

JCK SHOW & TELL

EVENTS • OPPORTUNITIES • PROMOTIONS

SPECIAL ADVERTISING SECTION

YOUR OPINION ON JCK LAS VEGAS MATTERS



JOIN THE JCK SHOW ADVISORY COUNCIL AND LET YOUR VOICE BE HEARD

JCK Las Vegas is celebrating 20 years as the industry event. As we celebrate our past and toast to our future in our new location at Mandalay Bay, we look to you to share your insights with us to create a JCK Event that will meet your needs now, in the next 20 years, and beyond.

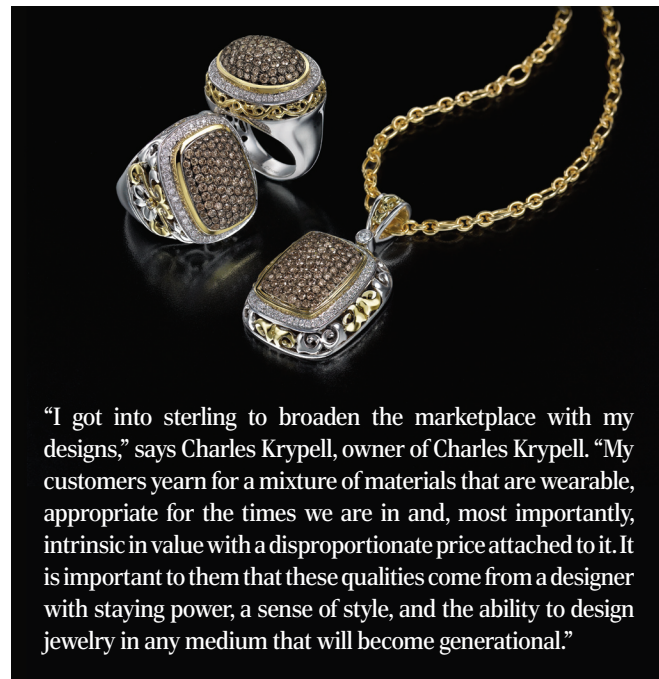
So many enhancements at JCK come from buyer and exhibitor

feedback, so we want to harness your input through an official JCK Show Advisory Council.

It's easy to join, and the time commitment is minimal. You can expect an e-mail each month asking for your opinion on ideas and initiatives, such as lounges on the show floor, transportation options, event ideas, hotel comparisons, and more. Plus, you'll have the opportunity to interact with leading jewelry professionals, including *Fred Meyer Jewelers*, *Gump's*, *Skatell's*, *Worthmore Jewelers*, *Bachendorf's*, *14 Karat*, *Rose Jewelers*, *Diamonds & Jules Fine Jewelry*, *Lee Jewelers*, *Riddle's Jewelry*, *Gitanjali USA*, *Rone Regency Jewelers*, *Elements, Ltd.*, *Kennedy's Custom Jewelers*, *Brodkey Brothers, Inc.*, and *Schulz & Sons Jewelers*.

Join the Advisory Council by visiting www.jcklasvegasshow.com/AdvisoryCouncil. For information, contact Yancy Weinrich, industry vice president, at yancyw@jck.reedexpo.com.

SPOTLIGHT ON CHARLES KRYPELL



"I got into sterling to broaden the marketplace with my designs," says Charles Krypell, owner of Charles Krypell. "My customers yearn for a mixture of materials that are wearable, appropriate for the times we are in and, most importantly, intrinsic in value with a disproportionate price attached to it. It is important to them that these qualities come from a designer with staying power, a sense of style, and the ability to design jewelry in any medium that will become generational."

TO LEARN MORE ABOUT **JCK EVENTS**, FIND US ON TWITTER, FACEBOOK, OR LINKEDIN



BOOK YOUR TRAVEL TO VEGAS

If you haven't already booked your hotel and airfare for JCK Las Vegas, now is the time to do so. Your jewelry colleagues have already begun to plan their JCK travel experience, so act now to lock in the best rates and to have the best selection.

JCK has arranged a group rate for its guests at Mandalay Bay, THEhotel, Bellagio, Signature, Aria, Vdara, MGM, Mirage, New York New York, Monte Carlo, Luxor, Excalibur and Treasure Island and more, but availability is limited and rooms are selling fast.

MGM MIRAGE is a collection of resort-casinos with retail shopping options. MGM provides unsurpassed services and amenities to every guest with its winning combination of quality entertainment, luxurious facilities and exceptional customer service.

JCK Events will move to the 'top of the strip' in 2011. Hotel reservations are now being accepted for JCK 2011. Go to www.jcklasvegasshow.com to learn more about these properties and make your reservations today!



LUXURY by JCK

May 31 – June 6, 2011

Now a seven-day event, with the first three days remaining invitation-only.

Swiss Watch by JCK

June 2 – 6, 2011

By appointment, the prestigious brands showcased will make their debut at the Four Seasons and Mandalay Bay.

JCK Las Vegas

June 3 – 6, 2011

AGTA Gem Fair will be open June 2-7 and the Equipment Technology Services Pavilion will be open June 3-7.



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