

JOGS

INTERNATIONAL EXHIBITS



Target your buyers

ADVERTISING OPPORTUNITIES

TUCSON GEM & JEWELRY SHOW

JOGS SPRING 2021 SHOW

NEW 2020 ADVERTISING OPTIONS AVAILABLE!



FINE JEWELRY



DESIGNER JEWELRY



GEMSTONES



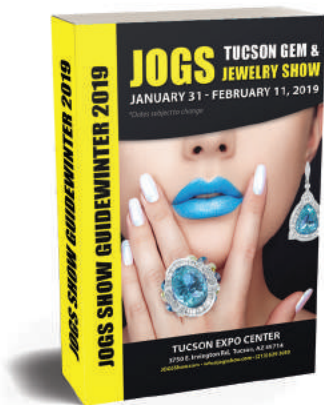
RAW MATERIALS

INTERESTED IN ADVERTISING?

CALL US: (213) 629-3030

EMAIL US: info@jogsshow.com

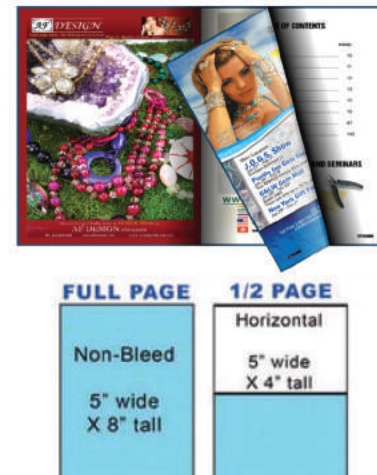
TUCSON SHOW GUIDE



The JOGS Tucson Gem and Jewelry Show Guide will expose your company to tens of thousands of qualified buyers who are looking for new products, great prices, exciting designers, unique resources and innovative ideas. The Show guide is a comprehensive full color 8.5in x 5.5in booklet featuring advertisements by JOGS Tucson Gem and Jewelry Show Exhibitors and JOGS affiliates. The JOGS Show Guide will be used as a year-round printed and online resource by JOGS Show Buyers to find and connect to exhibiting companies who participate at the JOGS Tucson Gem and Jewelry Show.



Ad Size	Price
SPECIAL DEAL!	
2 Full Pages Ad	\$2,000.00
Full Page Ad (8.5 x 5.5in)	\$1,200.00
1/2 Page Ad	\$600.00



- **Remind your buyers** where you are located at the Show and what products you sell
- **Attract new buyers** with photos of your products and designs
- One of the **most effective ways to advertise** your business for new JOGS Show exhibitors

Ad placement is first-come-first-served by pavilion, please contact our advertising team to find out what space is available by calling **(213) 629-3030** or emailing **info@jogsshow.com**.

INDOOR/FLAG BANNER AD

First-come first-service basis - order early!

Vertical signs will be hung from the building ceiling and placed in high traffic walkways of the Show. Buyers can see these hanging flag banners as they walk through the main aisles of the show.



The most popular option is the **2ft by 6ft Flag Banner**. Exhibitors often place a photo of their products and their booth number on flag banners.

Ad Size

Price

Flag Banner 2ft by 6ft

\$300.00

Locations for Flag Banners are limited, please contact our advertising team to order your Flag Banner by calling **(213) 629-3030** or emailing **info@jogsshow.com**.



Flag Banner 2x6ft



Flag Banner 2x6ft



Flag Banner 2x6ft

INDOOR BANNER

Limited Availability

If you would like to create a custom-sized indoor banner to hang in your booth or in another area of the Tucson Expo Center, please contact our advertising team by calling **(213) 629-3030** or emailing **info@jogsshow.com**

FRONT ENTRANCE COLUMN BANNERS

LIMITED AVAILABILITY

What better place to advertise than at the entrance to the JOGS Tucson Gem & Jewelry Show? Place your company's banner on the columns at the Main Registration or South Hall Registration entrances and catch buyers' eyes as they enter the show.

Size	Price
Vertical, 2ft by 7ft	\$1,500.00
Vertical, 3ft by 7ft	\$1,600.00
Vertical, 2ft by 3.5ft	\$800.00



The most popular option is the Vertical 2x7ft banner which covers an entire column's side.



Availability is limited, please contact our advertising team to find out which columns are available by calling **(213) 629-3030** or emailing **info@jogsshow.com**.

OUTDOOR BILLBOARDS

LIMITED AVAILABILITY

Outdoor billboards are located at the main entrances and registration areas of the JOGS Show, and are seen by all buyers who are entering the Show.



Advertisement space is on a first-come-first-served basis, and the Tucson Expo Center only has limited amount of space available for outdoor advertising.



Availability is limited, please contact our advertising team to find out which spaces are available by calling **(213) 629-3030** or emailing **info@jogsshow.com**.

MAIN SHOW DIRECTORY BANNER

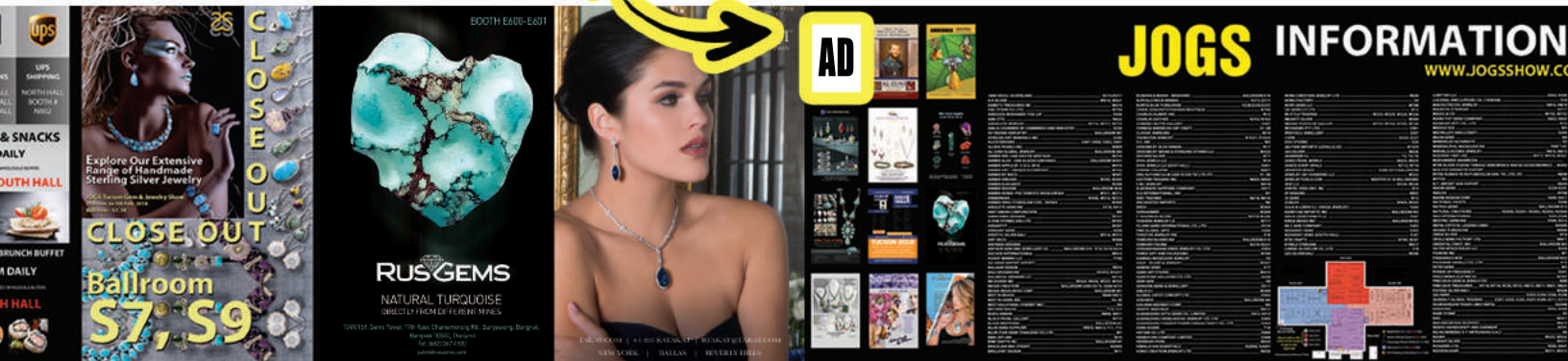
LIMITED AVAILABILITY

Showcase your company and products at the JOGS Tucson Gem & Jewelry Show's registration areas. The Show Directory banner is located next to the Main Entrance registration and contains a large map of the Show, as well as a directory of all exhibitors' booth locations, and Show amenities.

These Main Show Directory banners are seen by buyers queuing to register and buyers who are looking for the Show Exhibitors Directory and Show map.

Put your ad here!

20 in x 13 in



- Banner on Main Show Directory - 20 inches high by 13 inches wide (Max 12 Available)
- Includes complimentary highlighted listing in exhibitor directory

Dimensions	Price
20 in x 13 in	\$250.00

MAIN ENTRANCE PRODUCT TOWER SHOWCASE

LIMITED AVAILABILITY



Location	Dimensions	Price
West Hall Shelf Space	1.5ft x 1.3ft	\$300.00
South Hall Shelf Space	1.5ft x 1.3ft	\$200.00

Display your company’s products in a beautiful showcase located at the registration areas at the Show entrances. Each showcase has four shelves available, and each registration area will have four showcases. There will only be a total of 16 shelves available at each of the show’s entrances.



Availability is very limited, please contact our advertising team to find out which showcase shelves are available by calling **(213) 629-3030** or emailing **info@jogsshow.com**.







Your products and booth number featured on a shelf at the show entrance!

JOGSSHOW.COM WEBSITE ADVERTISING

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

- Reach thousands of potential buyers
- Direct traffic to your website and booth
- Raise your brand awareness

Contact our advertising team for availability by calling **(213) 629-3030** or emailing **info@jogsshow.com**.

Online Banner Size	Price
750px by 90px 	\$600.00/month
360px by 70px 	\$450.00/month
175px by 90px 	\$350.00/month
360px by 90px 	\$320.00/month



Homepage Banners

Place your banner on our website homepage.

750px by 90px **Limit 1**

360px by 70px **Limit 2**



Sidebar Banners

Place your banner in the sidebar of almost every page of the JOGS Show website.

175px by 90px **Limit 4**

360px by 90px **Limit 2**



The screenshot shows the JOGS Tucson Gem & Jewelry Show website. The header includes the JOGS logo, dates (January 31 - February 11, 2019), and location (12 Day Gem and Jewelry Show, Tucson Expo Center). Navigation links include HOME, SHOW INFO, BUYERS, EXHIBITORS, TUCSON, and REGISTER. A large banner for the Tucson Gem & Jewelry Show is featured, along with a registration form. Below the banner are categories: JEWELRY, GEMSTONES, MINERALS, ROUGH, BEADS, GEM DECOR, and FOSSILS. A sidebar on the right lists various products available at the show, including Gemstones, Fine Jewelry, and Designer Jewelry. The bottom section highlights the diversity of products and the unique exhibits presented during the event.










JOGSSHOW.COM WEBSITE ADVERTISING BY PAVILION

**ADVERTISE
HERE**



Looking for a better way to reach buyers looking for your type of products? The JOGS Tucson Gem & Jewelry Show has web pages dedicated to the different pavilions at our show, from our Turquoise and Southwest Pavilion to our Amber Jewelry pavilion. Advertise on these pages to reach YOUR buyers!

- **Reach thousands of potential customers**
- **Direct traffic to your website and booth**
- **Create awareness about your company and booth**

Pavilion Page		Views per Year	Visitors per Year	Price
Turquoise Page jogsshow.com/turquoise		12,213	5,274	\$200/month
Amber Page jogsshow.com/amber		12,213	5,274	\$200/month
Designer Jewelry Page jogsshow.com/designers		4,056*	1,877*	\$200/month
Gemstone Pavilion Page jogsshow.com/gemstone-pavilion		14,518	6,058	\$200/month
Minerals & Specimens Page jogsshow.com/specimens		3,853*	1,772*	\$200/month
Bali/Indonesian Silver Page jogsshow.com/bali-silver		5,285	2,406	\$200/month
Gem Decor Page jogsshow.com/gem-decor		6,968*	2,985*	\$200/month
Beads & Cabochons Page jogsshow.com/beads		NEW!		\$200/month
Jewelry Making Classes jogsshow.com/beading-classes		11,504	4,918	\$200/month

- Ad Size: **365px wide by 200px tall**
- **Limit 4 advertisers per page** - secure your position early
- Exact placement varies per page in main content section, first come first served
- * These pages are expected to have much higher viewership closer to the show

NEWSLETTER TO BUYERS ADVERTISEMENT



Our JOGS newsletters are an effective way to advertise, promote and showcase your company's products prior to the show and raise awareness about your booth and products.

Drive traffic to your company's website and booth by placing an advertisement in a themed newsletter tailored to buyers looking for your products.

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

Price

\$350.00 per newsletter

Reach more than 25,000 Tucson buyers directly!

Ad: You can provide a 600px by 130px image that links to your website, OR send us 3 photos of your products, and we will create an ad with text, your booth #, company and product description and link to your website if available.

Max total ad size: 600px by 130px

Max text: 350 characters

Design: Free design is included with purchase of ad placement.

LIMITED SPACE! Maximum of 3 exhibitor advertisements per newsletter.



SELECT LINES

Booth: W516, W518, W520
Native American Indian, sterling silver chains and jewelry, opal jewelry, jewelry displays and supplies.
selectlines.com
303-295-2082

SAMPLE NEWSLETTER

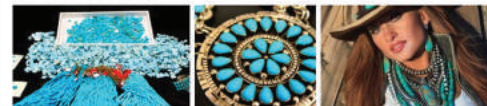


Tucson Gem Show Turquoise Pavilion

You are already registered for the JOGS Tucson Gem Show.
[Click here](#) to view or edit your badges.
Show Location: Tucson Expo Center

What is the Turquoise Pavilion?

The JOGS Tucson Gem & Jewelry Show is very well known for its amazing collection of dealers of Native American Turquoise jewelry. Over 100 booths at the JOGS jewelry show are dedicated to Southwestern Jewelry and turquoise all in one pavilion, probably the largest collection under one roof.



SUNWEST SILVER

Booth: Ballroom E12
silver jewelry, native American jewelry set in sterling silver with turquoise, turquoise beads, cabs from famous turquoise mines, findings.
sunwestsilver.com
800-771-3781



What kind of Native American turquoise jewelry can you find there?

Contemporary, antique, many unique signed famous designer Native American pieces from Navajo, Zuni, Hopi, Santo Domingo and other Indian tribes.

You will be mesmerized by the stories related to each sterling silver buckle, squash blossom necklace, kachina doll, zuni fetishes, 1000s of charms, cuff bracelets, mosaic pendants and much, much more.

Many of our turquoise jewelry exhibitors have family ties to original historic Traders, and have brought those Native American ties to the Show.



SELECT LINES

Booth: W516, W518, W520
Native American Indian, sterling silver chains and jewelry, opal jewelry, jewelry displays and supplies.
selectlines.com
303-295-2082



What types of rough and cut turquoise can be found at the Show?

JOGS DIGITAL DISPLAY - REGISTRATION AREA

Your ad will appear on our 55 inch electronic JOGS Show TV displays which will be placed behind the registration counter at the Main Entrance of the Show where all attendees will register or check-in, or in the high traffic area of the Show . Our JOGS TV Advertisements will run during show hours. Advertising on the JOGS TV displays is a great opportunity to showcase your products and direct buyers to your booth.



Ad Size	Price
1920px by 1080px, 55 inch Display	\$500.00

LIMITED AVAILABILITY

JOGSTV/YOUTUBE CHANNEL

A video slideshow of your products will be created and uploaded to our JOGS YouTube channel and be shared with all our gem and jewelry industry subscribers.



Price
\$800.00

FREE SOCIAL MEDIA EXPOSURE

With JOGS Social Media exposure your company will benefit from free Facebook, Twitter, and Instagram promotions made by JOGS Media, which will introduce your company and products to thousands of our JOGS Show subscribers from the gem and jewelry industry.



Price
FREE

MOVING BILLBOARD

Our moving billboard will operate during our 13 day JOGS Show, and will be driven around all the Tucson gem shows. Advertising on the JOGS moving billboard will ensure Buyers visiting Tucson during the gem show weeks will see your advertisement everywhere they go.



Ad Size	Price
5ft by 6ft	\$1,000.00

LIMITED AVAILABILITY

Availability is very limited, please contact our advertising team to reserve your space on our moving billboard by calling (213) 629-3030 or emailing info@jogsshow.com.



Company: _____ Tel: _____ Email: _____

Select type of ad you are interested in:	Price:	Qty:	Enclosed Amount: _____
<input type="checkbox"/> Show Guide, 2 Full Pages	\$2,000.00	_____	Check Number: _____
<input type="checkbox"/> Show Guide, Full Page	\$1,200.00	_____	Payment Type: _____
<input type="checkbox"/> Show Guide, 1/2 Page	\$600.00	_____	
<input type="checkbox"/> Flag Banner (Indoor) 2ft x 6ft	\$300.00	_____	Payment by Check:
<input type="checkbox"/> Front Entrance Banner 2ft x 7ft	\$1,500.00	_____	Make check payable to:
<input type="checkbox"/> Front Entrance Banner 3ft x 7ft	\$1,600.00	_____	JOGS International Exhibits, LLC.
<input type="checkbox"/> Front Entrance Banner 2ft x 3.5ft	\$800.00	_____	Send all payments to:
<input type="checkbox"/> Outdoor Billboard	\$1,000.00	_____	<i>JOGS International Exhibits, LLC.</i>
<input type="checkbox"/> Main Show Directoy Banner 20in x 13in	\$250.00	_____	P.O. Box 6177
<input type="checkbox"/> Tower Showcase Shelf, West Entrance	\$300.00	_____	Beverly Hills, CA 90212
<input type="checkbox"/> Tower Showcase Shelf, South Entrance	\$200.00	_____	
<input type="checkbox"/> Online Banner, Homepage 750px x 90px	\$600.00/month	_____	We accept U.S. Checks, Credit Cards*,
<input type="checkbox"/> Online Banner, Homepage 360px x 70px	\$450.00/month	_____	Money orders, Cashiers Checks.
<input type="checkbox"/> Online Banner, Sidebar 175px x 90px	\$350.00/month	_____	*for credit card payments, please use at-
<input type="checkbox"/> Online Banner, Sidebar 360px x 90px	\$320.00/month	_____	tached credit card authorization form.
<input type="checkbox"/> Online Banner, Sidebar Additional	_____	_____	
<input type="checkbox"/> Online Banner, Pavilion	\$200.00/month	_____	Acceptable file formats:
<input type="checkbox"/> Newsletter Advertisement	\$350.00	_____	*Adobe Photoshop
<input type="checkbox"/> JOGS Digital TV Display	\$500.00	_____	*Adobe Illustrator
<input type="checkbox"/> JOGSTV/Youtube Channel Video	\$800.00	_____	*EPS, PDF or TIFF files
<input type="checkbox"/> Moving Billboard	\$1,000.00	_____	*Photos: JPG, JPEG, BMP, PNG
<input type="checkbox"/> Social Media Exposure	Free	_____	
TOTAL:		_____	File Specifications:

All advertising orders must be submitted with full payment for processing.

Please send your files or photos via e-mail to **info@jogsshow.com**. For large files, please upload your files to Google Drive or Dropbox. **Questions?** Call us at: **(213) 629-3030**

Exhibitor's Signature: _____ Date: _____

Printed Full Name: _____ Ad Sales Rep: _____