



## General Information

For further assistance, please contact our Exhibitor Service Department at 800-257-3626, 203-840-5684 or [customersuccess@reedexpo.com](mailto:customersuccess@reedexpo.com).

**For the latest information on health and safety guidelines and/or requirements in response to COVID-19 from JCK Las Vegas and Reed Exhibitions, please [click here](#).**

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## Dates & Times for Move-In, Show and Move-Out

### MOVE-IN and INSTALLATION HOURS:

Exhibitor freight delivery and booth set-up will follow a targeted move-in schedule. Please refer to the [JCK Freeman Quick Facts](#), for your specific move-in date and time. Please read this information carefully, so you do not incur additional charges. You will need an exhibitor badge or temporary work pass to access the Show floor.

### Freight Target Floor Plans & Times

- We have put together target plans by level: [Level 1](#), [Level 2](#) and [Level 3](#) - to assist everyone in the set-up of their booths. These maps are all available via [Freeman Online](#). This will allow for the show to open flawlessly and allow enough time to maintain cooler temperature and make sure the entire show floor is clean and set-up on time view Freight Target Floor Plans. **Please review carefully. If this policy is not adhered to by each exhibitor additional cost will be incurred.**
- With this policy of the Freight Target Floor Plan, we are requesting that each exhibitor to be set up and moved in no later than 5pm on Wednesday, August 25. Exhibitors will be allowed to tweak/fine-tune their booth after **5pm on Wednesday, August 25 and Thursday, August 26**. All freight doors and any doors to the halls will remain closed after 5pm on Thursday, August 26.
- **On Wednesday, August 25 after 5pm, all crates, containers, ladders and toolboxes MUST be removed and no booth construction will be permitted after this date and time. If these items are not removed by this date and time, they will be tagged as empty and forced into Access Storage at your expense. Please advise your EACs (subcontractors) regarding this policy.**

### MOVE-IN HOURS:

Saturday, August 21	8:00am – 5:00pm – by Target
Sunday, August 22	8:00am – 5:00pm – by Target
Monday, August 23	8:00am – 5:00pm – by Target
Tuesday, August 24	8:00am – 5:00pm – by Target
Wednesday, August 25	8:00am – 5:00pm – by Target
Thursday, August 26	Product Day Only



**All exhibits must be completely assembled no later than 5:00pm on Wednesday, August 25, 2021.**

**PRODUCT ONLY DAY: Merchandise Pick-Up**

- Product Only Day is intended for picking up your product from your armored car carrier, setting up your product displays and attending to last minute details in your booth. In order to make sure that you're ready to open by 9:30am Friday, August 27, we ask that your merchandise be picked-up from your Armored Cars no later than Thursday, August 26 by 6:00pm. If merchandise is not picked up by this time, it will be available for pick up on Friday, August 27 at 7:00am on a first come, first served basis and you are NOT GUARANTEED to have your merchandise on time for the 9:30am Show opening.
- **Exhibitors can access the show floor on Show days at 7:00am with their Exhibitor ID Badge.**

**DISMANTLE AND MOVE-OUT:**

Monday, August 30	4:00pm - 8:00pm
Tuesday, August 31	8:00am - 5:00pm
Wednesday, September 1	8:00am - 5:00pm

**\*\*PLEASE NOTE: NO LABOR IS ALLOWED ON THE JCK SHOW FLOOR (INCLUDING GEMS) FROM 4:00PM – 6:00PM ON MONDAY, AUGUST 30.**

**All exhibits must be removed by 5pm on Wednesday, September 1.**

Be sure that all pieces being shipped out are properly labeled or they may be mistaken for trash.

**All materials must be removed by the times noted above. Any items left after these times will be discarded at your expense.**

**EMPTY CRATE RETURN:**

Empty crates and cartons will be returned beginning at 7pm on Monday, August 30 and will be finished by 8:00am on Tuesday, August 31. Please make your travel arrangements accordingly.

**REMINDER:**

***There is no labor allowed on the show floor between 4pm and 6pm on Monday, August 30. All exhibits must remain intact until the close of the Show.***



## **GEMS at JCK Las Vegas**

**Location:** Level 3 Ballrooms (Venetian Side)

### **GEMS MOVE-IN:**

Tuesday, August 24	8:00am – 5:00pm - By Target
Wednesday, August 25	Product Only Day

### **GEMS EXHIBIT HOURS:**

Thursday, August 26	9:30am – 6:00pm
Friday, August 27	9:30am – 6:00pm
Saturday, August 28	9:30am – 6:00pm
Sunday, August 29	9:30am – 6:00pm
Monday, August 30	9:30am – 4:00pm

Exhibitors can access the show floor on Show Days at 7:00am with their Exhibitor ID Badge.

### **DISMANTLE and MOVE OUT:**

Monday, August 30: 4:00pm – 8:00pm

**There is NO LABOR allowed on the Show Floor for GEMS between 4pm - 6pm on Monday, August 30.**



## Show Information: A-Z Guide

### **AGE RESTRICTIONS:**

In accordance with display rules and regulations and security measures, children 18 years of age and under, including infants, will NOT be admitted into the exhibit hall at any time during installation and dismantling. **There are no exceptions to this rule!**

### **ACCESSIBLE STORAGE:**

Accessible Storage is available at show site for exhibitors to easily access their product samples and literature during show days only. All arrangements for accessible storage must be placed on-site at the Freeman Service Center.

### **ALCOHOLIC BEVERAGES & ALCOHOLIC BEVERAGE SERVICES:**

The Venetian Resort Las Vegas, composed of The Venetian, The Palazzo, and The Venezia towers, as well as Sands Expo®, are regulated by the Nevada State Alcoholic Beverage Commission. Per Nevada state law, alcoholic beverages of any kind will not be permitted to be brought into the Resort by the patron or any of the patron's guests or invitees from the outside. All food and beverage items must be purchased from the Resort. Nevada state law further prohibits the removal of alcoholic beverages purchased by the Resort for client consumption. Bartenders are required whenever alcoholic beverages are served in the Resort function space. The Resort does not allow self-service of alcoholic beverages at any time in the Resort function space (The Venetian and Sands Expo®). Exhibitors wishing to serve alcoholic beverages from their booth may order through Sands' online ordering service.

### **ANIMALS:**

PROHIBITED; In accordance with display rules and regulations, safety and security measures, no pets or livestock will be admitted into the exhibit hall at any time (installation, show and dismantling). **There are no exceptions to this rule!**

### **ARMORED CARS**

The only Armored Car Companies authorized to service JCK Las Vegas are Brinks, Malca-Amit and Ferrari. The State of Nevada has instituted very strict licensing procedures for all Armored Car Services. These companies above have gone through many procedures including filing of paperwork and employee credentials, presentations in front of the District Attorney board, training, and licensing since the summer of 2006. Please note that this new policy is beyond the control of the Armored Car Services, JCK Show Management, Reed Exhibitions, and is strictly mandated by the District Attorneys of the State of Nevada. We have been told that any Armored Car Companies not listed above will not be permitted in the facility and cannot service the exhibitors of the JCK Show. View the forms in PDF format via [Freeman Online](#).

### **AUDIO VISUAL:**

Freeman AV is the official audio/visual service company for JCK Las Vegas 2021. They will maintain a full staff on site. Refer to [Freeman Online](#) for the A/V order form.



## **BOOTH EQUIPMENT (STANDARD) INCLUDED IN YOUR CONTRACT TO EXHIBIT:**

Each 10' x 10' booth will be set with:

- Booth carpet (color to be determined by show management)
- (1) 1000-watt electrical outlet (intended for showcases)
- Company identification sign
- One (1) time vacuuming (Thursday evening - JCK), (Wednesday Evening - GEMS)
- One (1) wastepaper basket per booth

## **BOOTH ID SIGN REMINDER:**

Your booth ID sign will be produced using the ID sign list supplied to Freeman by Reed Exhibitions.

## **BUSINESS CENTER:**

Sands Expo will operate a full-service business center on-site to provide copy and fax services, office supplies and small package shipping and all your business center needs. Business Center information can be found on the [Sands Expo Exhibitor Services site](#).

## **CARPET REMOVAL:**

Package carpet is provided in the exhibit hall. Exhibitors bringing their own carpet may lay their carpet on top of the package carpet. Exhibitors wishing to have their carpet removed must complete and return the [Package Carpet Removal Form](#) to Freeman by July 26, 2021 to have the carpet removed at no charge. Orders received after this date will be charged for carpet removal.

## **CATERING / FOOD & BEVERAGE:**

The Venetian Resort Las Vegas, composed of The Venetian, The Palazzo, and The Venezia Towers, as well as Sands Expo®, **have exclusive rights** to all Food and Beverage Products in the facility. Menus can be found on the [Sands Expo Exhibitor Services site](#). Exhibitors may **NOT** bring food and beverage into the Sands Expo & The Venetian from a third-party source. Additionally, only Sands Expo and Venetian Catering personnel are only permitted to handle food and beverage product.

## **CLEANING:**

Cleaning crews will be provided for general exhibit hall clean up, including aisles, before the opening of the Show and during Show hours. Show management will vacuum your booth the night before the Show opens (GEMS - Wednesday night, August 25, 2021 // JCK will be Thursday night, August 26, 2021). Please place your wastepaper basket in the aisle each night, unless you have ordered booth space cleaning, because cleaning crews will not be permitted to enter your booth. If you need cleaning services in your booth – vacuuming, shampooing, trash removal, you can order these services, refer to the Sands Expo Booth Cleaning Services form located on the [Sands Expo Exhibitor Services site](#). Exhibitors are required to place large trash items and all visqueen in the "Whales" provided by Show Management. Freeman will remove visqueen from Freeman supplied carpet.



#### **COMPUTER RENTAL:**

Freeman AV is the official computer supplier for JCK Las Vegas 2021. They will maintain a full staff on site at the Freeman Service Center for all your computer needs.

#### **CONDUCT OF EXHIBITORS:**

Exhibitors must staff their booth(s) during all Show hours. **Dismantling of your booth prior to the official close of the Show is strictly prohibited and can jeopardize your participation for the following year and will result in fines!**

**Sabbath Observance** – On Saturday, August 28, 2021, JCK Show Management will place a sign at your booth stating that you are closed for the day, until 9:30am Sunday morning. Your product lines should remain in an assigned vault until Sunday morning.

To take advantage of this option and in order to be closed on Saturday, you **MUST** check the box that you observe Sabbath on the registration site. This is only an option for those exhibitors who close down their booths for Sabbath every year.

Storage of empty packing materials within the confines of your booth or behind booth drape is against Fire Marshall regulations. Please tag all materials with Empty stickers (available at The JCK Service Center and Floor Manager counters). These packing materials will be returned at the close of the Show. Exhibitors are encouraged to consider noise levels from equipment or from demonstrations when planning their booth layouts to avoid interference with neighboring exhibits.

Exhibitors should be reminded that if they are doing demonstrations or presentations, they must provide a viewing area for attendees. The use of aisle space for demonstrations, selling merchandise, or distribution of pamphlets and advertising material is prohibited. All sales and promotional activities must be confined to your exhibit space.

It is strictly prohibited to store cases, crates, boxes, etc. behind/outside of assigned booth spaces. It is against show rules and regulations as well as fire rules and regulations. The gutter space behind each booth is to be used for electrical access and electrical equipment only.

Jewelry storage cases are not allowed to be placed in any public areas. They can be stored during open hours of the show within the exhibitor's booth or in a vault area only. It is the exhibitor's responsibility to appropriately store the cases.

To ensure a safe environment to conduct business, **storage behind booths is prohibited per Fire Safety Regulations**. Show management will have personnel checking all gutter spaces behind booths to ensure that nothing is being stored in these areas. If we do find anything behind the booth that is not electrical, show management will have it removed and stored at the exhibitor's expense. Companies who have not complied with this regulation in the past have created major electrical problems for neighboring companies. It will be enforced vigorously.



### **COPYRIGHTED MUSIC:**

If any copyrighted music is to be played in your booth, you must obtain all necessary licenses from the copyright owner or licensing agency representing the copyright owner. The licensing requirements include the playing of live, as well as recorded music, (records, tapes, compact discs, etc.) and also include music, whether it is the essence of the presentation or is only used as background, on a videotape or other presentation.

The proper license must be posted in your booth and available for inspection at the request of Show Management or properly authorized agents of ASCAP or BMI. We advise you to contact these agencies as listed below to acquire the proper licenses:

#### **ASCAP Licensing Dept. BMI (Broadcast Music, Inc.)**

**1 Lincoln Plaza**                      10 Music Square East  
New York, NY 10023      Nashville, TN 37203-4399  
Tel: 212-621-6000              Tel: 800-925-8451, 615-401-2000

**Adherence to these federally mandated copyright licensing laws is of critical importance. Failure to do so is both a violation of federal copyright law and a breach of your contract for exhibit space for JCK Las Vegas 2021. Please take a few minutes to ensure a hassle-free event by acquiring the proper licenses. If you encounter any difficulty with either ASCAP or BMI in your attempt to acquire a license, please contact us immediately.**

### **CRATE REMOVAL, STORAGE AND RETURN:**

Empty crates will be removed to storage and returned to your booth beginning at 7:00pm Monday, August 30 and will be finished by 8:00am Tuesday, August 31 by the floor crew at no additional charge, provided you have used material handling services for the delivery of your booth. Many booths will not receive their crates until Tuesday morning after the show closes, so please plan your travel home accordingly. **Do not store merchandise in crates or cartons marked for empty storage.** We advise you to secure valuables immediately upon the close of the show and return the following day to dismantle your booth.

### **DELIVERY OF JEWELRY MERCHANDISE:**

**For your safety and the security of JCK Buyers outside the exhibit hall,** JCK Las Vegas does not allow delivery of jewelry merchandise. Please do not ask for or accept delivery from any exhibitor.

### **DISPLAY REGULATIONS:**

The following rules, which govern what an exhibitor can and cannot do with his/her booth space, are based on the physical characteristics of the hall, the wish to be equally fair to all exhibitors, and the safety of all concerned. A quick review of these booth regulations can save you time and money by preventing on-site changes. Hanging signs are prohibited at JCK.

All back walls and sidewalls must be finished (without graphics) if they border an adjacent neighboring booth. See-through back walls or displays which do not cover the back wall completely will not be allowed.



Walls adjacent to a neighboring booth must be finished, devoid of copy, logos or other graphics and neutral. Advertising and other copy facing an adjacent exhibitor is prohibited above the 10' height limit, unless it is positioned at least 10' from the adjacent exhibitor.

- No signage or decorative material may protrude into the aisles or encroach upon neighboring booths.
- No obstruction may be posted, tacked, screwed or nailed to columns, walls, floors or other parts of the building without prior approval from Show Management. Show Management at the expense of the rule-breaking exhibitor, will remedy any damage or defacement caused by infraction of this rule.

Please note that **ALL FIRE HOSE CABINETS MUST BE KEPT VISIBLE AND ACCESSIBLE with a minimum 36" clearance.** All fire strobe lights Extinguishers must be visible and accessible with a minimum 36" clearance in all directions.

After 5:00pm on Wednesday, August 25, 2021 any part of a booth with unfinished side or backwalls will be finished or draped by Show Management at the expense of the exhibitor.

#### **DEMONSTRATION EQUIPMENT:**

Equipment, product or machinery when displayed to demonstrate or simulate industrial application are exempt from the foregoing height limits, but are restricted only by ceiling height, as well as building and safety codes.

#### **HANDOUTS:**

You may distribute literature, samples or other material only from within your booth space. Distribution outside of your contracted space (i.e. in aisles, in public areas, etc.) is strictly prohibited unless approved by Show Management.

#### **HANGING SIGNS:**

Hanging signs are prohibited at JCK Las Vegas.

#### **HARDWALL DISPLAYS:**

Exhibitors using a hardwall display must leave a nine-inch (9") clearance at the rear of the booth for access to electrical equipment, etc. Back to back hardwall displays must have eighteen inches (18") between the hardwalls. Please make sure to install a mouse hole in the rear of each booth. This is a safety and electrical service issue.

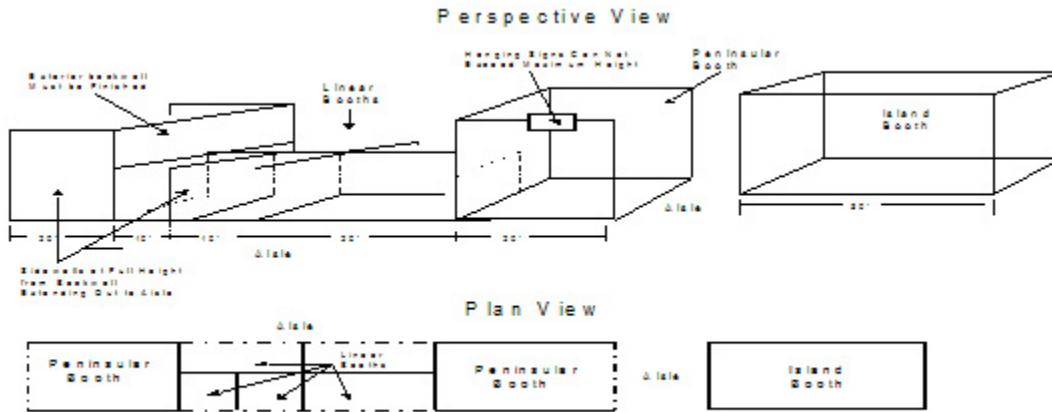
#### **HEALTH AND SAFETY REQUIREMENTS (IN-BOOTH):**

Please refer to the [Exhibitor Display Regulations](#) for new requirements as it relates to health and safety (hand sanitizers and exhibit booth disinfecting).



## HEIGHT LIMITATIONS:

JCK Las Vegas follows the Cubic Content Rule, which allows exhibitors to make maximum use of their booth space. Under the Cubic Content Rule, exhibitors may build up to the front of their booths, and up to the maximum allowable height according to the booth type as indicated below.



The following maximum height limits will be strictly enforced. No height variances will be granted prior to or on site at the show. Please plan your booth display and sign structures accordingly.

Level / Exhibit Area	Booth Type	Max. Height
Level 2 – Halls A, B, C	Linear/Corner (Bound by 1-2 aisles)	10'
Level 2 – Halls A, B, C	Peninsula/Island (Bound by 3-4 aisles)	20'
Level 2 – Upper Lobby	All Booths	8'
Level 1 – Hall G	Linear/Corner (Bound by 1-2 aisles)	8'
Level 1 – Hall G* (Booths LNG100-500)	All Booths (within range of booth numbers mentioned)	8'
Level 1 – Hall G	Peninsula/Island (Bound by 3-4 aisles)	10'
Level 1 – Lower Lobby (Gallery)	All Booths	8'
Level 3 (GEMS) – Ballrooms	All Booths	10'

**\*\*\*REMINDER:** Hanging signs and banners are strictly prohibited at JCK Las Vegas.\*\*



**INSPECTION DEADLINE & PRODUCT DAY:**

Thursday, August 26 is PRODUCT DAY ONLY. All booths must be set by Wednesday, August 25 @ 5:00pm so that we can properly clean and cool the Exhibit Halls for opening morning on Friday, August 27. ALL CRATES AND EQUIPMENTS WILL BE REMOVED FROM THE EXHIBIT HALLS BY THAT TIME REGARDLESS OF THEIR STATUS.

Any booth not occupied by 3:00pm on Wednesday, August 25, 2021 will be presumed abandoned. If there is freight in the booth and Show Management believes the Exhibitor will be late, then Freeman will set up the display as best they can with the information available. If there is no freight in the booth and/or Show Management believes the Exhibitor will not participate in the show, the booth will be reassigned. Exhibitors arriving after this time will be given space available and may incur additional costs.

Exhibitors with special needs that require variance from these guidelines must get prior approval from Show Management.

**DOUBLE DECKERS:**

All double-decker or multi-level booths must be a minimum of 440 sq ft, an island booth, and are subject to show management approval. For approval, please send to: [jckbooth@reedexpo.com](mailto:jckbooth@reedexpo.com). Double-decker booths or booths with a covered ceiling of 1,000 sq. ft or larger are required to install sprinklers. This must be installed and operational by the time booth construction is complete. Please contact the Sands Expo Facilities Department at 702.733.5151 or [facilities@sandsexpo.com](mailto:facilities@sandsexpo.com) for more information.

Exhibitors with booths 1,000 sq. ft. or larger and double-decker booths should submit booth plans to show management for review and approval. Exhibitors of 1,000 sq. ft. or larger are no longer required to obtain a permit from Clark County Building Department (CCBD); however, they are still required to have an engineering structural integrity stamp of approval – please have a copy available in your booth if this pertains to your exhibit size.

**ELECTRICAL:**

Exhibitors will receive (1) 1000-watt electrical drop per 100 sq ft of booth space with the intent to power showcases. Labor to hook-up showcases will be provided for ONLY those customers who have ordered showcases through JCK Las Vegas' official provider, American Fixture. All other electrical labor must be ordered and paid for by exhibitors directly. All electrical work will be done exclusively by the SES electricians. Please refer to the SES Electrical order form located on the [Sands Expo Exhibitor Services site](#).

Use of power: Exhibitors who use another exhibitor's power will be charged a 100% service fine. Sands Expo & The Venetian will have personnel checking electrical usage.



**EXHIBITOR REGISTRATION:**

Exhibitor staff personnel wishing to enter the exhibit floor must wear an Exhibitor Badge at all times.

**EXHIBITOR SERVICE AREA:**

Freeman will maintain a service center during set-up, show days and dismantling. All other official Show contractors will also be set up in this area as well. Refer to the [Freeman Quick Facts](#) for hours of operation.

All inquiries regarding booth services and orders should be made at the Exhibitor Service Center, including booth furnishings, labor, freight, and special show services. **Exhibitors who have ordered labor must check in at this desk when they are ready to install their exhibits.**

The person in charge of your exhibit should carefully inspect and sign for all work order forms. If you disagree with a bill presented for your signature, question it immediately. If you cannot come to a satisfactory agreement with the contractor, contact Show Management. Do not put it off. Once the show has ended, it becomes very difficult to resolve issues.

**FIRE AND SAFETY REGULATIONS:**

The Fire Marshal, in conjunction with the Sands Expo & The Venetian, has very specific fire regulations/restrictions and permit requirements regarding display material within the exhibit hall. These regulations are detailed in the [Fire Safety Regulations & Information](#).

**FLORAL/PLANT RENTAL:**

[Spring Valley Floral](#) is the official florist for The JCK Show 2021. A service representative will be available on-site.

**HALOGEN LIGHTS:**

Halogen lights need to meet fire safety code regulations. All halogen lights must have covers or screens. Show management will be checking all halogen lights and if they do not meet the fire and safety regulations, the exhibitor will be asked to remove the lights. This will ensure a safer working environment for all.

**HOTEL/TRAVEL:**

Please see the [Hotel & Travel](#) section of the show website for details on hotels and important deadlines.



#### **IN-BOOTH SAFE PROGRAM WITH ROLLAND SAFE:**

Exhibitors are vulnerable to theft and loss in the trade show environment. A rental safe provides the added security and convenience of allowing you to securely store valuables on-site instead of packing them after show hours and transporting them to a remote secure storage area.

Rolland rents high security safes to protect exhibitor property before, during and after show hours. Rolland personally coordinates with JCK to address all safe-related logistics, installation and post-show de-installation. We also provide exhibitor customer service to ensure that all of your needs are addressed. [View In-Booth Safe Program.](#)

If you have any questions about the Rolland In-Booth Safe Program, please contact Gicela Gonzalez at [saferentals@rslc.net](mailto:saferentals@rslc.net).

#### **INTERNATIONAL SHIPPING/CUSTOMS BROKER:**

Phoenix International is the official provider of international shipping, customs brokerage, freight forwarding and related services for the show. All merchandise imported into the United States requires Custom House Clearance prior to release from any USA port or airport. It is the sole responsibility of the exhibitor to adhere to customs and international guidelines. The exhibitor must ensure that all documents are valid and complete and procedures are followed correctly. Show management will not be held liable for freight held up due to customs issues, duty payments or any other problems related to inbound and outbound international shipments. [Customs Shipping Form](#)

#### **JEWELRY DISPLAY REGULATIONS:**

JCK Las Vegas is a "FULL DISCLOSURE" show. The following regulations have been established to maintain the quality and integrity of the products displayed at JCK Las Vegas 2021.

All Exhibitors must be in compliance with the Federal Trade Commission (FTC) Guides for the Jewelry, Precious Metals and Pewter Industries and with the National Gold and Silver Stamping Act as they relate to specific products.

The guides contain regulations regarding the content, weight and use of terms as they relate to precious metals, gemstones, pearls and watches. Violations of the guides can result in cease and desist orders or civil penalties. The National Gold and Silver Stamping Act requires all quality marked precious metal items to be stamped with a valid trademark to readily identify the manufacturer of the item. Violations of this federal law can result in civil or even criminal penalties. If you are unfamiliar with the provisions of either the FTC Guides or with the National Gold and Silver Stamping Act, please contact the Jewelers Vigilance Committee (JVC) at (212) 532-1919 to order a copy of these important documents. Your knowledge of and adherence with these laws will help maintain the consumer trust and confidence upon which the industry



depends. Specific information regarding gemstone treatment disclosure is also available through the AGTA.

All gemstone treatments (other than cutting and polishing) and including laser drilled or fracture filled diamonds, heated sapphires or aquamarines, irradiated topaz or oiled emeralds, etc., must be disclosed at every level of sale within the industry and eventually to consumers. Disclosure of such treatments in an honest and straightforward manner is our ethical and legal responsibility to the industry. Without reliable information from gemstone suppliers and jewelry manufacturers, retail jewelers cannot pass accurate information along to consumers, as law requires them. A lack of disclosure, particularly of difficult-to-detect treatments, may lead to misrepresentation and a lack of consumer confidence in our industry.

If you are a manufacturer of jewelry that contains diamonds, pearls, colored gemstones or synthetic stones, important disclosures must be made at every level of sale. If you are not receiving treatment disclosure information from your gemstone suppliers, demand it. If you are not conveying this information to your customers, please be advised you must.

A complete explanation of gemstone treatment disclosure is available in the Gemstones Enhancement Manual (GEM), which was developed by a coalition of industry leaders representing the various trade organizations, gemological scientist and the trade press.

The coding system detailed in the GEM Manual has been endorsed by the following organizations:

- AGS American Gem Society
- AGTA American Gem Trade Association
- DCA Diamond Council of America
- MJSA Manufacturing Jewelers and Silversmiths of America
- JA Jewelers of America
- JIC Jewelry Information Center
- JVC Jewelers Vigilance Committee
- ISA International Society of Appraisers

If you are a member of any of these groups, you can contact them to receive a copy of the GEM Manual.

#### **LABOR REGULATIONS & INFORMATIONS:**

Las Vegas has several major unions that have jurisdiction over trade shows. Please plan now to abide by labor regulations. Freeman is the official labor contractor. Labor arrangements may be made to set-up, service and dismantle your exhibit. Information regarding labor jurisdiction can be found in via [Freeman Online](#). If you have any further questions or would like a quote for labor services, you may contact Freeman directly at 702-579-1400.



Exhibitors using contractors other than Freeman for labor and/or supervision must complete the online [Exhibitor Designated Contractor Commitment form](#) prior to July 19, 2021. NO EXCEPTIONS CAN BE MADE AFTER THIS DATE.

**All booth set-up and tear-down labor must be properly hired union labor.**

**LEAD RETRIEVAL SYSTEMS:**

Refer to the [Lead Retrieval](#) form for more information.

**LIABILITY AND INSURANCE:**

Exhibitors are advised to see that their regular company insurance includes coverage outside of company premises and that they have their own property, public liability and property damage insurance. Show Management and its contractors will not be responsible for injury or damage that may occur to an exhibitor or his/her employees or agents, nor to the safety of any exhibit or other property against theft, fire, accident, or any other destructive causes. Please review the space contract for details.

In the event you do not have Commercial General Liability or would like to purchase Event Cancellation Insurance, the John Buttine Inc Exhibitor Insurance program offers General Liability and Event Cancellation Insurance policies to exhibitors of all sizes.

For more information: <http://www.buttine.com/eventExhibitor.html>

**LICENSE AGREEMENT:**

Please be sure you have read the space application for your booth for all exhibition rules and regulations. It is the exhibitor's responsibility to adhere to all rules pertaining to your license agreement.

**MATERIAL HANDLING (DRAYAGE) SERVICES:**

Freeman is the exclusive material handling provider on the exhibit floor. They will receive all shipments whether consigned in advance to their warehouse or sent directly to the Sands Expo Convention Center. Material handling includes return of your empty cartons and crates at the close of the Show. Please refer to the Material Handling section of [Freeman Online](#) for more details.

**NON-OFFICIAL CONTRACTORS:**

Management has taken the time to research and select preferred vendors or contractors for the services you will need to purchase surrounding this event. Not all of these necessarily will offer the lowest overall cost, but rather superior service at a fair cost.

Towards this end we ask you to be very careful in the selection of non-official contractors. Include in your costs such items as extra labor, drayage/freight, etc. into the price quoted.



Remember and take into consideration that only official contractors have service desk representation at show site, are allowed early move-ins, late delivery access, work areas on the show floor, etc.

Also, in the event you have a problem of any type with a non-official contractor, we as show management have no recourse whereas a problem with an official contractor can be addressed much more easily and professionally.

**PACKAGE SLICKS / PIPE & DRAPE:**

JCK requires that all exhibitors order one of the turnkey booth structures unless approval on a custom booth build has been received by show management. Any exhibitors who do not purchase an approved booth structure and do not have custom booth approval in advance of the show will have a booth built for them at the exhibitor's expense. Pipe and drape is only available for designated pavilions within JCK. The JCK Show has created turnkey packages for exhibitors who will not be bringing a custom booth display. A reminder: take advantage of the early-bird pricing and order your booth package by **July 26, 2021**.

**PRE-APPROVED CUSTOM BOOTHS:**

Exhibitors may bring a custom booth display only if it has been approved by JCK Show Management in advance of the show. [Guidelines and restrictions can be found here](#). Please e-mail your custom booth information (including all height measurements) to [jckbooth@reedexpo.com](mailto:jckbooth@reedexpo.com) for approval by July 1, 2021. Please submit as soon as possible.

**PRE-SHOW BUYER APPOINTMENTS:**

Show Management will allow pre-show buyer appointments on Saturday, August 28 - Monday, August 30 beginning at 8:00 am each day. **Pre-Show Buyer Appointments are not permitted on Opening Day, Friday, August 27.** Exhibitors interested in meeting with prospective customers in their booths prior to the 9:30am show opening must get written authorization from Show Management. Exhibitors need to complete an **EARLY ACCESS FORM**, available in the Show Management Office (Level 1) of the Venetian listing the names of the customers for the meeting (limited to three per company). **This form is only available on-site.** The exhibitors should meet their party in the lobby and escort the customers to the show entrance. Exhibitors and buyers are required to WEAR THEIR OFFICIAL SHOW BADGES to gain admittance to the show floor. If your meeting concludes prior to the 9:30am show opening, please escort your customers back out to the lobby area where they can wait until the show opens. Your cooperation with this policy will help us maintain overall security and the protection of your lines as well as those of your fellow exhibitors. **Authorization will not be granted for a pre-show appointment on the day of request.**

**PHOTOGRAPHY & VIDEOGRAPHY:**

Oscar & Associates is the official photographer and videographer. Refer to the [order form](#) for order information.

## **SECURITY:**

Show Management will provide uniformed guards on the exhibit floor on a 24-hour basis during the entire period of the show (including installation and dismantle). Every reasonable effort will be made to prevent losses **however the final responsibility lies with the exhibitor**. If you have items in your booth that are vulnerable to theft, take advantage of the vaults to lock up your merchandise during non-show hours. Please review the Security Advisory Bulletin included in this manual to assist you in safe-guarding your merchandise. Show Management is NOT liable under ANY circumstances for product, merchandise, displays, etc. We encourage you to purchase or [rent video equipment that covers your booth area 24/7](#) to insure you have a record of who enters and leaves your booth space.

## **SHOPPING BAG REGULATIONS:**

Exhibitors may distribute bags ONLY from within their booth space during the show. If exhibitors are found distributing bags outside of their given booth area, they will be subject to applicable sponsorship fees. It is important that the bags do not mention the word jewelry, feature present or future show dates, or photos/pictures of any kind of jewelry or diamonds. Once these bags (and the buyers carrying them) leave the security of the Sands/Venetian, they become walking billboards. This alerts the general public there is a jewelry show in town. The buyer carrying the bag also becomes a potential target for thieves when outside the show.

## **SHOWCASES:**

An electrical connection fee of \$25.00 per showcase has been negotiated by Reed Exhibitions to insure a smoother move in for our Exhibitors. This fee covers the following:

- Labor and materials to hook up, tape electrical cords if needed and make certain that there is sufficient power in the booth to accommodate all showcases in a safe manner. All labor involved will be performed by and be the responsibility of SES Electrical Services, hired by Reed Exhibitions. Exhibitors are advised that American Fixture is not permitted to and will not be involved with the electrical connection of the showcase(s) and the Exhibitor agrees that Levin shall have no liability with respect thereto. This coordinates two services so you won't be delayed on your move-in.
- In order to ensure that the electrical cords are hooked up properly, American Fixture will place the cases in the proper position as directed by the Exhibitor Layout. A LAYOUT MUST BE SENT TO AMERICAN FIXTURE WITH YOUR SHOWCASE ORDER TO ACCOMPLISH THIS.
- This fee does not include electrical power in excess of the 1000-watt outlet supplied with your booth. If additional power is needed it must be ordered from SES. Reed Exhibitions reserves the right to have SES install extra power if needed and invoice exhibitors directly.



- By placing an order with American Fixture, the Exhibitor is authorizing the above service. If additional power is needed, SES will install the power and place the charge for this service on the Exhibitor's invoice for electrical. Electrical charges over the 1000 watts provided with the booth are the responsibility of the Exhibitor.
  - [JCK SHOWCASE ORDER FORMS \(All except Design Collective and GEMS\)](#)
  - [JCK DESIGN COLLECTIVE SHOWCASE ORDER FORM](#)
  - [GEMS SHOWCASE ORDER FORM](#)

#### **SHOW MANAGEMENT OFFICE:**

The Show Management Office, located on the 1<sup>st</sup> level of Sands Expo & The Venetian, will be staffed during all move-in, show and move-out hours.

#### **SMOKING:**

Sands Expo & The Venetian is a **non-smoking** building. Smoking is not permitted anywhere inside the building during set-up, show days and tear-down. Stairwells have been equipped with ultra-sensitive smoke detectors. **Any person caught smoking in the stairwells or inside the Convention Center will be removed from the premises.**

#### **SOUND LEVELS:**

Sound level of presentations should be kept within the confines of the booth area and must not interfere with neighboring exhibits. Show Management will exercise their right to provide and maintain a fair exhibiting environment to all customers.

#### **TELEPHONE SERVICES/INTERNET LINES:**

All telecommunication services including internet lines will be handled through the Sands Expo (SES). Refer to the SES instructions and order form located on the [Sands Expo Exhibitor Services site](#). Sharing of internet services is strictly prohibited.

#### **VEHICLES ON DISPLAY:**

Prior notice must be given to Show Management regarding motorized vehicles of ANY type. Vehicle(s) to be displayed in the Center during shows must have battery cables disconnected, a lockable gas cap and may not contain more than a 1/8 tank of fuel.

#### **VENDOR INVOICES:**

Show Management will have personnel on hand throughout the course of the show to consult with exhibitors regarding any bills received from service companies. If there is any question as to the charges made, please consult with our show representatives before paying the bill. Do not wait until after the show to settle problems that can be easily resolved at the convention center.



## EXHIBITOR TIPS

### HOW CAN I SAVE MONEY?

- Order furniture, utilities, etc. in advance of deadline dates, Freeman is offering a discount on Furnishings if orders are placed online prior to July 26, 2021.
- Load your carpet on the truck last so it can be installed first while the rest of your materials are being unloaded
- Pre-plan and assemble as much of your exhibit as possible before shipping it to the exhibit hall
- Indicate on the back wall where each product or sign is to be placed
- Pre-wire electrical connections before shipping
- Don't schedule labor for 8am if your truck is scheduled to unload at 8am - allow for your display and equipment to be unloaded first

### WHAT WILL MY SET-UP PERSON NEED?

- Material Handling Agreement (Bills of lading/shipping paperwork)
- Complete layout of the exhibit/copies of all service orders you placed ahead of set-up
- Security and vault procedures
- Certificate of Insurance
- Exhibitor Manual/Exhibitor Badge material

### CAN I SET-UP MY OWN BOOTH?

You can set your own booth, provided personnel working are bona fide full-time employees of the exhibiting company. The local union must render any labor services required beyond what your full-time employees can provide. Labor can be ordered pre-show or on-site. The union steward may request proof of full-time employment status of any personnel working in your booth. If you need assistance, Freeman has qualified personnel to assemble and dismantle custom exhibit booths. Please be advised no one under the age of 18 will be permitted during move-in or move-out days.

### HOW DO I ORDER LABOR IF I NEED IT?

*NOTE: You do not need to order separate labor for drayage service (unloading of carriers and moving materials to your booth). This labor is included in the material handling service charge.*

- Complete the "LABOR ORDER FORM" that is enclosed in the GENERAL CONTRACTOR section of [Freeman Online](#) prior to show dates; orders received at show site will be processed after advanced orders in all cases
- Check cartons and crates in your booth against your bills of lading (including carpet, whether rented or your own).



- Go to the Exhibitor Service Center labor desk to sign out your labor. Note the time on your work ticket.
- Upon completion of the work in your booth, accompany the labor back to the Exhibitor Service Center and write the time on the work ticket. If there is a dispute with the times, ask Show Management for assistance.
- **UNDER ANY CIRCUMSTANCES, DO NOT TIP LABOR FOR ANY SERVICES.**

### **DOES MY TRUCK DRIVER NEED TO CHECK IN AT THE "STAGING AREA?"**

To maintain proper traffic control in the dock area, all trucks must first report to the marshaling area. Please make sure your driver checks in prior to 3:30pm daily.

### **Green Initiatives**

JCK Las Vegas 2021 is committed to reduce, reuse, and recycle approach to planning and producing our shows. Recycling waste, trash and other paper products and using recycled products are just a few of the steps we have taken toward "green" tradeshow experience. For example sending out this Service Manual in a web based format conserves over 150,000 pieces of paper previously used for the 3-ring binder format!

### **Here are a few examples of what you can do to help the environment:**

- Reduce, Reuse, Recycle
- Sign your office up for a recycling program: paper, plastic, cans, etc.
- Develop an online ordering system for your buyers.
- Reduce marketing on paper by opting for more electronic communication, email attendees after the show.
- Design your booth display to last for 5 years or longer using natural fibers.
- Practice Green Purchasing wherever possible by specifying Environmentally Preferable Products (EPP). These products or services contain recycled content, minimize waste, conserve energy or water, and reduce the amount of toxics disposed or consumed.
- Reduce packing material by utilizing recyclable materials and take advantage of convention center recycling options for packaging.
- Donate extra amenities or promotional products to local charities rather than shipping them back or tossing them in the trash.