

JCK SHOW & TELL

EVENTS • OPPORTUNITIES • PROMOTIONS

SPECIAL ADVERTISING SECTION

LET THE HOLIDAY BUYING BEGIN

Back to school signals the end of summer and a reminder that the holidays are right around the corner. But how do you stock your store with options for the holidays without compromising your cash flow?

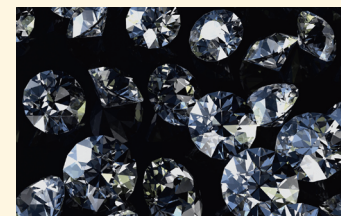
JCKShowDirect.com

JCK Show Direct is a “virtual” showcase of loose stones, fine jewelry, watches, equipment, and accessories where you can source, compare, and expand your product offerings—all from trusted JCK suppliers. By using the image gallery at JCKShowDirect.com as a sales tool, you can show “virtual inventory” by category, metal, desired stone, collection, or individual piece—or search by keyword.

JCKShowDirect.com gives you on-demand inventory and helps you fulfill your customers’ holiday wish lists. To sign up, simply go to www.JCKShowDirect.com and join the many JCK retailers whose businesses are already benefiting. It’s free to qualified JCK retailers, and if you are a JCK exhibitor, you can upload as many as 500 products featuring high-resolution photos and descriptions.

SPOTLIGHT ON DIAMONDS

Absolute Brilliance offers a huge inventory of high-quality, special-order loose diamonds with competitive pricing. Their customers praise them for personalized, individual service and custom-tailored programs. They also provide training tools and sales aids for retailers.



“We are seeing a lot of retail sales in the S1 and above quality stone in larger carat weights,” said Bud Fluty, Vice President of Marketing at Absolute Brilliance. “With most of the retailers’ businesses being between 60 to 70 percent bridal, these stones will carry into the holiday buying season. Rounds and princess cuts are still the most popular.”

Absolute Brilliance

581 Fifth Ave., Fifth Floor • New York, NY 10017 • 800.309.0040

WHERE ARE YOU STAYING IN 2011?

JCK will move to the top of the Vegas strip in 2011, where Mandalay Bay offers guests amazing amenities and excellent service. Hotel reservations are now being accepted; just go to www.JCKLasVegasShow.com. But first, read what Frommer’s has to say about your options ...



THE FOUR SEASONS

“The service is superb (if they say 20 minutes for room service, you can expect your food in 19 1/2 minutes). Your needs are anticipated so quickly that you’re tempted to sink to the floor in the lobby because you know someone will have a chair under your rear before you land.”

Facilities: 2 restaurants; concierge; executive-level rooms; elegant health club (free to guests); heated outdoor pool; room service; spa



THEHOTEL

“Ah, the rooms: Every one is a genuine suite, done in black, tans, and gleaming woods, like your professionally decorated Manhattan dream apartment. There are plasma-screen TVs in every room, including the marble bathroom, where the tub is so deep, the water comes up to your chin.”

Facilities: 2 restaurants; bar; access to Mandalay Bay restaurants/pool/casino; health club; room service; spa



MANDALAY BAY

“We love that the lobby and the other public areas really do make this seem more like an actual resort hotel than just a Vegas version of one. You don’t have to walk through the casino to get to any of these public areas or the guest-room elevators, and the pool area is spiffy.”

Facilities: 22 restaurants; aquarium; casino; concierge; executive-level rooms; health club; 4 outdoor pools w/lazy river and wave pool; room service; sauna; spa; water sports



Luxury by JCK

May 31 – June 2, 2011

(By Invitation)

Swiss Watch by JCK

June 2 – 6, 2011

(By Appointment)

JCK Las Vegas

June 3 – 6, 2011



TO LEARN MORE ABOUT
JCK EVENTS, FIND US
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OR LINKEDIN

