

JOGS Tucson Gem & Jewelry Fall Showcase 2023



ADVERTISING OPPORTUNITIES



Fine Jewelry



Designer Jewelry



Gemstones



Raw Materials



Maximize exposure
for your brand!

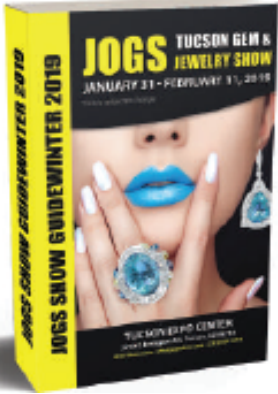
NEW Advertising Options Available

INTERESTED IN ADVERTISING?

CALL US: (213) 629-3030

EMAIL US: advertising@jogsshow.com

JOGS Show Guide



The JOGS Tucson Show Guide is one of the most effective ways to advertise your brand. The Show Guide is a comprehensive, full color, 8.5" x 5.5" booklet featuring advertisements from JOGS exhibitors and affiliated companies. The circulation reaches 10,000 copies during the Fall Showcase and is distributed throughout the duration of the JOGS Gem and Jewelry Show.

The JOGS Tucson Show Guide reminds your established clients where your booth is located and attracts new buyers in search of a product. The JOGS Tucson Show Guide contains useful information for buyers and vendors alike. It features important show dates and hours of operation, shuttle routes, the JOGS show policy, amenities, floor plan and map of the show, and a complete alphabetized list of every participating vendor at the JOGS Fall Showcase.

The JOGS Tucson Show Guide is an easy-to-read resource that will give all industry professionals a preview of what to expect at the JOGS Gem and Jewelry show. After the event the show guide will be used as a year-round, printed and online resource for the buyers, vendors, and general public alike, providing exposure for a full year.



<p>Full Page 5inx8in</p>	<p>Half Page 5inx4in</p>
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Ad Type	Dimensions (WxH)	Price
2 Full Page Ad	5.5in x 16.5in	\$1,700
Full Page Ad	5.5in x 8.5in	\$1,000
Half Page Ad	5.5in x 4.5in	\$625

Dimensions are the final trim size. A 1/4in bleed all around artwork is required for all artwork submitted.

- **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 **advertising@jogsshow.com**

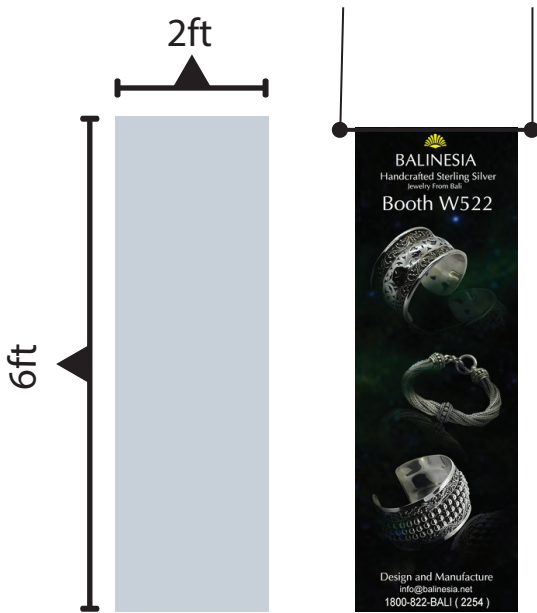
Flag Banner

West Hall and East Hall, Indoor

Limited Availability

MAKE A BIG IMPRESSION AT LITTLE COST! (Available indoors in West and East Halls)

Placed in the high traffic walkways, Flag Banners offer a versatile approach to cost-effective advertising. Get your business noticed, attract new buyers, and let your existing clients know where you are located at the show by including a photo of your products alongside your booth number on the flag banner. Place the flag banner next to your booth or in a different hall to bring additional traffic - advertising your brand using flag banners makes perfect business sense. Locations are limited! Order early to get the spot you like!



East Hall		
■ L8	R8	■
■ L7	R7	■
■ L6	R6	■
■ L5	R5	■
■ L4	R4	■
■ L3	R3	■
■ L2	R2	■
■ L1	R1	■

West Hall		
■ L8	R8	■
■ L7	R7	■
■ L6	R6	■
■ L5	R5	■
■ L4	R4	■
■ L3	R3	■
■ L2	R2	■
■ L1	R1	■

Dimensions (WxH)	Price
2ft x 6ft	\$500

Flag Placement Availability

West Hall: 16 flag slots available

East Hall: 16 flag slots available

Please Note: There are 16 double-sided flags per hall

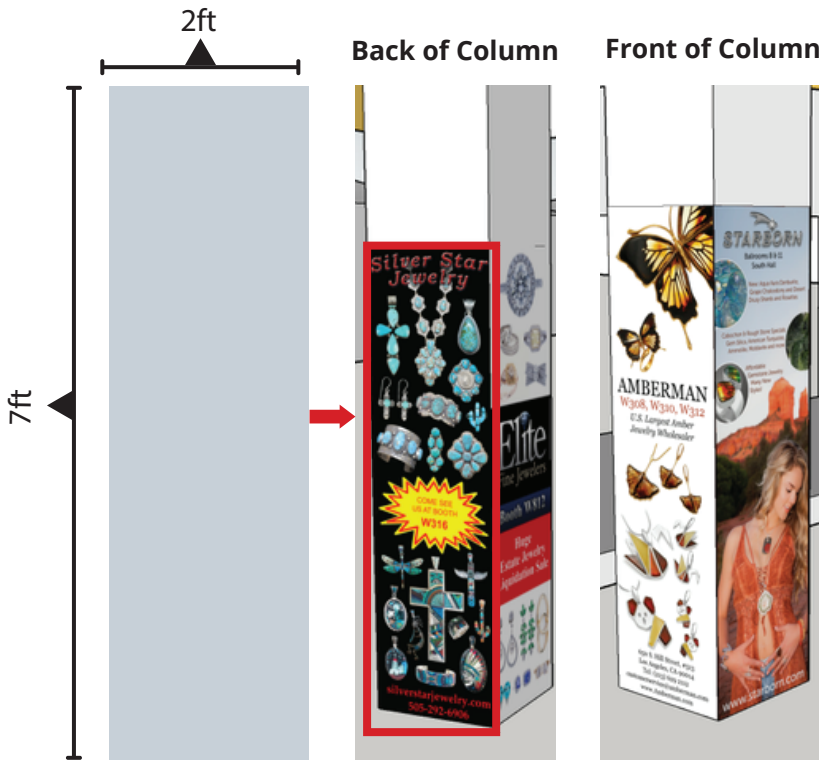
- 8 flags on left-side columns
- 8 flags on right-side columns

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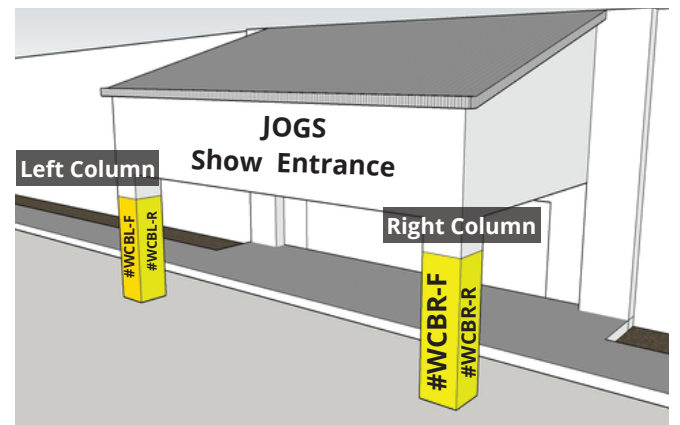
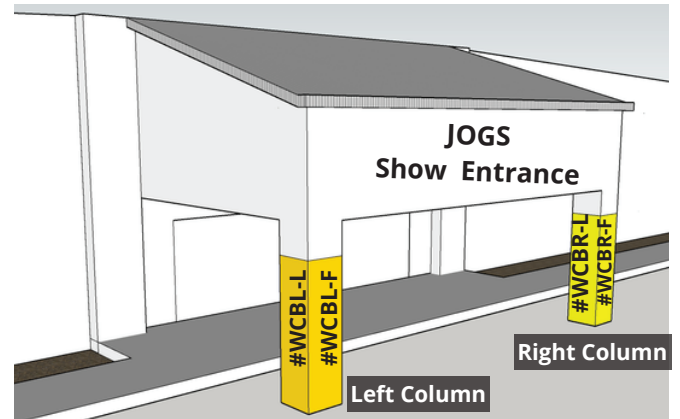
Front Entrance Column Banner

West Hall, Outdoor

The front column banner is another popular advertising option. At 2 x 7 feet this banner fully covers one of the four sides of a column and is perfectly visible to the show attendees walking in or out of the building. Place your company's banner on the entrance column in the West Hall to catch every buyer's attention as they enter the Tucson Expo Center.



Front Side Column Diagram



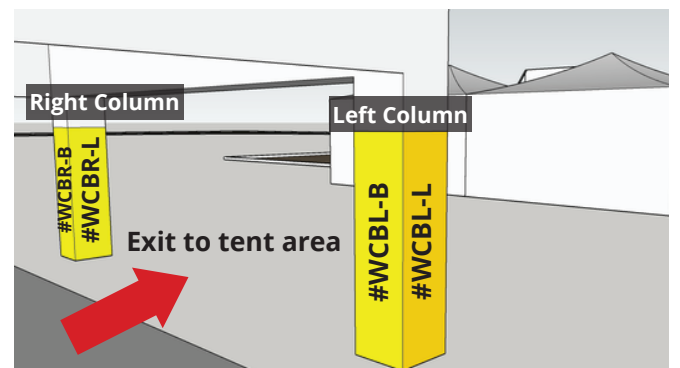
Front Entrance Column Banners (Left Column)

ID	Location	Dimensions (WxH)	Price
#WCBL-F	Front	2ft x 7ft	\$500
#WCBL-B	Back	2ft x 7ft	\$500
#WCBL-L	Left	2ft x 7ft	\$500
#WCBL-R	Right	2ft x 7ft	\$500

Front Entrance Column Banners (Right Column)

ID	Location	Dimensions (WxH)	Price
#WCBR-F	Front	2ft x 7ft	\$500
#WCBR-B	Back	2ft x 7ft	\$500
#WCBR-L	Left	2ft x 7ft	\$500
#WCBR-R	Right	2ft x 7ft	\$500

Back Side Column Diagram



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15ft x 5ft Wall Banner

West Hall, Outdoor

The Outdoor Wall Banner is the first thing that meets the eye of the show attendees entering the parking lot of the Tucson Expo Center. The outdoor banners come in a variety of customizable sizes. The most popular size among the JOGS exhibitors is 15 x 5 feet. This type of banner is placed on the exterior wall, right next to the main entrance.



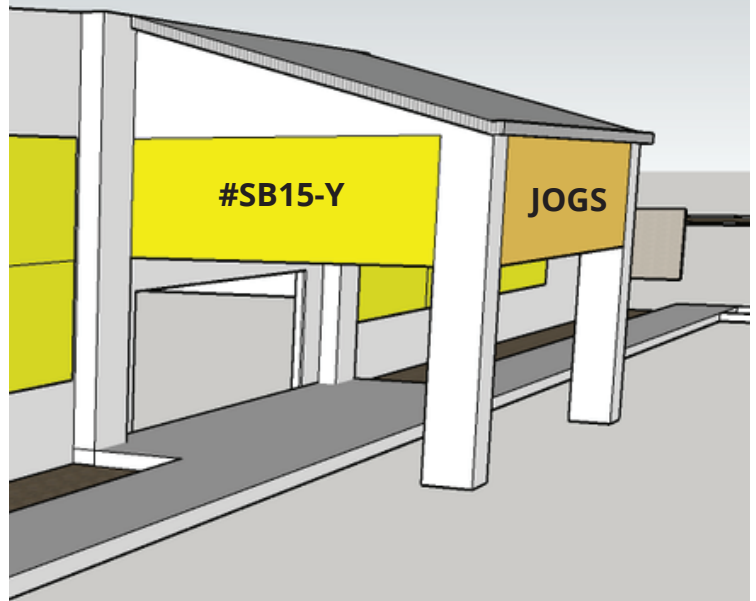
ID	Dimensions (WxH)	Price
#WB15-A	15ft x 5ft	\$750
#WB15-B	15ft x 5ft	\$750
#WB15-C	15ft x 5ft	\$750
#WB15-D	15ft x 5ft	\$750
#WB15-E	15ft x 5ft	\$750
#WB15-F	15ft x 5ft	\$750
#WB15-G	15ft x 5ft	\$750
#WB15-H	15ft x 5ft	\$750
#WB15-I	15ft x 5ft	\$750
#WB15-J	15ft x 5ft	\$750
#WB15-K	15ft x 5ft	\$750
#WB15-L	15ft x 5ft	\$750
#WB15-Y	15ft x 5ft	\$750
#WB15-Z	15ft x 5ft	\$750



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15ft x 5ft Wall Banner

South Hall, Outdoor



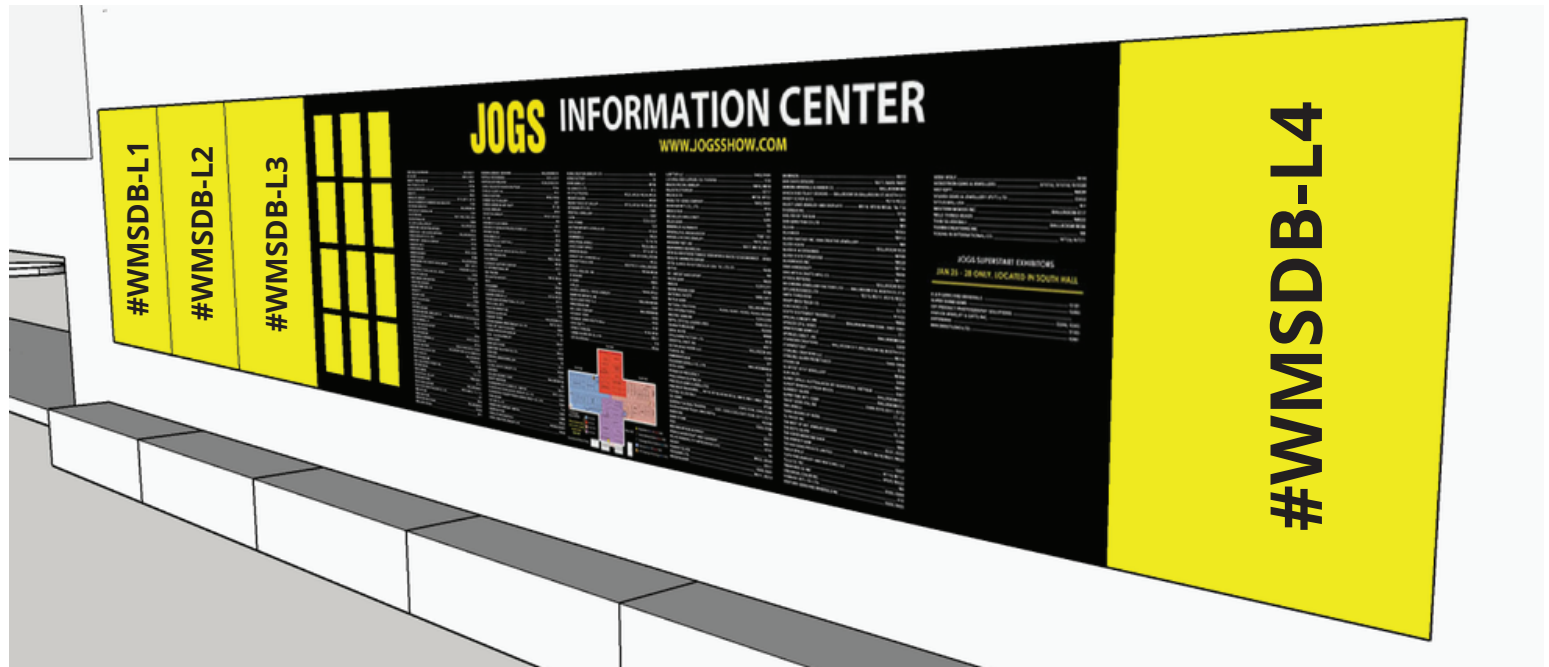
ID	Dimensions (WxH)	Price
#SB15-Y	15ft x 5ft	\$750
#SB15-Z	15ft x 5ft	\$750

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Main Show Directory Banner - Large

West Hall, Indoor

Located at the registration areas of the West and South Halls, the Main Show Directory Banner features JOGS show amenities, a comprehensive floor plan, alphabetized directory of all participating vendors and their respective booth locations.



ID	Dimensions (WxH)	Price
# WMSDB-L1	5ft x 8ft	\$1,000
# WMSDB-L2	5ft x 8ft	\$1,000
# WMSDB-L3	5ft x 8ft	\$1,000
# WMSDB-L4	5ft x 8ft	\$1,000

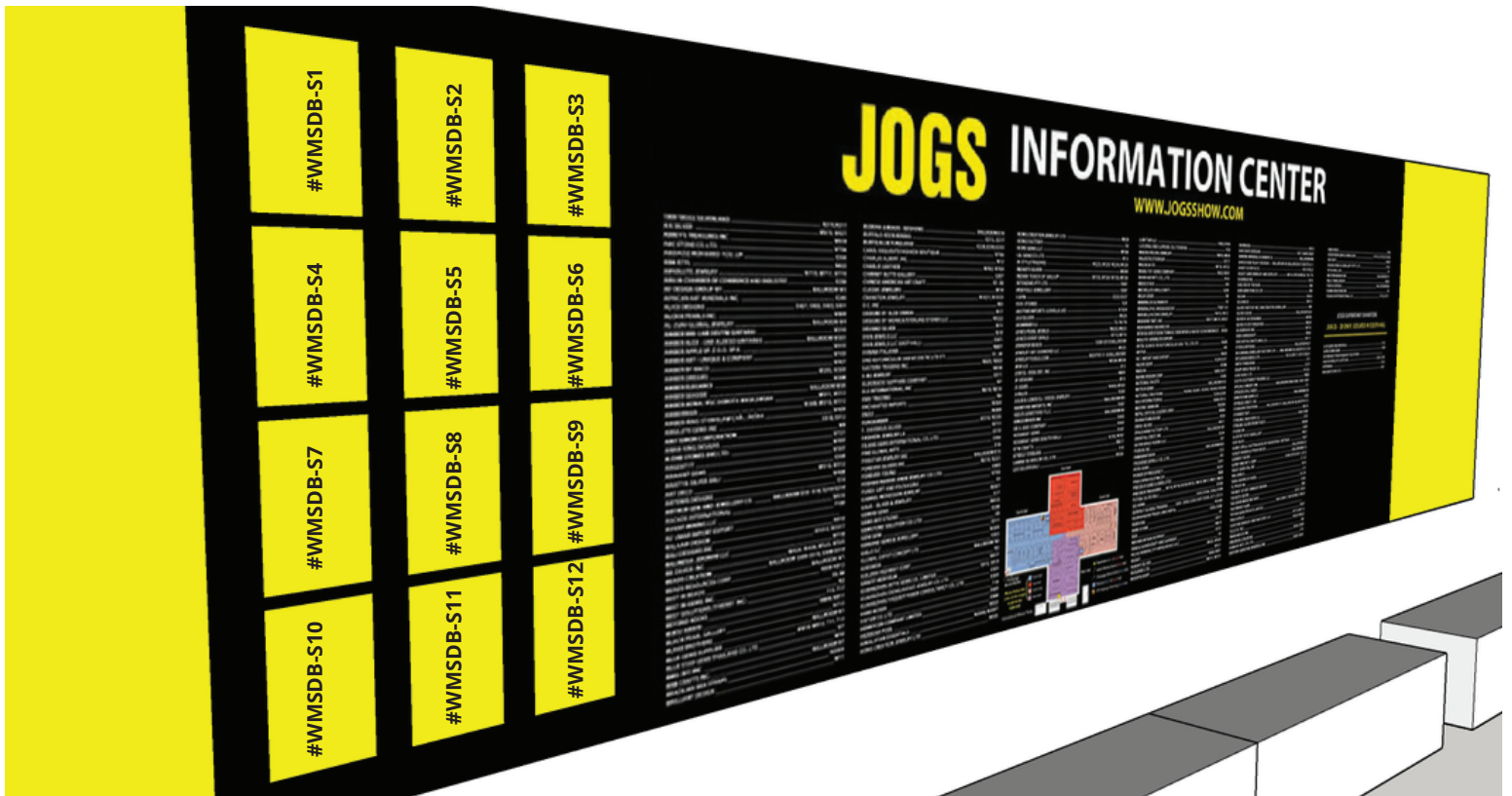


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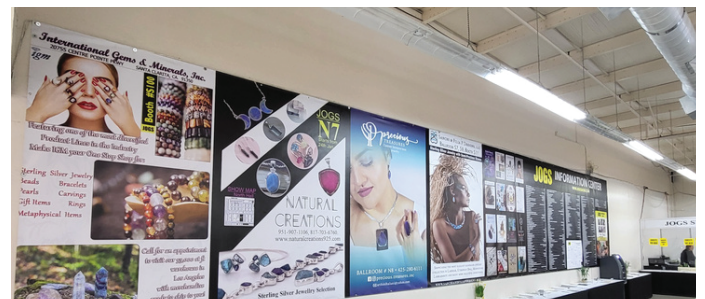
Main Show Directory Banner - Small

West Hall, Indoor

As part of the main show directory banner, the small image ad measures 20 X 13 inches. Though smaller in size, this ad gives every vendor an opportunity to be seen by buyers queuing to register or simply looking for directions.



ID	Dimensions (WxH)	Price
#WMSDB-S1	20in x 13in	\$350
#WMSDB-S2	20in x 13in	\$350
#WMSDB-S3	20in x 13in	\$350
#WMSDB-S4	20in x 13in	\$350
#WMSDB-S5	20in x 13in	\$350
#WMSDB-S6	20in x 13in	\$350
#WMSDB-S7	20in x 13in	\$350
#WMSDB-S8	20in x 13in	\$350
#WMSDB-S9	20in x 13in	\$350
#WMSDB-S10	20in x 13in	\$350
#WMSDB-S11	20in x 13in	\$350
#WMSDB-S12	20in x 13in	\$350

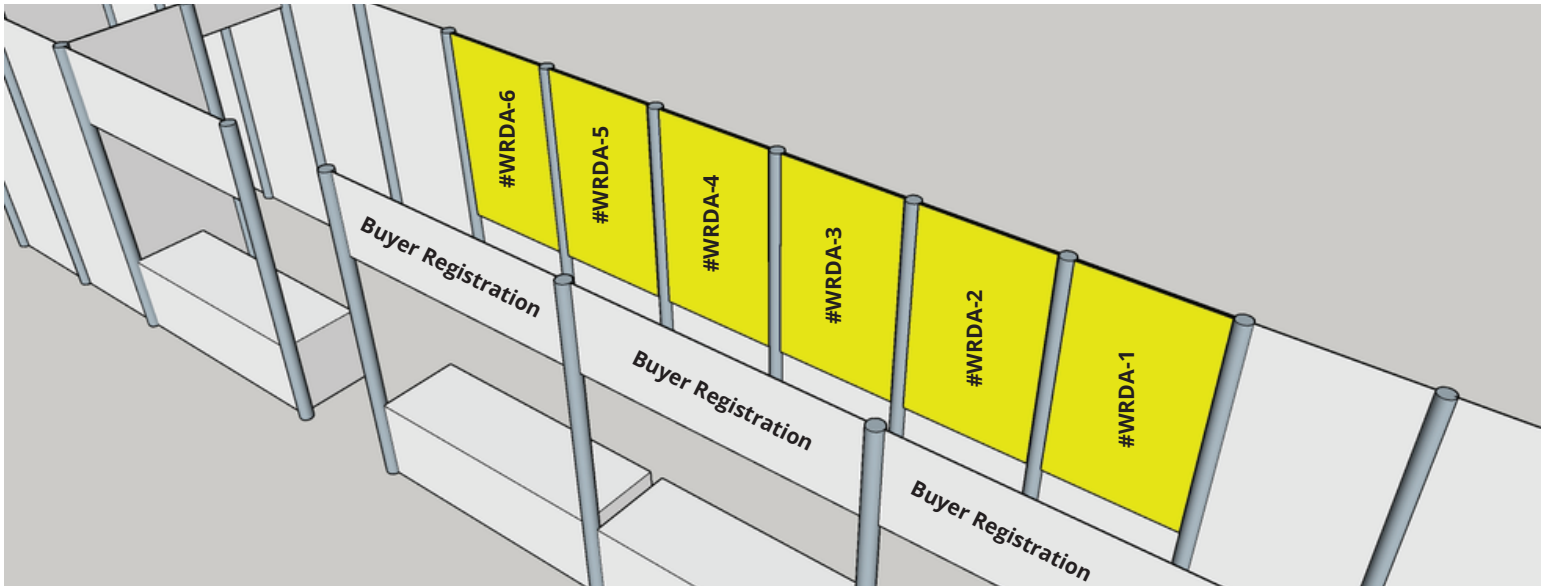


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Registration Desk Adhesive Banner

West Hall, Indoor

Trade shows make for stiff competition. Stand out from all the other booths by featuring your business or product's benefits on an eye-catching banner! Placed right behind the registrars, this banner is guaranteed to improve your brand's visibility, target new and existing customers, while also increasing brand recognition. This type of advertising allows attendees to see your products and services while waiting to be registered or even just passing by the registration area.



ID	Dimensions (WxH)	Price
#WRDA-1	3ft x 5ft	\$1,000
#WRDA-2	3ft x 5ft	\$1,000
#WRDA-3	3ft x 5ft	\$1,000
#WRDA-4	3ft x 5ft	\$1,000
#WRDA-5	3ft x 5ft	\$1,000
#WRDA-6	3ft x 5ft	\$1,000

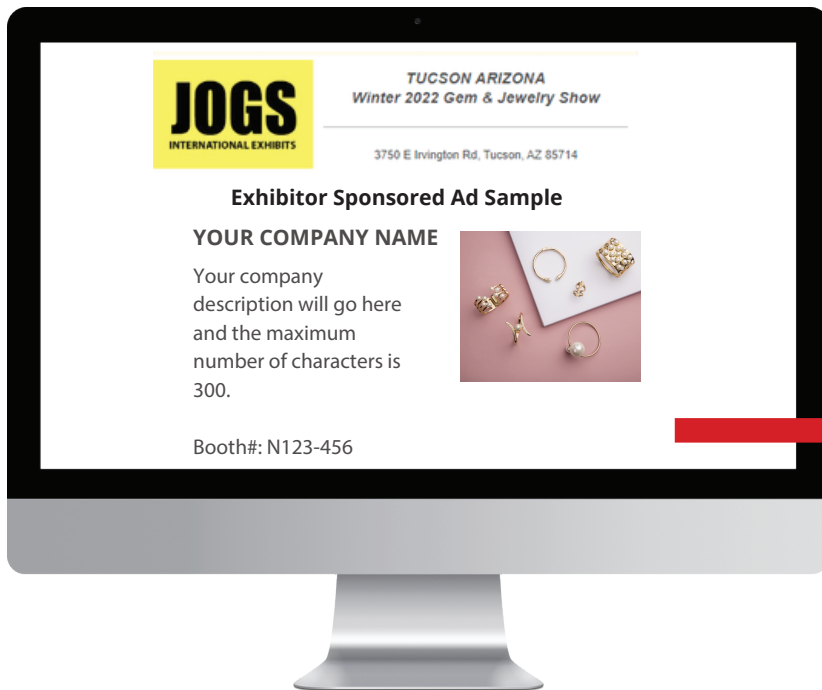
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Newsletters

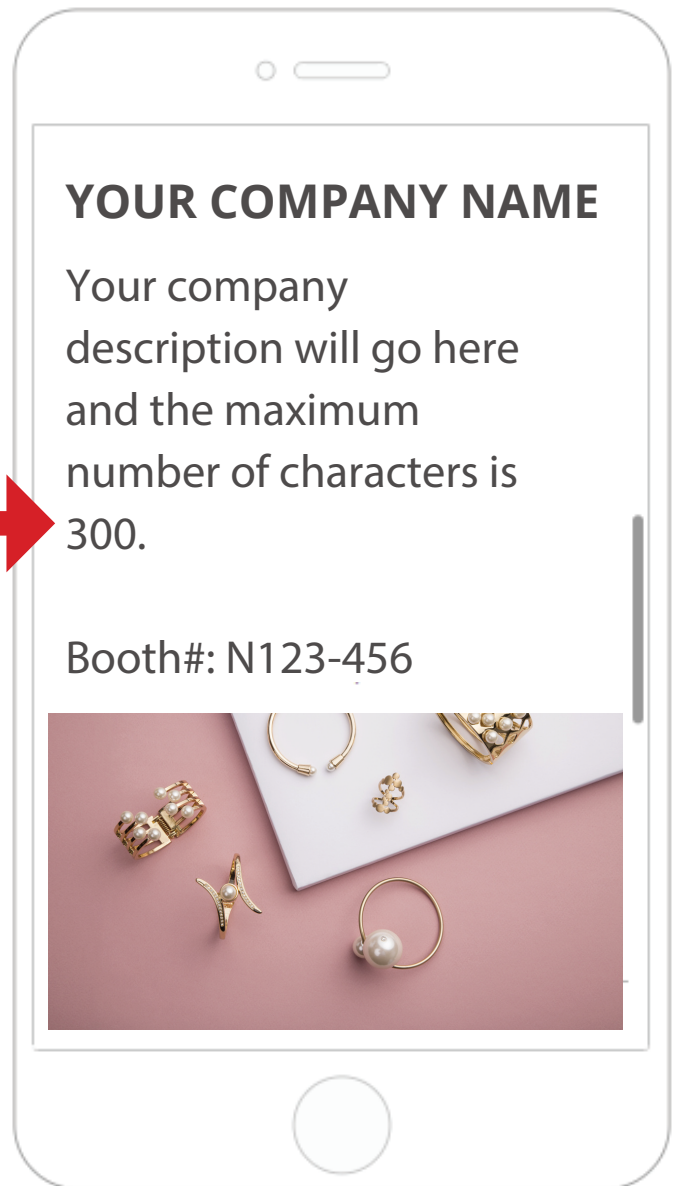
Newsletter advertising is one of the most effective ways to market your products and/or services at the JOGS Show. Reach over 50,000 registered wholesale buyers with an ad space of 500px x 300px (WxH). Images should be no larger than 150px x 150px and description text should not exceed 300 characters.

- 40% of B2B marketers claim that email newsletters are the most important tactic in their content marketing strategy
- Add call-to-action so you can drive more engagement from your visitors and increase product demand.
- Offer special coupons or discounts
- Give subscribers early access to sales
- Provide in-depth product description and information

Desktop View



Mobile View

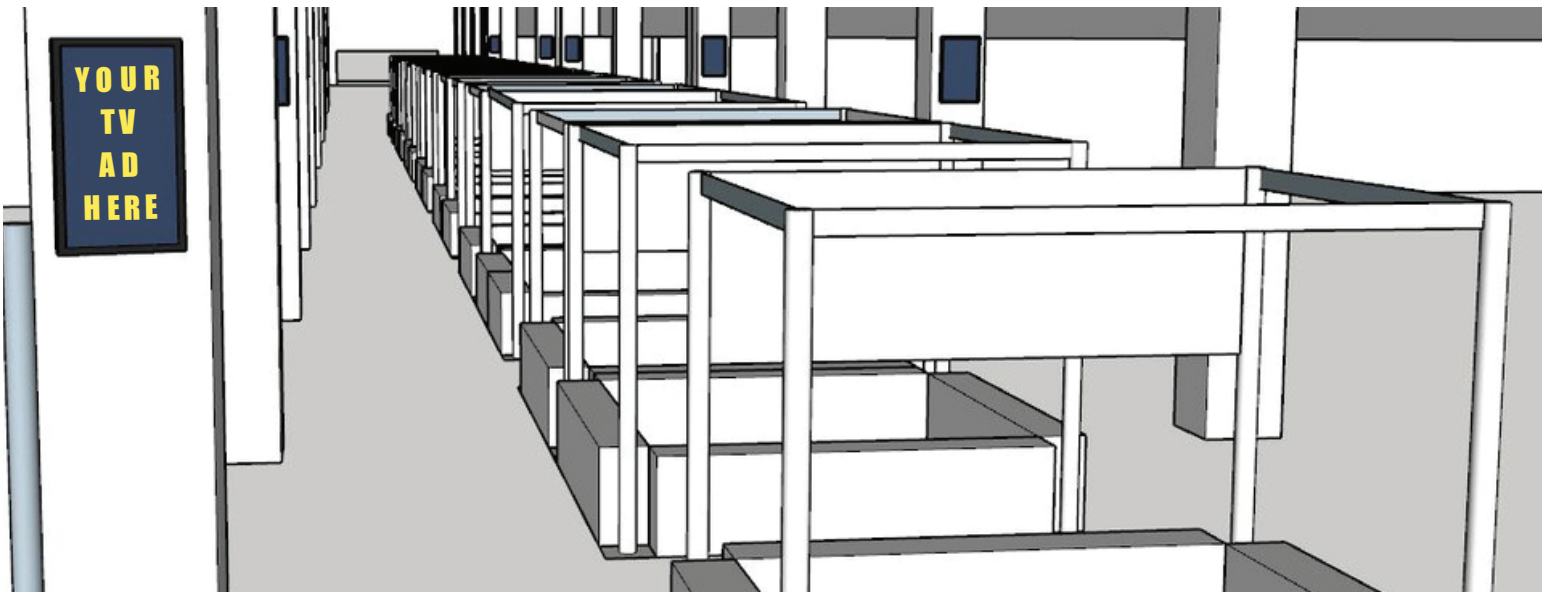


Ad Type	Dimensions (WxH)	Price
Newsletter Ad	500px x 300px	\$450

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JOGS TV Advertisements

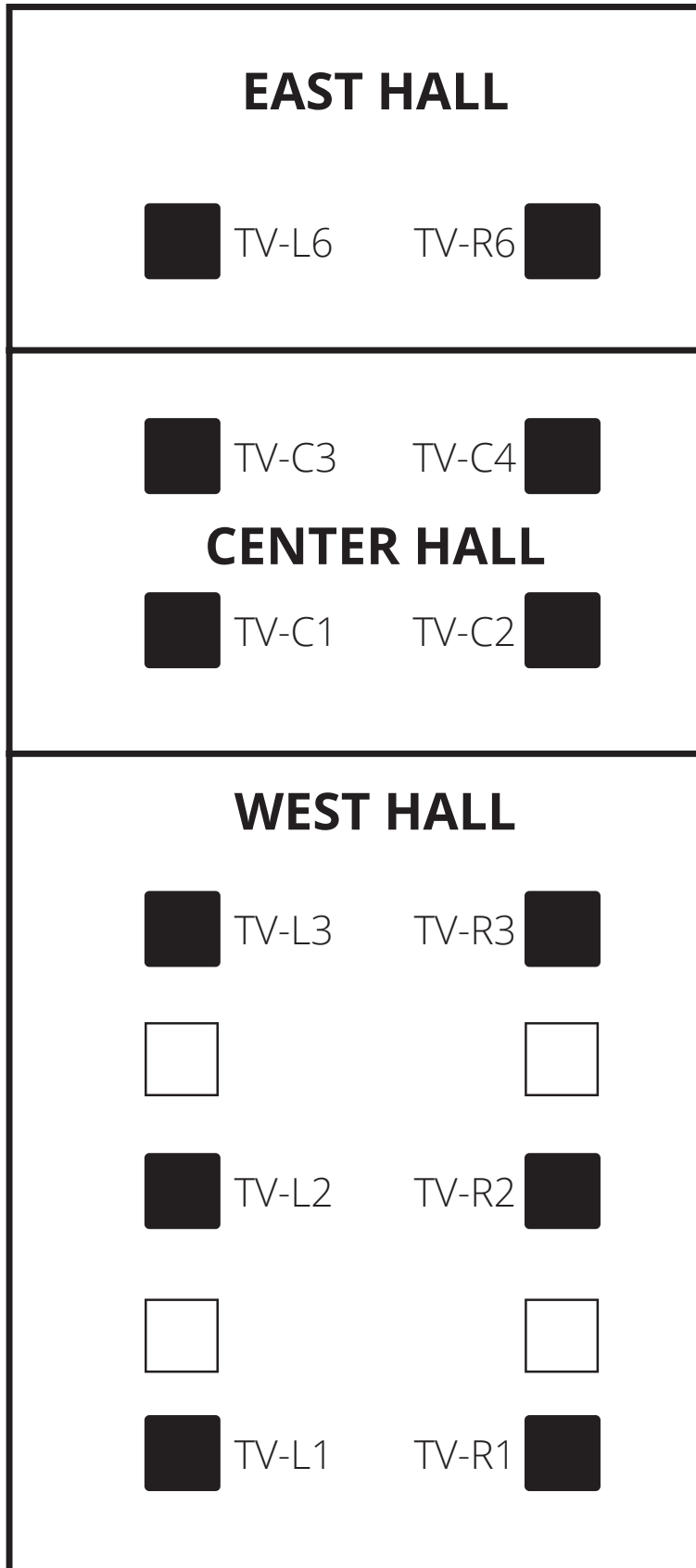
20 High-Definition TVs on the columns lining the center of the West Hall, the highest-traffic section of the show. Advertise your booth with a 32in vertical TV advertisement. TV Ads are limited to **three exhibitors per TV** so reserve your TV Ad early to ensure the best location for your ads.



Ad Type	Dimensions (WxH)	Price
JOGS TV Ad - Vertical	1080px x 1920px	\$250
JOGS TV Ad - Horizontal	1920px x 1080px	\$250

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JOGS TV Advertisements Layout



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Website Banner Ads

Advertising on our homepage enables you to showcase your products/services online and maximizes engagement with customers during the time leading up to the show. The Web Banner allows you to present your brand in advance of the physical event. In today's digital age, it's important that your business is seen online as well as in print in order to achieve your goals.

Online advertising is an effective way to drive traffic to your website, helping to raise awareness of your brand.

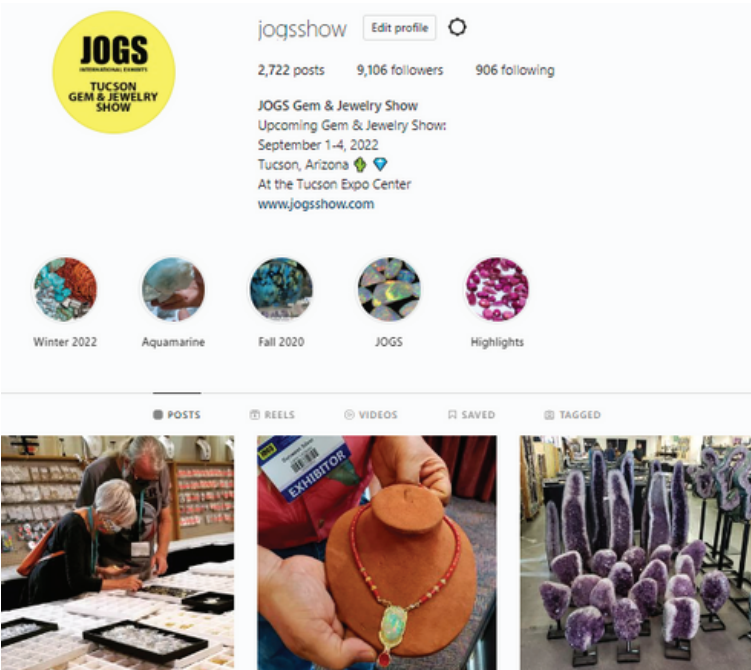


Ad Type	Dimensions (WxH)	Price
Home Page Banner Type A	750px x 300px	\$950

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Free Social Media Exposure

Feature your products, innovative designs, exclusive items and offers through various social media channels to tens of thousands of JOGS Show followers and subscribers.



Ad Type	Dimensions (WxH)	Price
Social Media Post	1080px x 1080px	FREE

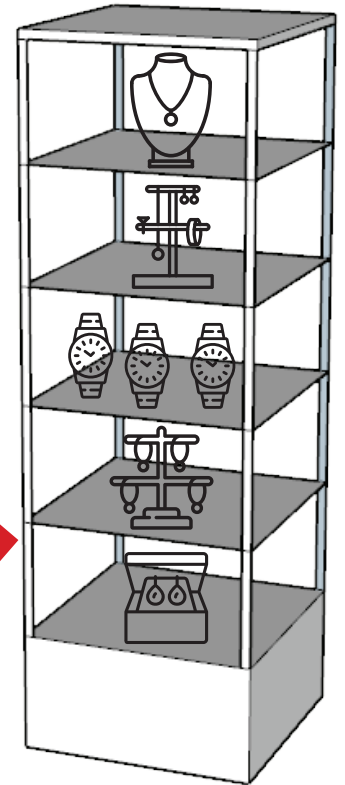
Please email us at advertising@jogsshow.com with any of the following:

- Photos or videos of your brand's unique products and new designs. (Please Note: All pictures will be evaluated and approved by JOGS Team before posting)
- Company logo and info
- Offers, deals or specials

Tower Showcase Shelf

West Hall, Indoor

Display your company's products in a beautiful showcase located at the registration area at the JOGS Show entrance. There will be a maximum of 4 Tower Showcases in the West Hall with each showcase containing four shelves.



Ad Type	Dimensions (WxH)	Price
Top Tower Showcase Space	18in x 15in	\$250
Bottom Tower Showcase Space	18in x 15in	\$150

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JOGS Advertisement Order Form

FALL SHOWCASE 2023

Company: _____ Phone: _____ Email: _____

Select Type of ad you are interested in:	Size (WxH)	Fall Show Price	Qty:	Notes:
Show Guide, Full Page Ad	5.5in x 8.5in	\$1,000		
Show Guide, Half Page Ad	5.5in x 4.5in	\$625		
Flag Banner (indoor)	2ft x 6ft	\$500		West and East Hall
Show Directory Banner Small (indoor)	20in x 13in	\$350		
Show Directory Banner Large (indoor)	60in x 96in	\$1,000		
Reg. Desk Panel Adhesive Banner (indoor)	3ft x 5ft	\$500		
Column Banner (outdoor)	2ft x 7ft	\$500		
Wall Banner (outdoor)	15ft x 5ft	\$1,000		
Pole Banner (outdoor)	2ft x 5ft 4in	\$500		
Full Wing Banner (outdoor)	~71ft x 10ft	\$10,000		
Red Roof Banner Container (outdoor)	40ft x 8ft	\$1,500		3 Container Max
Main Entrance Exit Sign (outdoor, bottom)	109in x 74in	\$2,000		
I-10 Fwy Billboard (outdoor, bottom)	20ft x 5ft	\$5,000		
Trailer on Irvington Rd (outdoor, front)	51ft 7in x 8ft 9in	\$5,000		Facing Irvington Rd
Trailer on Irvington Rd (outdoor, back)	51ft 7in x 8ft 9in	\$5,000		Facing Parking Lot
Top Entrance Outdoor Banner (outdoor)	20ft x 8ft	\$10,000		Above Main Door
Moving Billboard Side	5ft x 8ft	\$1,000		
JOGS Homepage Banners Type A	750px x 300px	\$950		
JOGS TV Ads	1080px x 1920px	\$150		West and East Hall
Top Tower Showcase Shelf	18in x 15in	\$250		West Hall
Bottom Tower Showcase Shelf	18in x 15in	\$150		West Hall
Newsletters	500px x 300px	\$650		
Custom Size Banner		\$2000		



JOGS Tucson Gem and Jewelry Show
Terms and Conditions

By Advertising company being in receipt of this forwarded Ad Agreement-Invoice they agree to comply with all of the JOGS Gem and Jewelry Show terms and conditions outlined herein. All accounts not paid within the agreed term period—unless Advertising company contacts JOGS International Exhibits, LLC. to make special arrangements—will receive a subsequent invoice with a 10% late fee included.

If an Advertising company's payment has not been received within two weeks after a subsequent invoice has been sent, their account may be turned over to a collection service.

Advertising companies must adhere to all deadlines and accept that the consequences of missing deadlines may result in their ad not being placed or posted, and no refunds will be issued to the advertisers in this case.

If the Advertising company uses JOGS International Exhibits, LLC. to design their ad they will be provided with proof of their completed ad before their ad goes to press or is posted online.

Further, if an advertising company neglects to approve their ad proof, the ad will be considered "Approved As Is" and will be placed or posted accordingly, and they may not be refunded for their ad.

If the Advertising company provides their ad camera-ready their ad will be reviewed by JOGS International Exhibits, LLC. to ensure it meets proper specifications, and if the ad requires adjustments Advertising company will be notified.

It is the Advertising company's responsibility to provide a revised ad, and if they do not provide a revised ad the original ad will be placed or posted and shall be considered Advertising company's responsibility, and no refund is applicable.

If Advertising company fails to provide ad copy after they have reserved ad space they will be liable for full payment.

The forwarding of this Agreement to the Advertising company—per verbal or written permission of the Advertising company—is construed as their acceptance of their ad reservation and of the ad rates and conditions under which they reserved their ad. If litigation is necessary Advertising company will indemnify, defend, and hold harmless the JOGS International Exhibits, LLC., and all its employees, agents, independent contractors, successors, or assigns of the above-mentioned, against and from any claim, and all loss, expense, or liability arising out of the publication of any advertising copy of the JOGS Show Guide, publications and/or any other Advertising materials offered by JOGS International Exhibits, LLC.

The liability of the publisher for any error, omission, or delay for which it may be held legally responsible shall in no event exceed the cost of the space paid for and occupied by the company's individual advertisement.

Cancellation of this Ad Agreement-Invoice may be made in writing 60 days prior to the corresponding event opening date, and 50% of payment will be refunded. If cancellation is made after the ad is placed or posted - no payment will be refunded.

In case of cancellation by the Advertising Company, the Advertising Company is liable for the full amount of the Advertisement order/Ad.