



After careful consideration and with sensitivity to the concerns and feedback from the jewelry community, JCK made the difficult decision that the next edition of JCK & Luxury will now take place in June 2021 at the Venetian Resort & Sands Expo in Las Vegas. For 2020, JCK will shift to facilitating business connections through a virtual event this summer and by offering JCK customers the opportunity to participate in JCK's sister show, JIS October taking place in Miami October 13-16, for those who will benefit from an in-person buying event this fall.

"This decision was made in response to the unprecedented challenges faced by JCK's jewelry community. We know this decision impacts the entire industry and it was not made lightly. The show has always been more than just a show floor, it's a platform that brings our entire industry together and reflects its exceptional strength, creativity and diversity" said Sarin Bachmann, Group Vice President, JCK and Luxury. "We are passionate about serving the greater good of this industry, and for 2020, that means providing options for our audience - from connecting through JCK virtually this summer, connecting in person at JIS in Miami in October or joining us for JCK & Luxury's return in June 2021, at our home in the Venetian Resort & Sands Expo. These are unprecedented times, but one thing we can guarantee: JCK and Luxury are in this with you and we are here to support you. We will continue to listen to our customers and to facilitate the personal and business connections that our industry is built on, so we can all evolve and emerge stronger and better connected than ever."

For in-person connections, all exhibitors at JCK will have the opportunity to have a presence on the show floor at **JIS October** 13-16 in Miami, also under the Reed Jewelry Group umbrella and the second largest jewelry show in the U.S. JIS and JCK will combine forces to ensure that the entire industry is invited to participate, as we look forward to bringing the industry back together, when it is safe to do so.

JCK is devoting resources to further develop additional channels beyond the show floor to unite the jewelry industry and support attendees, exhibitors, associations and partners. Reed Jewelry Group will host **JCK Virtual 2020 this summer**, a celebration of the industry with opportunities to network, merchandise, learn and unite virtually. In the meantime, JCK is creating other virtual tools to assist jewelry professionals. One such effort is a recently launched comprehensive calendar of the jewelry industry's upcoming virtual education and webinars that address challenges related to coronavirus. [Visit JCK's COVID-19 Virtual Event Calendar here.](#)

Yancy Weinrich, COO of Reed Exhibitions, said: "While we cannot predict the future, we can be prepared for the time when we can come together in support of our fabulous industry. You'll see more resources from the JCK and Luxury teams that leverage our partners and the global reach of Reed Exhibitions worldwide to offer innovative solutions and a respite from the challenges presented by a global pause in business. Through the ability for JCK's exhibitors to have a presence at JIS Miami, we will ensure our community has multiple opportunities to come together. In 2021, Reed Exhibitions looks forward to welcoming the jewelry and watch industries back to the Venetian Resort & Sands Expo, who have been exceptionally strategic and flexible partners throughout our process of finding the right solutions for the industry during this challenging time."

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