SECURITY REGULATIONS AND CODE OF CONDUCT

EXHIBITORS: PLEASE READ THOROUGHLY AND ACKNOWLEDGE BY SIGNING THE BOTTOM OF THIS PAGE AND RETURNING WITH YOUR SIGNED LICENCE AGREEMENT AND PAYMENT.

Our objective is to provide a quality show in which exhibitors and buyers can meet to transact business in a secure environment, and in a fair and equitable manner. To ensure this objective, the following security regulations and code of conduct have been prescribed by the Show Advisory Board and adopted by J ewlers’ Circular Keystone and Management.

REGULATIONS:

1. Official JCK Show badges must be worn and plainly visible at all times by all individuals on the exhibit floor.
2. A badge may be worn only by the person whose name appears on it, and that person must be directly associated with an exhibiting firm. Anyone wearing or supplying an unauthorized badge or a badge belonging to another person will be subject to immediate removal from the show.
3. Over-the-counter delivery of merchandise is not permitted. Exhibitors who fail to comply with this security measure are subject to fine and/or expulsion from the show.
4. Exhibitors and buyers will be permitted on the exhibit floor only during hours specified in the Exhibitor Manual and the Show Guide, unless prior approval is obtained from Management.
5. Each booth or exhibit area must be occupied by at least one authorized person at all times. This does not apply to booths closed in observance of the Saturday Sabbath.

INSURANCE:

1. Neither Management, the Venue, nor the official security contractor or authorized safe contractor will be responsible for Exhibitor’s merchandise in or out of the vaults and regardless of whether Management provides a safe for Exhibitor’s use within the assigned booth. All merchandise on the premises is at the Exhibitor’s sole responsibility and risk.
2. Each exhibitor is responsible for obtaining insurance for their merchandise, exhibit and display. For a nominal sum, riders can be attached to your existing insurance policy to cover the loss, theft and/or damage to merchandise and booth equipment. Management, Freeman or any subcontractors are not liable for loss or damage to property.

CODE OF CONDUCT:

1. Unprofessional Behavior. Any exhibit demonstrations, displays or sounds which distract or annoy buyers or other Exhibitors, or which are deemed by Management to be unprofessional, are not permitted. Further, it is expected that each exhibitor will treat the other exhibitors, attendees and Reed Exhibitions staff with courtesy and respect and in a businesslike manner. Any unprofessional personal behavior, including but not limited to sexual harassment, racial harassment, swearing at other exhibitors or attendees, threats of violence against other exhibitors and/ or their property, is not permitted.
2. No Hawking. “Hawking”, (promoting or showing of merchandise) outside of an Exhibitor’s booth or exhibit area is strictly prohibited.
3. No Booth Sharing. Only companies officially assigned by Management to a booth will be allowed to occupy or show merchandise in that booth. Exhibitor shall not display merchandise other than Exhibitor’s own product line, or that product line for which Exhibitor is the sole legal United States distributor or representative and for which Exhibitor submits to Management proof of such representation.
4. No Early Dismantling. Exhibitors are not permitted to either completely or partially remove their merchandise or either completely or partially dismantle their displays prior to the official closing time of the Show each day.
5. FTC Guideline & National Gold and Silver Marking Act Compliance. Exhibitors agree to abide by all the business practices detailed in the Federal Trade Commission “Guides for the Jewelry Industry”, including those which call for disclosure of treatment for any gemstone, and also agree to abide by all trademark and other provisions of the National Gold and Silver Marking Act. Questions related to the FTC Guides or to the Act should be directed to the Jeweler’s Vigilance Committee.
6. No Infringement. Exhibitors will not display or offer for sale any piece of jewelry which infringes on any intellectual property right.
7. Vault Storage. All merchandise must be removed from the vaults during Show hours. Any excess merchandise left in the vaults during Show hours will be charged a storage fee (not applicable to lines stored during Sabbath hours).
8. No Equipment Stealing. If you are short of any showcases, furniture or any other equipment, please contact the appropriate vendor; do NOT take such items from another exhibitor unless that exhibitor has given you express permission to do so.
9. Exhibition of Watches. Generally, only the owner of the watch brand or the legal U.S. distributor of the watch brand may exhibit such watch brand at the Exhibition. Each exhibitor of watches is requested to disclose to Management no later than 120 days before the Exhibition the specific brand(s) it intends to exhibit at the Exhibition. Exhibitor warrants that the disclosed watches shall not infringe the intellectual property rights of any third party. Management reserves the right to verify the identity and status of the watch brand owner and the legal U.S. distributor to determine if the Exhibitor is authorized to exhibit the watch brand at the Exhibition. Exhibitor shall not display any watch that is counterfeit or in any way infringes trademarks, copyrights, patents or other intellectual property of a third party. Any exhibitor determined to be involved in unauthorized, counterfeit or infringing activity, or unauthorized or misleading transshipping, marketing, displaying or selling of infringing watches, counterfeit watches, used watches or used watch parts, i.e. dials, bezels, etc., will be subject to having all such unauthorized or misleading watches or watch parts removed from the Exhibition or the exhibitor being removed from current or future Exhibitions. For the purposes hereof, (i) “transshipping” means the shipping of new goods through distribution channels other than those authorized or intended by the watch brand owner and (ii) “unauthorized” means without the approval of the watch brand owner. This stipulation does not create an obligation for Management to take such action.

Violations of this Code of Conduct will not be tolerated and may result in immediate expulsion from the Exhibition and/or a ban from future events owned or managed by Reed Exhibitions.

FOR THE BENEFIT AND SECURITY OF ALL EXHIBITORS AND BUYERS, PLEASE REPORT ANY OBSERVED VIOLATIONS OF THE ABOVE TO THE MANAGEMENT OFFICE.

(Mr./Ms.) X ________________________________

NAME OF THE COMPANY OFFICIAL

(Mr./Ms.) X ________________________________

SIGNATURE OF THE COMPANY OFFICIAL
BOOTH DISPLAYS AND CUSTOM BOOTHS

• In 2015+2016, JCK upgraded the overall look of the show and moved to a fully packaged booth display environment that resembled storefronts—this will continue for the 2018 show.

• Custom booth displays that you own or rent, must be approved by JCK Show Management prior to March 2, 2018.

• Images of the custom booth you plan to bring along with height measurements and EAC information must be submitted to jckbooth@reedexpo.com for approval. JCK Show Management reserves the right to not approve booths that do not meet the new visual branding guidelines set forth for the show and require a standard booth build instead.

• Custom booths are not pop-up booths.

• Booths cannot have pricing on them and must present themselves well.

• Custom booths are not permitted in the Design Center, as they have their own unique booth build.

• Custom booths must fit within the height requirements of your neighborhood.

Approved custom booth examples:
SPONSORSHIPS AND SIGNAGE
(This includes, but is not limited to: signage, registration distribution, hostess handouts, and/or any sponsored lounges)

- To keep our JCK event and advertising signs cohesive, we will be dropping your advertisement into the templates with a nude and black border shown to the right that align with our event style guidelines and overall event aesthetic.
- Promotions of neighborhoods are encouraged and allowed.
- Only the owner of a brand or legal U.S. distributor may exhibit and/or promote via promotional signage such brand at the 2018 show. This means you can't have a picture of a brand on your signage if you don't own it or have the legal U.S. distributor rights.
- Cartoon characters are not allowed on any sponsorship throughout the building.
- Sponsorships containing terms such as discounts, hot deals, blow out sale, etc. Pricing will be reviewed with regard to the artwork and positioning of the signage.
- Any artwork that is sexually explicit or suggestive will be reviewed closely by the committee.
- Promotion of any other trade event is prohibited.
- If you don't submit approved artwork by deadline, you are still under the terms of your agreement.

*Show management reserves the right to remove sponsorships or signage that do not follow these guidelines.

FOR QUESTIONS ON THE VISUAL STANDARDS GUIDELINES FOR JCK
PLEASE CONTACT YOUR ACCOUNT EXECUTIVE

ACKNOWLEDGMENT OF JCK VISUAL STANDARDS GUIDELINES
I acknowledge, that I have read and understand the contents of the JCK Visual Standards Guidelines and agree to follow the standards set forth in this form for any booth displays, custom booths, sponsorships, signage or visual pieces that are produced for my company for the 2018 JCK Las Vegas Show.

I hereby give my acknowledgement,
dated this ____________ day of ____________, 201__.

Signature ______________________  Printed Name ______________________

Company Name ______________________

SEND SIGNED FORM WITH CONTRACT TO: CONTRACTS@REEDEXPO.COM OR 203-840-5805