

2020 Visual Branding Guidelines

IMPORTANT! PLEASE READ CAREFULLY!

The JCK Visual Branding Guidelines have been developed and implemented to improve the aesthetic and organization of the Show Floor—making it easier for the JCK Buyer to navigate, while providing the JCK Exhibitor the forum to promote their brand and/or product line. The guidelines were developed by exhibitors and a sub-committee of the JCK Advisory Board that is made up of retailers, manufacturers and industry professionals.

The following are the standards and guidelines for the 2020 JCK Las Vegas Show. Please read this document carefully. An acknowledgement of the guidelines in this document is required by your signature.

Booth Displays and Custom Booths

All custom booth designs and graphics, whether new or re-purposed from a previous JCK Las Vegas, must be approved by the JCK Show Management team.

- Custom booth displays that you own or rent, must be approved by JCK Show Management prior to **February 28, 2020**.
- 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 and level.

Approved custom booth examples:



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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 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 2020 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. are not allowed. 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
OR CUSTOMER SUCCESS MANAGER

@jckevents     #JCKLasvegas