

JCK BADGE DESCRIPTION CHEAT SHEET

ATTENDEE

BADGE COLOR: **YELLOW**

1. RETAILER – a retail store buyer; anyone who has a storefront or a website

BADGE COLOR: **RED**

1. BUYER: AUCTION HOUSE
2. BUYER: DESIGNER
3. BUYER: DIAMOND DEALER
4. BUYER: EQUIPMENT TOOL
5. BUYER: GEMSTONE DEALER
6. DISTRIBUTOR
7. INDUSTRY PROFESSIONAL
8. PAWN BROKER
9. WHOLESALER

OTHER ATTENDEE

BADGE COLOR: **RED**

1. AGENCY
2. APPRAISER
3. INDUSTRY PROFESSIONAL

BADGE COLOR: **CLEAR**

1. GUEST
2. MANUFACTURER'S REP
3. NON-EXHIBITING MANUFACTURER
4. SPONSOR

VIP

BADGE COLOR: **BLUE**

1. BUYER: INTL DELEGATE – International buyers looking to shop domestically
2. RETAILER: LOYALIST – VIP buyers
3. RETAILER: MAJOR – Department store buyers

PRESS

BADGE COLOR: **GRAY**

1. CONSUMER PRESS – BUSINESS
2. CONSUMER PRESS – EDITORIAL
3. TRADE PRESS – BUSINESS
4. TRADE PRESS – EDITORIAL

MISCELLANEOUS

BADGE COLOR: **CLEAR**

1. GUEST
2. SPEAKER
3. STAFF
4. STUDENT

JCK EXHIBITOR

BADGE COLOR: **CLEAR**

1. EXHIBITOR

LUXURY ATTENDEE

BADGE COLOR: **BLUE**

1. RETAILER: ELITE – Hosted buyer
2. RETAILER: PLATINUM – Hosted buyer
3. RETAILER: PREFERRED – Hosted buyer

BADGE COLOR: **YELLOW**

1. RETAILER: LEGACY – Non-hosted buyer