



A CURATED DESTINATION ON THE JCK LAS VEGAS SHOW FLOOR FULL OF

*one-of-a-kind designs*

FROM UP-AND-COMING AND VETERAN ARTISTS

## THINK YOU HAVE WHAT IT TAKES?

### HOW THE JURY WORKS:

The Design Center Exhibitors and the Rising Star Program are juried selections within JCK Las Vegas. Exhibitors are vetted annually and each applicant is asked to **submit an application** along with ten digital photo images and **support materials** he or she feels will be helpful in presenting an accurate view of their work.

### THE JURY:

The jury is made up of a hand selected committee consisting of industry influences including retailers, magazine editors, stylists and other members of the trade. The panel remains anonymous to ensure fairness and impartiality. Design Center Rising Star jurors are chosen not only for their expertise but for their professional reputation and willingness to put aside whatever biases they may have. They judge fairly without prejudice.

## VOTING PROCESS

The jury ranks each applicant on a numerical scale of one to five. Its members take into consideration the **quality of the materials used, craftsmanship, originality** and **salability**. No one juror's vote can pass or reject an applicant. Those applicants with the highest scores are notified of their acceptance and are offered space in the Design Center based on availability. All others are placed on a wait list based on their numeric ranking.

## ENTRY REQUIREMENTS:

- Ten (10) digital photo images at least 300 dpi in jpeg format.
- All products must be photographed on a solid color background (no other props should be in the photo except for the jewelry).
- Label each photo image with company name, accompanied by a complete description of each pictured piece including materials used and suggested retail price point.
- Photos should be sent electronically by email to JCK at **designcenteratjck@reedexpo.com**. All images must be submitted with completed application.
- Press kits and/or collateral material may be sent along with the application.
- Show management has the right to designate booth placement.
- If you submit after the deadline, you will be classified as "pending".



# 2018 DESIGN CENTER APPLICATION RESIDENT

Please complete application in full. **Deadline to submit your application is November 1, 2017.**  
Print clearly or type.

## I. GENERAL INFORMATION

Company: \_\_\_\_\_

Contact: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_ Website url: \_\_\_\_\_

Social Media:   

Why do you want to exhibit at JCK Las Vegas? \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

## II. BACKGROUND INFORMATION

Years in business? \_\_\_\_\_ Size of business by sales volume? \_\_\_\_\_

Is the designer the principal of the firm? ..... YES NO

Are there other designers on staff? ..... YES NO

Does your line include jewelry that isn't of your own manufacturer? ..... YES NO

Is your line? ..... HANDCRAFTED MANUFACTURED

*If both, please explain:*  
\_\_\_\_\_  
\_\_\_\_\_

Would this be your first domestic fine jewelry trade show? ..... YES NO

*(If yes, you are eligible to be a JCK Rising Star)*

List the trade and craft shows you have exhibited in: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

List awards, accolades and affiliations the jury should take into consideration: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## II. BACKGROUND INFORMATION CONT.

Describe your company history (30 word limit): \_\_\_\_\_

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List eight (8) current retail store accounts

1. \_\_\_\_\_  
RETAILER NAME CITY, STATE

\_\_\_\_\_  
CONTACT NAME PHONE

2. \_\_\_\_\_  
RETAILER NAME CITY, STATE

\_\_\_\_\_  
CONTACT NAME PHONE

3. \_\_\_\_\_  
RETAILER NAME CITY, STATE

\_\_\_\_\_  
CONTACT NAME PHONE

4. \_\_\_\_\_  
RETAILER NAME CITY, STATE

\_\_\_\_\_  
CONTACT NAME PHONE

5. \_\_\_\_\_  
RETAILER NAME CITY, STATE

\_\_\_\_\_  
CONTACT NAME PHONE

6. \_\_\_\_\_  
RETAILER NAME CITY, STATE

\_\_\_\_\_  
CONTACT NAME PHONE

7. \_\_\_\_\_  
RETAILER NAME CITY, STATE

\_\_\_\_\_  
CONTACT NAME PHONE

8. \_\_\_\_\_  
RETAILER NAME CITY, STATE

\_\_\_\_\_  
CONTACT NAME PHONE

Describe your design philosophy: \_\_\_\_\_

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Describe your collection including metal and stone type: \_\_\_\_\_

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What are your jewelry designs wholesale price points? \_\_\_\_\_

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Are you featured in any publications? (Non-blog, non-Social Media) If yes, please list the publications: \_\_\_\_\_

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## III. APPLICATION SUBMISSION

**Deadline to submit is November 1, 2017.** Please complete this application in full and send it along with ten (10) digital photos and whatever support materials (press kit, marketing materials, catalogs) you feel is necessary for the jury to make an accurate assessment of your collection to: [designcenteratjck@reedexpo.com](mailto:designcenteratjck@reedexpo.com)

QUESTIONS? PLEASE CONTACT NINA MANCINI 203-840-5469 OR [NMANCINI@REEDJEWELRYGROUP.COM](mailto:NMANCINI@REEDJEWELRYGROUP.COM)

**ONCE YOU SUBMIT YOUR APPLICATION, YOU WILL BE NOTIFIED WITHIN 7 BUSINESS DAYS OF YOUR STATUS.  
YOUR APPLICATION DOES NOT GUARANTEE IMMEDIATE APPROVAL.**