JCK LAS VEGAS 2019
EVENT IN REVIEW

• Thoughtfully Connecting Buyers & Sellers
  JCK Match, our proprietary matchmaking technology, provides retailers with custom vendor recommendations based on the product interests and price points they share during registration. Matches are sent pre-show and retailers have the opportunity to receive additional suggestions at the show in the JCK Match lounge where show experts are available to help connect retailers to vendors with the specific products or services they are looking for.

• Enhanced JCK Match Rewards Program
  After receiving their personalized matches, retailers who make purchases with their recommended vendors at the show are rewarded with various prizes, including complimentary hotel nights for future JCK events.

• JCK Loyalist Hosted Buyer Program
  JCK Loyalists represent a curated group of influential jewelry buyers and store owners from leading major chains, department stores, independent retailers and online. JCK Loyalists receive special perks—including personalized assistance from our team of Retailer Account Managers—and typically spend approximately $100k at the show.

• International Buyer Delegations
  In addition to our over 3,500 international retailers, JCK welcomes over 400 attendees representing international retail delegations from 8 different countries: United Kingdom, India, China, Australia, Russia, Brazil, Israel, Mexico, South Africa and Latin America. These retailers receive special amenities that help make their buying experience at the show efficient and successful.

An Enhanced Focus on Quality—Ensuring Only Qualified Industry Professionals at JCK

NEW DATE PATTERN FOR JCK LAS VEGAS 2020 — TUESDAY, JUNE 2 - FRIDAY, JUNE 5, 2020

Check Out Our Jewelry Inspiration and Discoveries  @jcevents  #JCKLasVegas

2,200 EXHIBITORS
17,500+ BUYERS
65,000+ SOCIAL MEDIA FOLLOWERS
7,400+ STOREFRONTS
180+ CONSUMER, LIFESTYLE AND TRADE MEDIA IN ATTENDANCE
1,100+ NEW RETAIL STORES
1.2 MILLION SQ. FT OF EXHIBIT & EVENT SPACE
21% RETAILERS COME FROM NEARLY 100 COUNTRIES
7,400+ STOREFRONTS
1,100+ NEW RETAIL STORES
EVENT HIGHLIGHTS

Daily networking events to inspire, connect and learn.

- **JCK Talks**
  The JCK Talks education program arms retailers with the tools, insights and information necessary to succeed in the current retail climate. Content includes action packed days of influential speakers providing you with critical takeaways that deliver ‘Solutions for your Store’. Topics include Retail Disruption & The Changing Consumer Needs, The Avid Online Shopper and Revenue Driving Trends, to name a few, as well as a sold-out half-day intensive Social Media Bootcamp and a Morning of Trends where our annual JCK State of the Jewelry Industry Survey results presentation was held.

- **Think Tank**
  JCK Think Tank features technology vendors who pitch their innovative product to an audience of industry professionals who then vote via an interactive mobile system to determine the winner. This year’s finalists included: Formula 3D, Glass-Media, Inc., Instappraise, Inc., Jewelry Lead Chef and Vision 360/A Royal Co. and the 2019 winner was Podium.

- **The Big Move**
  JCK Las Vegas 2019 marked our return to the Sands Expo and The Venetian. All under one roof, the venue makes it easy to get from place to place, including networking before and after the show in the hotel and its large variety of restaurants, shopping and entertainment.

- **Editor’s Choice Awards**
  The Editor’s Choice Awards honor designers in each tier of the Design Center who break boundaries of innovation and originality, while combining new trends and classic ideas. This year’s Resident winners—established designer brands—included Lark & Berry, Aspendos and Tresor, while Rising Star winners—designers in the business five year or less—included Emilia Le Karrie, Olivia B. and Jaume Labro Mokume.

- **NEW! Global Gemstone**
  Global Gemstone—an all-new destination serving as a one-stop shop for an extraordinary assortment of colored gems from the most highly-respected suppliers worldwide—launched in 2019. The Neighborhood featured over 200 loose gemstone manufacturers including Fine Gems (elite companies) and the International Colored Gemstone Association members.

- **JCK’s TAO Takeover**
  What better way to wrap up the week than with a party to celebrate all of the hard work and successes of JCK Las Vegas 2019? We ended the week at TAO nightclub for an industry event like no other, open only to JCK badge holders. Each floor was full of energy, dancing and networking.

IN-STORE EXPERIENCE AT JCK

For 2019, seven different installations were located throughout JCK to spark inspiration through creative and unique ways to drive customer engagement and new customers to stores. The “Instagrammable moments” included: (1) Plumb Club’s Pepper the IBM Watson Robot; (2) JCK Library; (3) Crystal Wings photo op; (4) Kicks by Sammy Collage; (5) Diamond Rain photo op; (6) JCK Magazine photo op; and (7) Why I JCK Letters. Attendees were given the opportunity of winning daily cash prizes throughout the show by posting the In-Store Experiences on Instagram and using the hashtag #InStoreAtJCK.
WHAT ARE THEY SAYING?

I AM ALWAYS IN SEARCH OF THE ‘NEXT NEW THING’ AND THIS GIVES ME AN OPPORTUNITY TO FIND IT. I ALWAYS GET SOME NEW IDEAS AND ENJOY THE BROWSING EXPERIENCE.

Elva Valentine, VALENTINES FINE JEWELRY

JCK IS THE LARGEST AND BEST RUN SHOW IN THE COUNTRY. IF YOU ARE IN THE JEWELRY BUSINESS YOU SHOULD MAKE IT A PRIORITY TO BE AT THE SHOW. THIS IS WHERE THE NEWEST COLLECTIONS ARE INTRODUCED AND TRENDS ARE SEEN FOR THE COMING SEASON.

Ray Mastoloni, MASTOLONI, THE PLUMB CLUB

I JCK TO FORGE LONG LASTING VENDOR RELATIONSHIPS AND CREATE NEW CONTACTS THAT WILL HELP PROPEL MY BUSINESS TO NEW HEIGHTS.

Michelle Arkaki, REPLACEMENT SERVICES, LLC

IT GIVES US A GREAT OPPORTUNITY TO DISCUSS BUSINESS. GREAT ENERGY TO MOTIVATE AND INSPIRE. IT STRENGTHENS BUSINESS RELATIONSHIPS. IMPORTANT TO KEEP A PULSE ON OUR INDUSTRY.

Heidi King, THE DIAMOND STORE

What’s New and Next

The latest technology

JCK Scan & Save
JCK Scan & Save—launched in 2019—allows attendees to quickly scan unique exhibitor QR codes displayed in their booths using the JCK Mobile App. By scanning the QR codes, attendees can gather information that best fits their show exploration and save it to remind them to return to a booth later, keep track of who they visited, take notes and more.

Just Ask JCK
While JCK continues to provide an Ask Me team in person to assist with navigation and FAQs, this year’s show also boasted enhanced pre-show and onsite messaging platforms through the website and the JCK Mobile App for quicker responses to show-related questions.

Discovering New @ JCK
The #1 reason to attend JCK? To see new products! To help make it easier than ever to discover new product launches, our Discovering New @ JCK Lookbook was introduced at JCK Las Vegas 2019. This digital lookbook only available at the show—featuring never-before-seen exhibitor products—is organized by JCK Neighborhood to help attendees explore the products and services they were most interested in, available only at the show.

Making Networking Fun
Daytime DJ in the lobby, complimentary Starbucks Nitro Cold Brew and more
LET’S GET SOCIAL

Social Highlights

Combined reach of nearly **150,000** on Facebook, Twitter & Instagram

JCK EVENTS HAS A COMBINED FOLLOWING OF **65,000+** fans on social media

Press Highlights

Consumer Editorial Press:

marie claire  
Elle  
InStyle  
BAZAAR  
TOWN & COUNTRY  
VOGUE  
WHO WHAT WEAR  
THE KNOT

Trade Editorial Press:


More than a Tradeshows

While JCK is filled with inspiration, creativity, fashion and trends, there is another influential group that joins us each year among the thousands of retailers, designers and manufacturers—consumer influencers and bloggers. JCK hosts a number of consumer social media influencers to explore the show and showcase it to their audiences of over 500,000 consumer followers. This year’s hosted influencers included:

Additional Online Blogger & Industry Influencers:

Cupcakes & Cashmere, Diamondoodles, Gemologue, Stiletto Beats by Emily Vartanian, Kris Cherie, SpreadFashion, Third Coast Gems & many more!