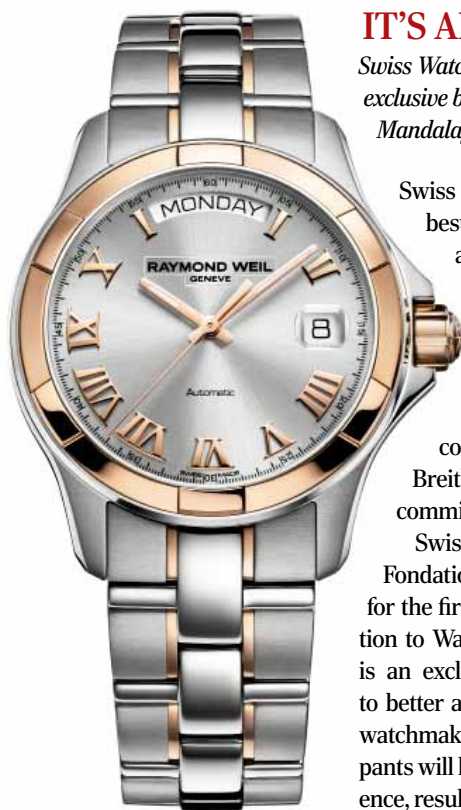


JCK SHOW & TELL

EVENTS • OPPORTUNITIES • PROMOTIONS

SPECIAL ADVERTISING SECTION



IT'S ABOUT TIME

Swiss Watch at JCK offers top brands and an exclusive buying experience at Four Seasons/Mandalay Bay.

Swiss Watch at JCK is shaping up to offer the best annual opportunity for watch buying as it makes its new home at Four Seasons/Mandalay Bay at JCK 2011 (June 2-6, by invitation only). Top brands such as Baume & Mercier, Chopard, TAG Heuer, Harry Winston, and Ulysse Nardin will debut their newest collections, while Swiss Watch has added Breitling and Ralph Lauren to its roster of committed fine brands.

Swiss Watch at JCK also announced that the Fondation de la Haute Horlogerie is presenting, for the first time in the United States, an "Initiation to Watchmaking" workshop. The workshop is an exclusive opportunity for select retailers to better appreciate the subtle intricacies of fine watchmaking. By the end of the session, participants will have completed a one-of-a-kind experience, resulting in a fine timepiece to show for it.

SPOTLIGHT ON ALEX SEPKUS

Marking 20 years of jewelry design in the United States, Alex Sepkus is a true artist and master craftsman. His inspirations are varied—art, literature, music, and nature are his themes. Sepkus describes his jewelry as joyful, mysterious and nostalgic. "I try to make people recall their memories of beautiful things, some real, like that old crumbling stone pavement or a field of grass, but mostly imagined or read about in a book of fairy tales," Sepkus says.

His signature microscopic detailing is but one of the elements that make his work truly unique. He attributes to his most loyal customers a shared love of poetry and sense of humor as these are things he likes to convey in what he calls the "beautiful and slightly mysterious little things" he creates.

Collected by fans around the world, each piece in the Alex Sepkus collection is crafted in his New York City studio. Alex Sepkus' designs can be seen in the Design Center at JCK Las Vegas 2011.



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



HOT HOTEL PICK OF THE MONTH CITY CENTER, FEATURING ARIA, VDARA, AND THE COSMOPOLITAN

City Center has the newest hotels in Las Vegas. Located just one mile from the JCK Show (and along the free JCK shuttle route), Aria, Vdara, and The Cosmopolitan offer this month's featured specials. Hotel highlights:

- **Aria** boasts the most technologically advanced guestrooms in the country. Every guestroom features a level of personalized automation otherwise found only in high-end custom homes.
- **Vdara** is an internationally inspired all-suite hotel and spa for those who love the excitement of Las Vegas, but prefer to enjoy it in an exclusive, non-gaming, smoke-free environment.
- **The Cosmopolitan** features 2,995 rooms with oversized, residential-style living spaces, including unique private terraces. It is the newest hotel and casino to hit the Las Vegas Strip and is available to JCK Las Vegas guests who book their hotel reservations soon.



LUXURY at JCK

May 31 – June 6, 2011
Now a seven-day event, with the first three days remaining invitation-only.

Swiss Watch at 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
EXTENDED DATES:
AGTA GemFair™ will be open June 2-7 and the Equipment, Technology & Supplies will be open June 3-7.



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!