



**JCK / LUXURY SHOW - LAS VEGAS 2021
SANDS EXPO & CONVENTION CENTER
LAS VEGAS, NEVADA
AUGUST 24-30, 2021**

JSA SECURITY RECOMMENDATIONS

Exhibitors at the JCK Las Vegas Show must be alert for crime risks. Criminal gangs target exhibitors at jewelry trade shows, and the JCK Las Vegas is no exception. Although the Las Vegas Metro Police and the JCK security staff will be out in force to shield exhibitors from harm, there is still a serious need for exhibitors to pay close attention to proper security procedures. Keep your guard up and follow these security recommendations:

ARMORED COURIER SERVICE - Ship your goods to the Show by an armored courier service. Verify end-of-Show shipping arrangements several days before the Show closes.

SHOW VAULT - Vault your goods at the Sands Expo Convention Center immediately upon arrival in Las Vegas, and keep your goods secured except during exhibit hours.

SHOWCASES LOCKED – Do not leave showcases unlocked except to take out or return merchandise.

BOOTH CONTROL - Even with intense buyer traffic, and during setup and break down, you must always control the merchandise at your booth. If you do not have enough personnel to control your merchandise at the booth, consider hiring a security officer. Promptly return your goods to the Show vaults or appropriate safe or guarded locations when the Show closes for the evening. Goods not placed in show vaults, booth safes or guarded locations overnight can disappear.

NO HOTEL ROOM SHOWS - Private and unauthorized hotel room shows present a serious security risk to you, your customers, and to other hotel guests. Keep your goods safely in Show vaults.

BE DISCREET - Don't identify yourself as a jeweler in public places such as hotel lobbies, restaurants, taxis and buses. Be careful in discussing jewelry business in public places away from the Show. Do not wear your Show badge away from Show areas at the Sands, and do not discard your badge upon departure so that others might find and use it.

BE CAREFUL WHEN CARRYING BAGS - Be careful when moving bags between the Show and your hotel room, including laptops, large purses and other items. Gang members could mistake your bags for jewelry goods, or target your other valuables, such as laptops.

For help with questions concerning jewelry security, you will be able to talk to JSA personnel exhibiting at the JCK Las Vegas Show, or call the Jewelers' Security Alliance at 1-800-537-0067, e-mail JSA at jsa2@jewelerssecurity.org or write JSA at 6 East 45th St., NY, NY 10017, USA. You may also visit the JSA website at www.jewelerssecurity.org.