per month for 12 months = \$1,495	PRE-SHOW SPECIAL OFFERED ONLY IN	2 Months: 1 post
2023	January February March	\$299 \$399		NOVEMBER: 1 post per month for next 3 months: December,	per month for February & March = \$495
	April May	\$49 \$99			

EXHIBITOR TO PROVIDE:

- Website URL to redirect to company website.
- Hashtag
- Artwork format: JPG or PNG.
- Lifestyle Image or Product Shot: Square
- Email Artwork to: marketing@atlantajewelryshow.com
- Art Deadline: File due 10 days prior to deployment date.

SAMPLE SOCIAL MEDIA POST



WEBSITE BANNER



Drive brand awareness while buyers explore our popular website! Links to your company website to connect with buyers year-round.

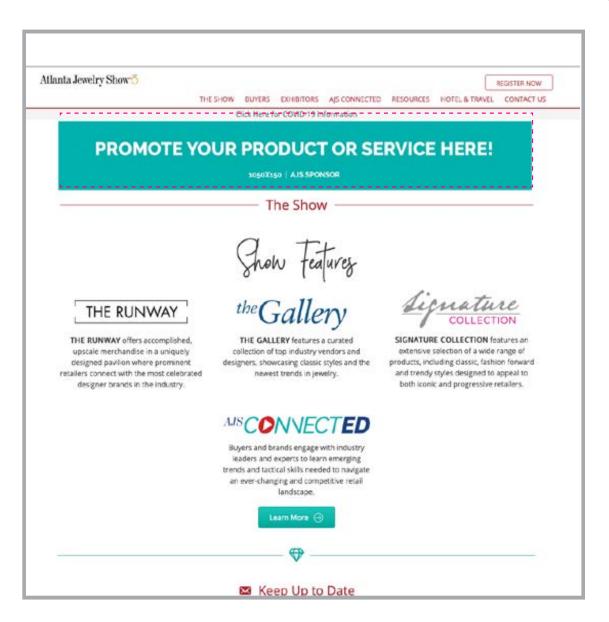
COST PER WEEK:

4+ weeks prior to show = \$500/per week
3 weeks prior to show = \$600/per week
2 weeks prior to show = \$700/per week
1 week prior to show = \$800/per week

EXHIBITOR TO PROVIDE:

- Website URL to redirect to company website.
- Artwork format: JPG or PNG.
- **Dimensions:** 1050 pixels wide x 150 pixels tall
- Email Artwork to: marketing@atlantajewelryshow.com
- Art Deadline: File due 10 days prior to deployment date.

► SEE SAMPLE



WEBSITE CLICK TO CLOSE ADVERTISEMENT



Website advertising is an excellent opportunity! The AJS website is the primary resource for our buyers. Each user must close out of this ad before navigating through the website which creates a memorable user experience.

► SEE SAMPLE

Pop Up Ad Includes:

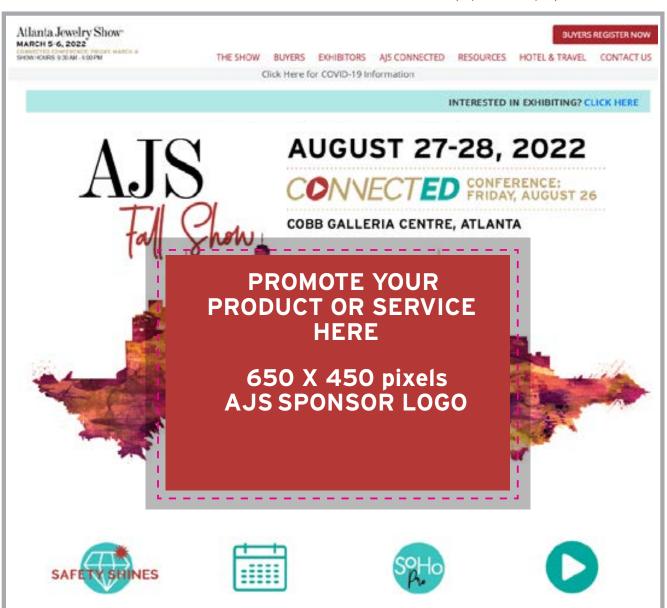
Product shot and link to your company website placed on the home page of the AJS website.

COST:

- 1 month prior to the show = \$1,500 / per month 2 months prior to the show = \$1,250 / per month
- 3+ months prior to the show = \$1,000 / per month
- 3+ months prior to the show = \$500 / 2 weeks

EXHIBITOR TO PROVIDE:

- High Resolution Image:
 650 pixels wide x 450 pixels tall
- Website URL: to redirect to company website.
- Email Artwork to: marketing@atlantajewelryshow.com
- Art Deadline:
 File due 7 days prior to deployment date.



WEBSITE COUNTDOWN BANNER



Feature your company logo and promote your brand on the AJS homepage.

▶SEE SAMPLE

COST: 1 week prior to show = \$ 900/per week
2 weeks prior to show = \$ 850/per week
3 weeks prior to show = \$ 800/per week
4+ weeks prior to show = \$ 750 / per week

- Website URL to redirect to company website.
- Company Logo (High Resolution) JPG or PNG Format
- Email Artwork to: marketing@atlantajewelryshow.com
- Art Deadline: File due 10 days prior to deployment date.

