

JOGS

Tucson Show

Exhibitor Advertising Opportunity Kit




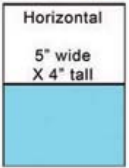
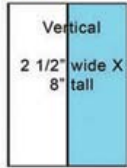
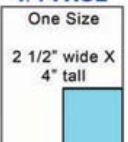
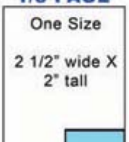
Target your buyers

JOGS Tucson Show Guide

The **JOGS Tucson Gem & Jewelry Show Guide** will expose your company to tens of thousands of qualified buyers with serious purchasing intent, who are looking for new products, great prices, exciting artists, unique resources and innovative ideas. The show guide is a four-color booklet measuring 8.5in x 5.5in featuring advertisements by JOGS Tucson Gem and Jewelry Show Exhibitors and JOGS affiliates. The JOGS Show Guide will be used as a year-round resource to find and connect to exhibiting companies who participated at the JOGS Tucson Gem & Jewelry Show. Additionally, the average circulation of JOGS Show Guide is 30,000 and will be available at several hotels around Tucson and at some express shuttles running during the Tucson gem shows. Also, a free digital format of the Show Guide will be available online throughout the year.

***Advertising space is limited**



FULL PAGE		1/2 PAGE	
 <p>Non-Bleed</p> <p>5" wide X 8" tall</p>	 <p>Horizontal</p> <p>5" wide X 4" tall</p>	 <p>Vertical</p> <p>2 1/2" wide X 8" tall</p>	
1/4 PAGE		1/8 PAGE	
 <p>One Size</p> <p>2 1/2" wide X 4" tall</p>	 <p>One Size</p> <p>2 1/2" wide X 2" tall</p>	<p>Full Page Trim Size is 5 1/2" wide X 8 1/2" tall. Full Page Bleed Size is 5 3/4" wide X 8 3/4" tall.</p>	

Ad Size	Price
2 full pages - SPECIAL DEAL	\$2,000.00
Full Page Ad (8.5in x 5.5in)	\$1,200.00
1/2 Page	\$600.00
1/4 Page	\$300.00
1/8 Page	\$150.00

***Ad placement on first come - first serve basis**

Cash Drawing Sponsorship



For just \$10.00 a day (**\$120.00 total**) you will become a JOGS Show sponsor of the daily JOGS Show cash drawings for buyers.

JOGS Sponsor benefit includes:

Your company logo on the JOGS Show website prior and during the show
Your company logo on the JOGS Tucson Show Guide sponsorship page
Your company logo on JOGS Show newsletters seen by over 60,000 Tucson show buyers
Your company logo in JOGS Social media campaigns prior to the show
Your company logo on JOGS TV at the free champagne and daily brunch buffet
Your company will be featured as a JOGS Show sponsor during JOGS Show daily cash drawings

All cash collected from JOGS Show sponsors will be distributed directly to JOGS buyers during JOGS cash drawings.

Become a JOGS sponsor for \$10.00 per day (\$120.00 total)

JOGS Indoor/Flag Banner Ad

Vertical signs will be hung from the ceiling placed in high-traffic walkways of the show.



Indoor Billboard



Flag Banner

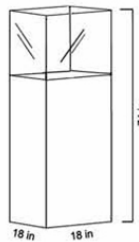
Ad Size	Price
Horizontal indoor 20ft by 5ft	\$1,500.00
Horizontal indoor 10ft by 3ft	\$1,000.00
Vertical indoor 2ft by 7ft	\$500.00
Vertical indoor stand 2ft by 7ft	\$800.00
Flag Banner 2ft by 6ft	\$300.00

***Ad placement is on a first-come-first-serve basis.**

Launching Pad/Tower Case Displays



Launching Pad



Tower Case

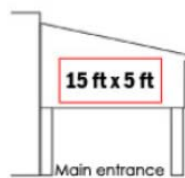
Ad Type	Price
Launching Pad	\$200.00
Tower Case	\$750.00

The launching pad and tower case are jewelry showcases set aside to exhibit exceptional products. The launching pads and tower cases are placed in a high-traffic areas during the show.

***Limited availability**

Outdoor Billboards

Outdoor billboards will be located at the main entrance of the JOGS Show.



Ad Size	Price
Horizontal 15ft by 5ft	\$1,500.00

***Limited availability**

Front Entrance Banners

Located in the front of the main entrance.



Ad Type	Ad Size	Price
Vertical Front Entrance Billboard	2ft by 7ft	\$1,500.00
Vertical Front Entrance Billboard	3ft by 7ft	\$1,600.00
Vertical Front Entrance Billboard	2ft by 3.5ft	\$800.00

***Call for availability**

JOGS TV Advertising - Registration Area



A 55 inch electronic display will be placed behind the registration counter at the Main Entrance of the show where all attendees will register or check-in. Our JOGS TV Advertisement will run during show hours. Great opportunity to showcase products and send buyers to your booths.



*** Limited Availability**



Ad Type	TV Size	Price
JOGS TV Display - 1920px by 1080px	55 inch Display	\$500.00

Tucson Buyers Newsletter Advertisement



Our JOGS newsletters are a perfect way to advertise, promote and showcase your company's products prior to the show.

Drive traffic to your company's website by providing a link to your website along with a maximum of 350 text characters and one 200px by 200px product image or company logo.

Great way to promote new product lines and special deals, increase traffic to your booth and build business contacts prior to the show.

Newsletter sample:



JOGS Monthly Newsletter

SPECIAL OFFERS From Our Trusted Partners

JOGS Tucson Gem & Jewelry Show February 1-12, 2013



Dear JOGS Daily Newsletter Subscriber,

Buyers and Visitors can now register online for the Tucson Gem and Jewelry Show February 1-12, 2013

JOGS Tucson Gem & Jewelry has what you are looking for; Importers, manufacturers, designers and wholesalers from all over the world. Meet JOGS Unique Exhibitors that make JOGS Show their only US home.

JOGS Tucson Gem & Jewelry Show
February 1-12, 2013

Print Your Badges Now!



Like us on **facebook**

Reach More than

40,000 Tucson buyers directly!



YOUR ARTICLE IS PLACED HERE

Register Online: www.jogsshow.com

Standard image and ad specifications

File format accepted: JPEG

Max image size: 200px by 200px

JOGS Tucson Gem & Jewelry Show 2013
February 1-12, 2013

Website:
www.jogsshow.com

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This message was sent to you because your email preferences are set to receive newsletters from JOGS Tucson Gem and Jewelry Show. Click here to [Unsubscribe](#).

JOGS Inc. does not rent, sell or lease customer information. We respect your right to privacy - [view our policy](#). If you have difficulties or questions, please contact: info@jogsshow.com

Price

\$350.00 each newsletter

Newsletter campaigns will run:

November 2013, December 2013 and January 2014.

Online Banner Advertising



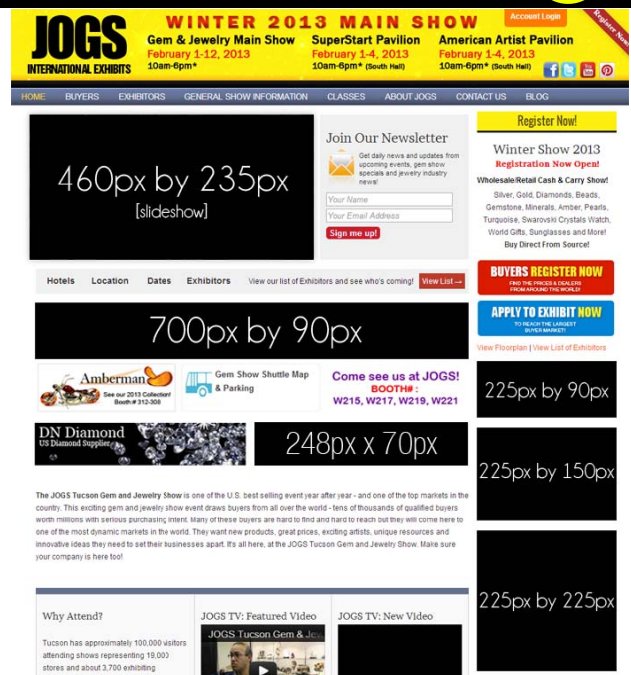
Online advertising on the JOGS Show website is the best way to keep your business in touch world-wide.

- Advertise on JOGS Show website to:
- Reach thousands of potential customers
 - Direct traffic to your website
 - Introduce new product lines and specials

* Limited Availability

Ad Size	Price
460px by 235px	N/A
700px by 90px	\$600.00/month
225px by 225px	\$450.00/month
248px by 70px	\$350.00/month
225px by 150px	\$320.00/month
225px by 90px	\$250.00/month

* Banner placement is based on a first come first serve basis.



Buyer Badge Sponsorship



JOGS Sponsor #1 Advertising

TUCSON EXPO CENTER
JOGS
INTERNATIONAL EXHIBITS

GEM & JEWELRY SHOW

John Doe
Silver Company


Del Mar, CA

BUYER

Your company ad will be printed and inserted into 36,000 JOGS buyer's badges.

It will give your company recognition and exposure seen by tens of thousands of buyers all over Tucson Gem shows.

Badges are required for entrance into the JOGS exhibit hall, education and all associated activities. Each buyer will receive a badge, badge holder and pre-inserted ad displaying your company logo and message.



Champagne Brunch Buffet Sponsorship

Your ad/coupon will be printed on the Champagne Brunch Buffet daily passes. 35,000 circulation.

Ad Size	Price
4.25in by 1.8in	\$3,000.00

Your ad here

Complimentary Champagne Brunch Buffet
1:00 pm - 2:00 pm daily

ONE DAY PASS
Tucson Expo Center
3750 E. Irvington Rd., Tucson, AZ 85714

\$20 Value

J.O.G.S. International Exhibits
GEM JEWELRY SHOW
FEB 01 - FEB 12

**Ad placement available on first come first served basis*

*** Call for Availability**

Indoor Banner Billboard

Your company banner along with your booth number will be posted upon our pillars in the main walkway.

Banner Size	Price
4ft x 2ft	\$300.00 each

* Banner placement is based on a first come first serve basis.

*** Limited Availability**

Full Product Showcase

Display your companies products in a beautiful showcase located right at the registration in the main show entrance.

Type	Showcase Dimensions	Price
Half-Shelf	1.5ft x 1.3ft x 6.5ft	\$300.00
Full-Shelf	1.5ft x 1.3ft x 6.5ft	\$600.00



Free Social Media Exposure

With JOGS Social Media exposure your company will benefit from free Facebook, Twitter, LinkedIn, Instagram and Pinterest promotion made by JOGS Media, which will introduce your company to thousands of our JOGS Show subscribers among professional jewelry industry.

Price

FREE



Moving Billboard

The moving billboard is our top recognized outdoor advertising during the large Tucson show. Our mobile billboard will operate during our 12 day show. It will give you the best possible exposure and advertise your company among Tucson visitors. Our primary goal is to deliver your message to the Tucson show buyers. The moving billboard will be driven around all the Tucson gem shows during our 12 day show.

*** Call for Availability**

Ad Size

5ft by 6ft

Price

\$1,000.00



**Unique
in
Tucson**



JOGS TV/Youtube Channel

A JOGS video presentation on our JOGS TV Channel can make the difference in the viewer seeing and hearing everything that is important about your product lines and your company. It is a great way to introduce yourself to our JOGS TV Channel subscribers on Youtube and Vimeo.



Price

\$800.00

***Deadline January 14, 2014**

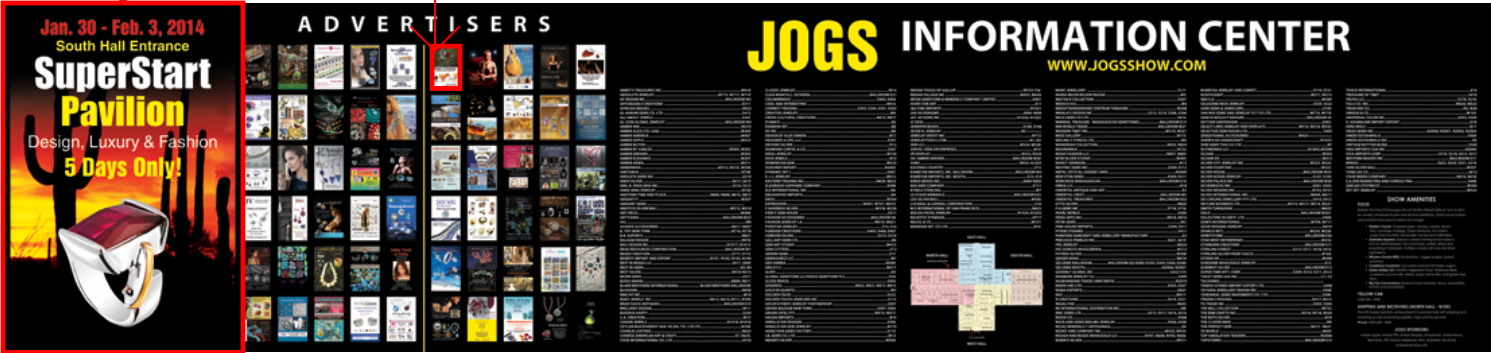
Main Show Directory Banner

Display your companies ad on our 30ftx8ft banner located in the front registration area at the show.

Type	Showcase Dimensions	Price
Small Ad	8in x 12in	\$200.00
Large Ad	64in x 96in	\$1,000.00

Large Ad (64in x 96in)

Small Ad (8in x 12in)



JOGS Advertisement Order Form

Company: _____

Contact Name: _____

Address: _____

City, State, Zip: _____

Country: _____

Telephone: _____

Fax: _____

Email: _____

Select type of ad you are interested in:

Price:

Quantity:

☐ 4-color full page in show guide \$1,200.00 _____

☐ 4-color 1/2 page in show guide \$600.00 _____

☐ 4-color 1/4 page in show guide \$300.00 _____

☐ 4-color 1/8 page in show guide \$150.00 _____

☐ 2 full pages in show guide \$2,000.00 _____

☐ Front entrance billboard 2ft x 7ft \$1,500.00 _____

☐ Front entrance billboard 3ft x 7ft \$1,600.00 _____

☐ Front entrance billboard 2ft x 3.5ft \$800.00 _____

☐ Outdoor horizontal billboard 15ft x 5ft \$1,500.00 _____

☐ Indoor horizontal billboard 20ft x 5ft \$1,500.00 _____

☐ Indoor horizontal billboard 10ft x 3ft \$1,000.00 _____

☐ Indoor vertical billboard 2ft x 7ft \$500.00 _____

☐ Indoor vertical stand 2ft x 7ft \$800.00 _____

☐ Indoor Banner Billboard 4ft x 2ft \$300.00 _____

☐ Launching pad \$200.00 _____

☐ Buffet coupon sponsorship ad \$1,500.00 _____

☐ Online banner on homepage or other **Call for availability** _____

☐ JOGS TV advertizing \$500.00 _____

☐ Flag banner (hung from ceiling) \$300.00 _____

☐ Tower case product showcase \$750.00 _____

☐ Full Product Showcase (Half) or (Full) (\$300) or (\$600) _____

☐ Pre-show newsletter \$350.00 _____

☐ Main Show Directory Banner (64x96in) \$1,500.00 _____

☐ Buyer Badge Sponsorship \$5,000.00 _____

☐ Cash Drawing Sponsorship \$120.00 _____

☐ Social Media Exposure FREE _____

Enclosed Amount: _____

Check Number: _____

Payment Type: _____

Payment by Check:

Make check payable to: **JOGS Inc.**

Send all payments to:

JOGS Inc.

650 S Hill St, Suite 514

Los Angeles, CA 90014

We accept U.S. Checks, Credit Cards*, Money orders, Cashiers Checks.

*for credit card payments, please use attached credit card authorization form.

Acceptable file formats:

*Quark XPress

*Adobe Photoshop

*Adobe Illustrator .EPS, .PDF or .TIFF files

File Specifications:

*Resolution: 300 dpi or higher

*Colors: CMYK

JOGS Gem and Jewelry Show does not offer design assistance. Please send your designs via e-mail to info@jogsshow.com. For large files, please contact us for FTP upload directions.

Questions? Call us at: (213) 629 3030

Signature: _____

Printed Full Name: _____

Date: _____

Ad Sales Rep: _____