



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

one-of-a-kind designs

FROM UP-AND-COMING AND VETERAN ARTISTS

A RE-IMAGINED DESIGN EXPERIENCE

The JCK Las Vegas Design Center is an exclusive, curated **destination** of collections with a story; representing the individual aesthetic of **well-established** and **up-and-coming** designers. These design collections are crafted with the **utmost integrity** from designers who set trends and take risks with their own **unique** point of view.

The Design Center neighborhood includes a **unique floor layout** at the new Bayside entrance to the JCK show floor with contemporary booth packages.

Exhibiting in the Design Center is based on a **juried process**. All applicants must be **approved** by the Design Center Committee in order to ensure the appropriate **evolutional tier, product quality** and **mix**. Space is limited. Vetting occurs every year and there is no guarantee of placement year over year.



WHAT IS A DESIGN CENTER RESIDENT?

A recognized, established design brand that has been in business for at least a few years.

WHY EXHIBIT IN THE DESIGN CENTER AT JCK?

BEST EXPOSURE AT ANY U.S. TRADE SHOW

- Access to more than **23,000** qualified domestic and international buyers
- **Premier location** near Resident Designers and a **Showcase display** by JCK's New Product Gallery
- Over **9,000** jewelry storefronts and **600+** buyers from major department and chain stores
- Exposure to **Consumer Editors** from publications W, ELLE, Harper's Bazaar, Marie Claire, InStyle, Lucky, O, and more
- Designer-specific education and **mentoring** provided by JCK and the larger design community
- Dedicated Design Center **press release** sent to JCK's consumer and trade media database
- Design Center Advertorial coverage in **JCK magazine**

DESIGN CENTER SPECIFIC MARKETING TO TARGETED RETAILERS

- **Hosted Designer Retailer Program** organized by JCK to give you the opportunity to connect with elite galleries, boutiques and design-focused retailers [Including: Aaron Faber Gallery, Gallery of Jewels, R. Grey Gallery, Talisman Collection, Clay Pot and more!]
- **Design Center Look Book** marketed to all consumer and trade media digitally pre-show, printed in the official JCK Show Guide and distributed to targeted retailers hotel rooms in Las Vegas
- Participate in the **Editor's Choice Awards** voted on by Editors [2016 judges include W Magazine, Marie Claire, Redbook, InDesign, The Oprah Magazine, Katarina Perez (blog)] and combined with **Design Center Top 50 Awards**, creates year-round exposure to media outlets and jewelry buyers
- **Dedicated social media opportunities** for editorially selected exhibitors on the JCK Insider "Design of the Times" blog
- **Best practice sharing** and **education opportunities** from JCK team and Industry mentors on what you can do to plan for a successful trade event experience

ANNUALLY VETTED TO ENSURE
QUALITY OVER QUANTITY

SUBMISSION REVIEWED BY THE
BEST OF THE BEST IN THE INDUSTRY

HOW THE JURY WORKS:

The Design Center Exhibitors 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.

WHO THE JURY IS:

The jury is made up of a hand-selected committee of industry influencers including retailers, magazine editors, stylists and other members of the trade. The panel remains anonymous to ensure fairness and impartiality. Design Center jurors are chosen not only for their expertise but for their professional reputation and willingness to select designers based on the objective criteria set before them and outlined on this application.

THINK YOU HAVE WHAT IT TAKES?

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 and will be notified.

ENTRY REQUIREMENTS:

- Completed application.
- 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).
- 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".



2017 DESIGN CENTER APPLICATION RESIDENT

Please complete application in full. **Deadline to submit your application is Monday, October 31, 2016.**
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): _____

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: _____

Describe your collection including metal and stone type: _____

What are your jewelry designs wholesale price points? _____

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

III. APPLICATION SUBMISSION

Deadline to submit is Monday, October 31, 2016. 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**

QUESTIONS? PLEASE CONTACT NINA MANCINI 203-840-5469 OR 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.**