

JOGS Tucson Fall Gem & Jewelry Show 2024



ADVERTISING OPPORTUNITIES



Fine Jewelry



Designer Jewelry



Gemstones



Raw Materials



**Maximize exposure
for your brand!**

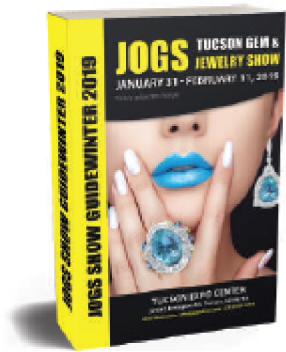
NEW Advertising Options Available

INTERESTED IN ADVERTISING?

CALL US: (213) 629-3030

EMAIL US: advertising@jogsshow.com

JOGS Show Guide



Advertising in the Fall JOGS Tucson Gem and Jewelry Show Guide is a powerful way to attract new buyers and maintain contact with them throughout the year. This comprehensive, full-color booklet, sized at 8.5" x 5.5", features advertisements from JOGS exhibitors and affiliated companies. With a circulation of 10,000 copies during the Fall Showcase, it is distributed throughout the JOGS Gem and Jewelry Show.

The guide not only reminds your established clients of your booth location but also draws in new buyers searching for products. It includes essential information for attendees, such as show dates and hours, JOGS show policies, amenities, floor plans, and an alphabetical list of every exhibitor at the Fall Tucson Gem Show.

One of the key benefits of advertising in the guide is that buyers keep it all year long. They have access to the contact information of exhibitors, allowing them to make orders and stay in touch throughout the year.

Additionally, the guide will be published and available online after the show on the www.jogsshow.com website, making it even easier for buyers to find and connect with exhibitors.

For new JOGS Show exhibitors, this guide is an invaluable tool to promote your business. It showcases your location and products, and helps attract new buyers with photos of your merchandise and designs.



Full Page 5inx8in	Half Page 5inx4in
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Ad Type	Dimensions (WxH)	Price
2 Full Page Ad	5.5in x 16.5in	\$1,200
Full Page Ad	5.5in x 8.5in	\$800
Half Page Ad	5.5in x 4.5in	\$500

Dimensions are the final trim size; all artwork must include a 1/4-inch bleed.

- 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 on a first-come, first-served basis. To learn about available spaces, please contact our advertising team at **(213) 629-3030** or email **advertising@jogsshow.com**.

Flag Banner

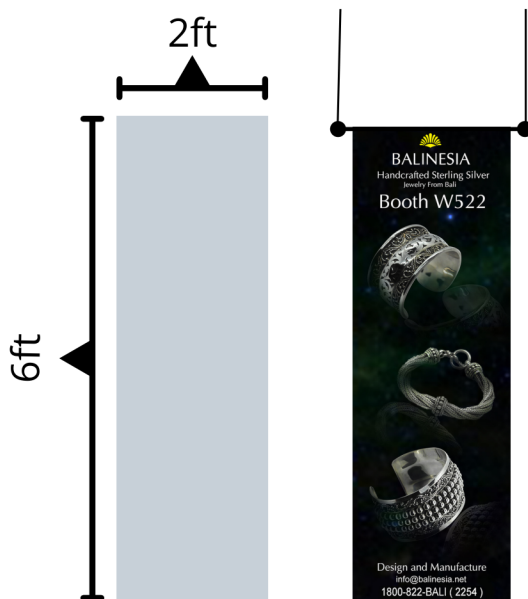
West Hall and East Hall, Indoor

Limited Availability

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

Positioned in high-traffic areas, Flag Banners provide a versatile and cost-effective advertising solution. Enhance your business visibility, attract new buyers, and inform your existing clients of your booth location by featuring a photo of your products alongside your booth number on the flag banner.

Place the flag banner near your booth or in a different hall to drive additional traffic - advertising your brand with flag banners is a strategic business decision. Availability is limited, so order early to secure your preferred location



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

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 ■

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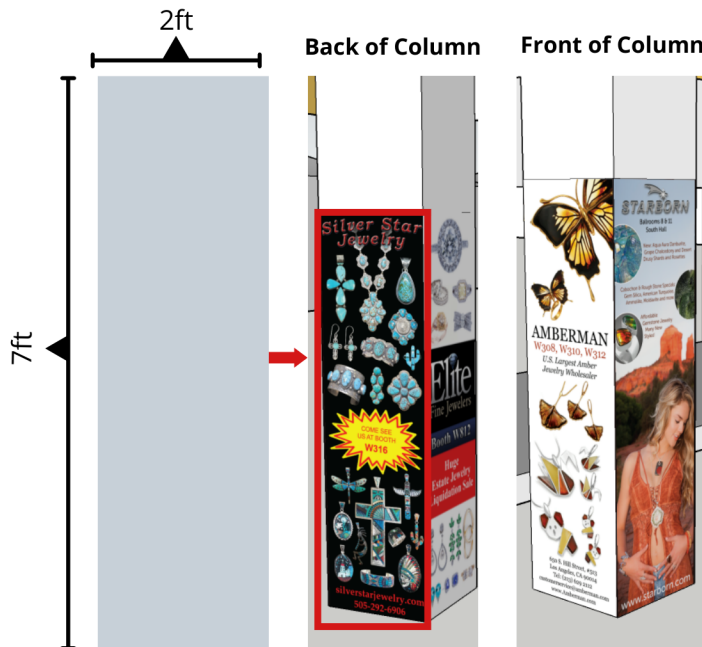
Front Entrance Column Banner

West Hall, Outdoor

MAKE THE FIRST IMPRESSION ON BUYERS! (Available Outside West & South Halls)

The front column banner is a highly sought-after advertising option.

Measuring 2 feet x 7 feet, this banner fully covers one side of a column, ensuring high visibility to show attendees entering or exiting the building. Position your company's banner on the entrance column in the West Hall to capture the attention of every buyer as they enter the Tucson Expo Center.



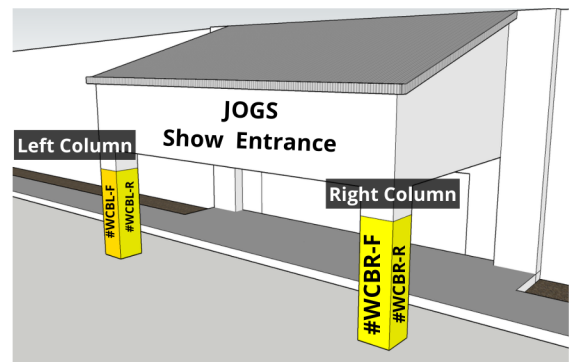
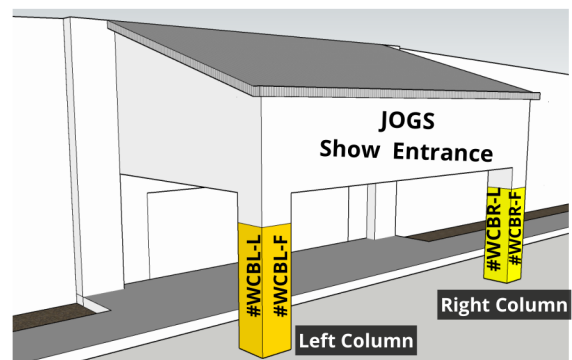
Front Entrance Column Banners (Left Column)

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

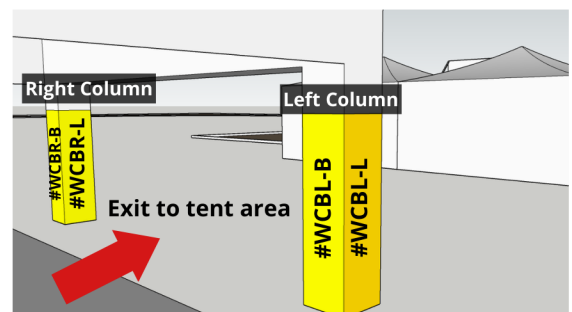
Front Entrance Column Banners (Right Column)

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

Front Side Column Diagram



Back Side Column Diagram



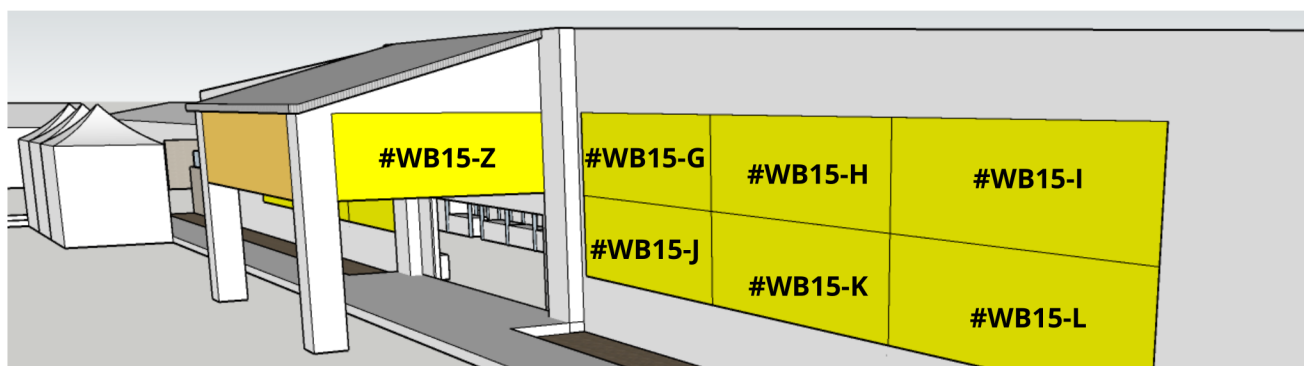
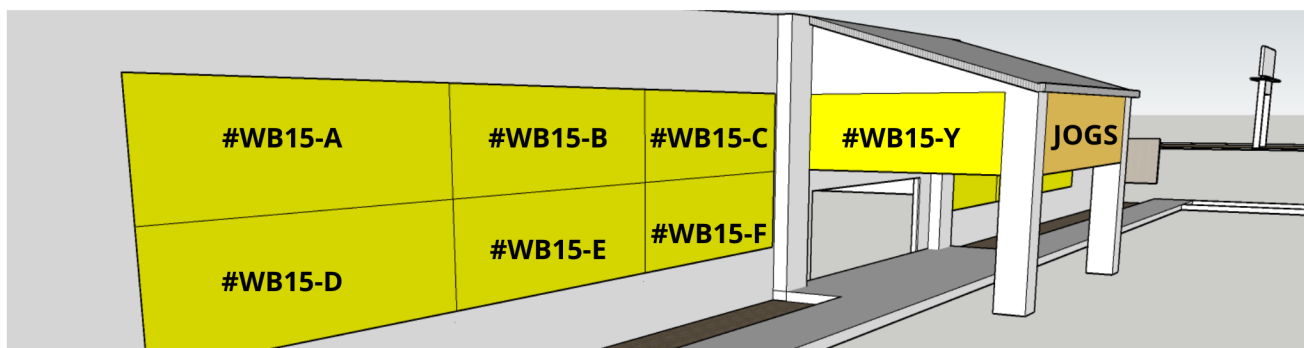
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15ft x 5ft Wall Banner

West Hall, Outdoor

MAKE THE BIG IMPRESSION ON BUYERS! (Available Outside West Hall)

The Outdoor Wall Banner is the first visual encounter for show attendees entering the parking lot of the Tucson Expo Center. Available in various customizable sizes, the most popular among JOGS Show exhibitors is the 15 x 5-foot banner. This banner is strategically placed on the exterior wall of the event venue, adjacent to the main entrance, ensuring maximum visibility



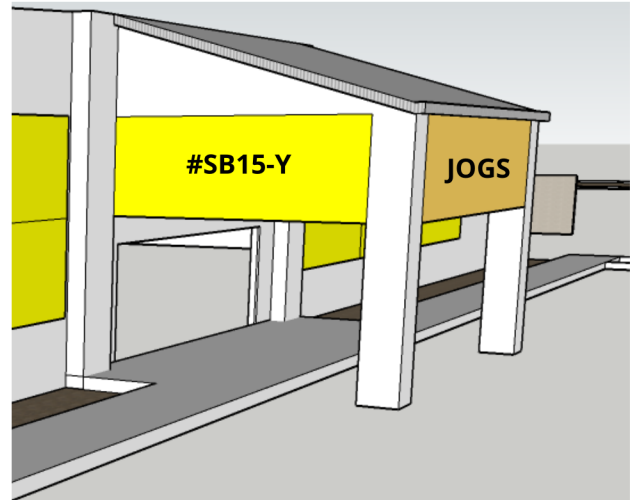
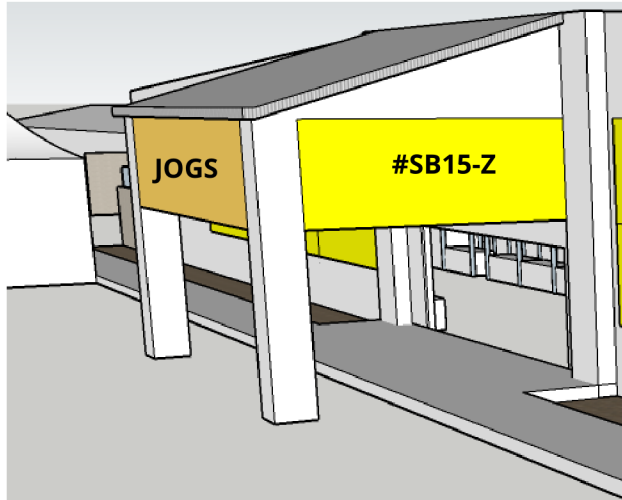
ID	Dimensions (WxH)	Price
#WB15-A	15ft x 5ft	\$1,000
#WB15-B	15ft x 5ft	\$1,000
#WB15-C	15ft x 5ft	\$1,000
#WB15-D	15ft x 5ft	\$1,000
#WB15-E	15ft x 5ft	\$1,000
#WB15-F	15ft x 5ft	\$1,000
#WB15-G	15ft x 5ft	\$1,000
#WB15-H	15ft x 5ft	\$1,000
#WB15-I	15ft x 5ft	\$1,000
#WB15-J	15ft x 5ft	\$1,000
#WB15-K	15ft x 5ft	\$1,000
#WB15-L	15ft x 5ft	\$1,000
#WB15-Y	15ft x 5ft	\$1,000
#WB15-Z	15ft x 5ft	\$1,000



Ad placement is on a first-come, first-served basis. To learn about available spaces, please contact our advertising team at **(213) 629-3030** or email **advertising@jogsshow.com**.

15ft x 5ft Wall Banner

South Hall, Outdoor



ID	Dimensions (WxH)	Price
#SB15-Y	15ft x 5ft	\$1,000
#SB15-Z	15ft x 5ft	\$1,000

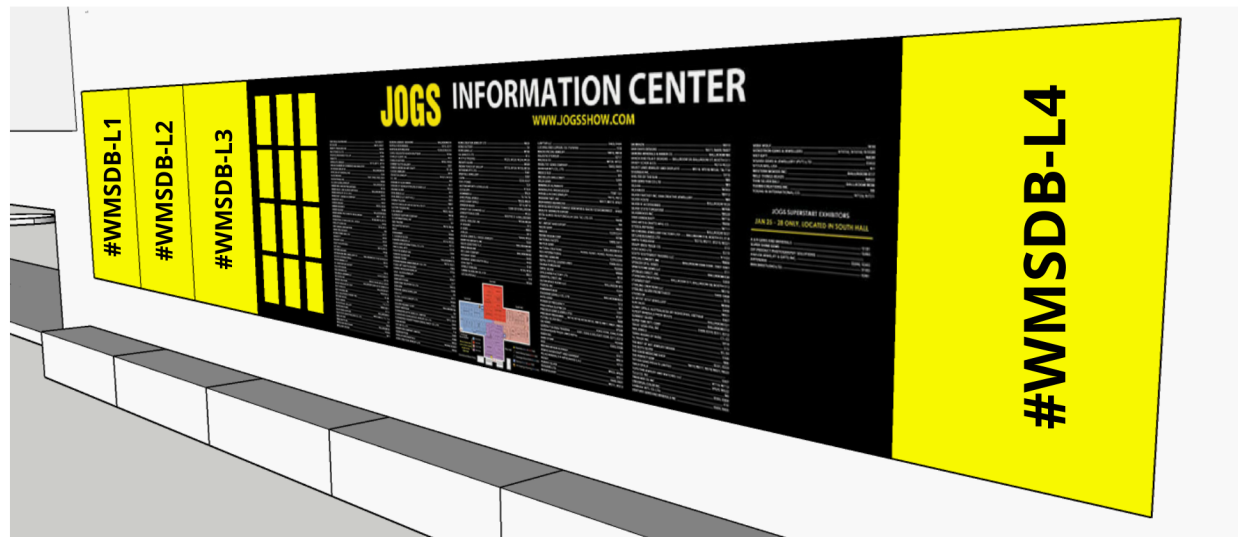
Ad placement is on a first-come, first-served basis. To learn about available spaces, please contact our advertising team at **(213) 629-3030** or email **advertising@jogsshow.com**.

Main Show Directory Banner - Large

West Hall, Indoor

GET LOCATED BY OUR BUYERS! (Available Inside by West Hall Registration)

The Large Banner advertisement within the Main Show Directory measures 5' ft x 8' ft. Its notable size and strategic placement in the main buyers' registration area, adjacent to the exhibitor list and floor plan, ensure high visibility. This banner guarantees that the advertising company is noticed by buyers as they register, seek directions, or use the floor plan to locate exhibitors.



ID	Dimensions (WxH)	Price
#WMSDB-L1	5ft x 8ft	\$800
#WMSDB-L2	5ft x 8ft	\$800
#WMSDB-L3	5ft x 8ft	\$800
#WMSDB-L4	5ft x 8ft	\$800



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Main Show Directory Banner - Small

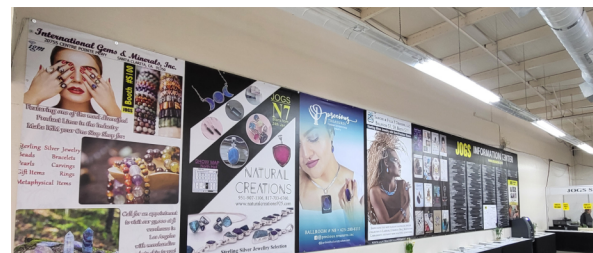
West Hall, Indoor

GET LOCATED BY OUR BUYERS! (Available Inside by West Hall Registration)

The standard image advertisement within the Main Show Directory Banner measures 20 inches by 13 inches and is printed in full color. This impactful ad ensures that exhibitor has the opportunity to be noticed and introduce their merchandise to buyers as they queue to register or seek 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



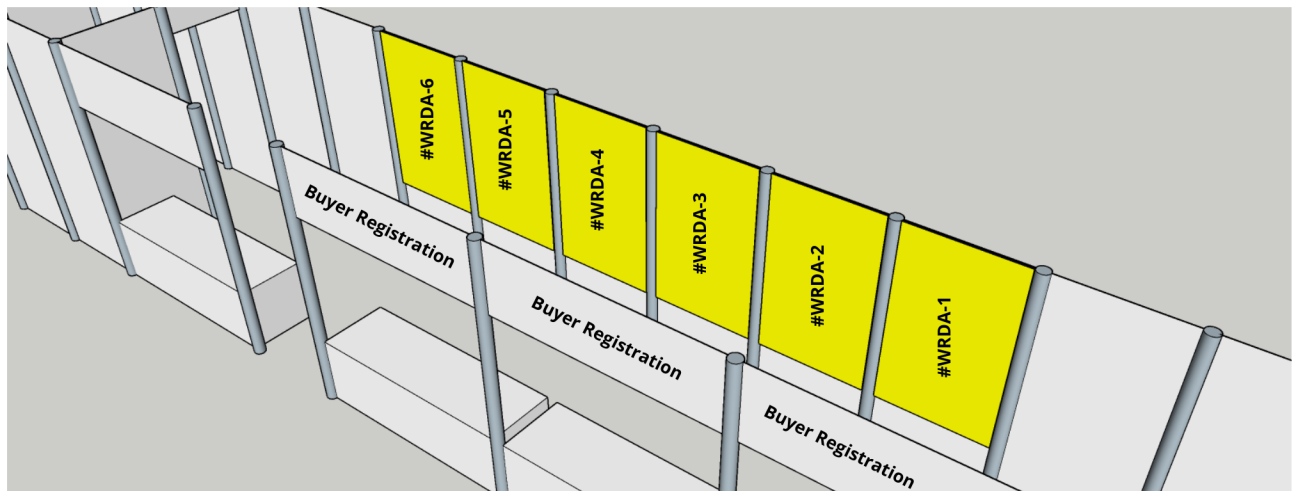
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Registration Desk Adhesive Banner

West Hall, Indoor

ATTRACT WHILE BUYERS ARE RESGISTERING! (Available Inside by Registration)

Distinguish your booth from the competition by showcasing your business or product's benefits on an eye-catching banner. Strategically placed behind the registrars, this banner will enhance your brand's visibility, attract new and existing customers, and boost brand recognition. This prime advertising opportunity ensures attendees see your products and services while waiting to register or 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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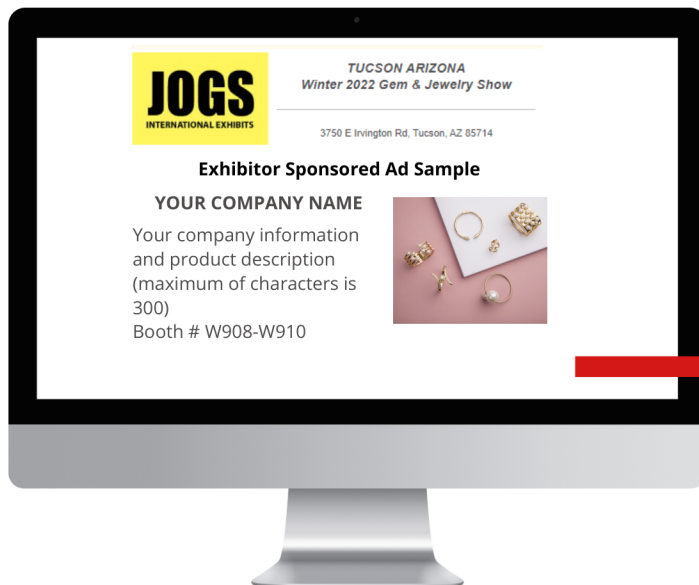
Newsletters

MAKE AN IMPRESSION BEFORE THE SHOW! (Ask about our Newsletter Schedule.)

Newsletter advertising is a highly effective way to market your products and services at the JOGS Show. Reaching over 50,000 registered wholesale buyers, the newsletter offers a valuable opportunity for exposure. For companies seeking a greater return on investment and increased leads from show participation, enhancing pre-show marketing efforts is essential. Email marketing provides a straightforward and cost-effective method to make a significant impact.

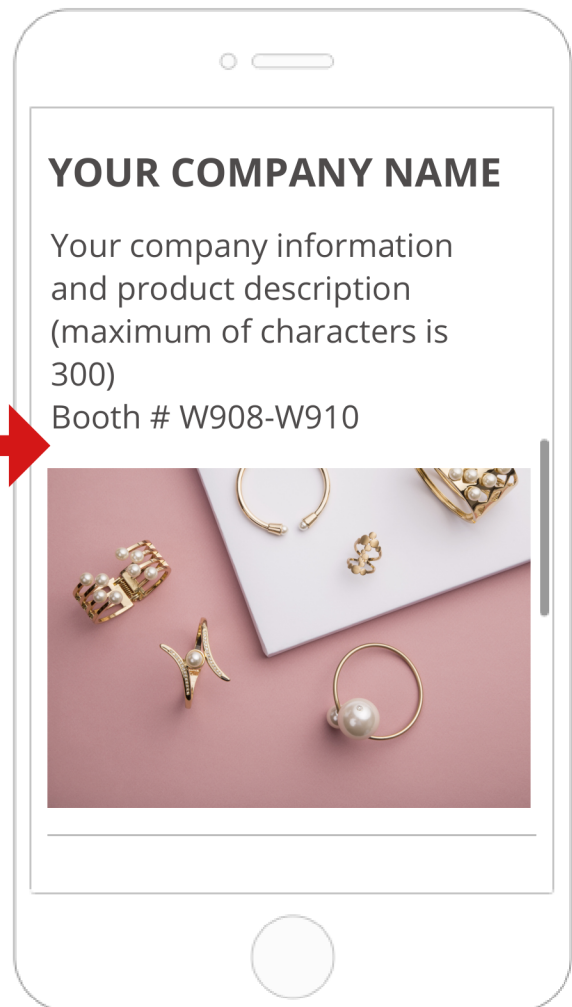
- Offer special coupons or discounts
- Provide in-depth product descriptions and information
- Include images - the old adage "a picture is worth 1,000 words" is really true
- Give buyers a sneak peek of what is going to be happening in your booth

Desktop View



Ad Type	Dimensions (WxH)	Price
Newsletter Ad	500px x 300px	\$350

Mobile View



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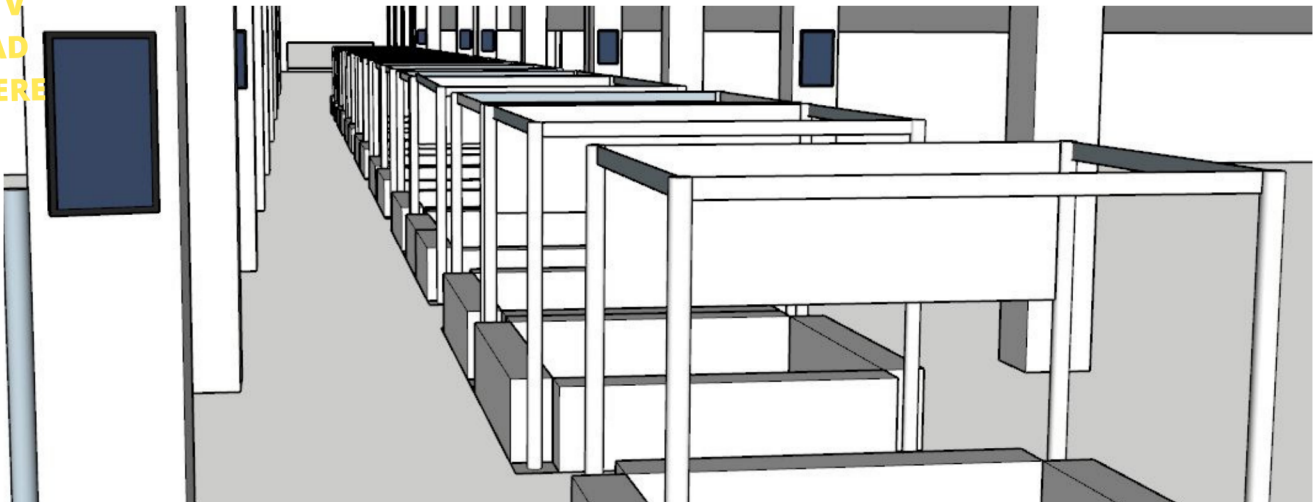
JOGS TV Advertisements

ATTRACT BUYERS WITH THE VIBRANCE OF HD COLOR DISPLAYS!

High-definition TVs positioned on the columns in the center of the West Hall, the highest-traffic area of the show, offer a prime advertising opportunity. Promote your booth with a 32-inch vertical TV advertisement. With ad space limited to three exhibitors per TV, it is essential to reserve your spot early to ensure maximum visibility and effectiveness for your on-site marketing.



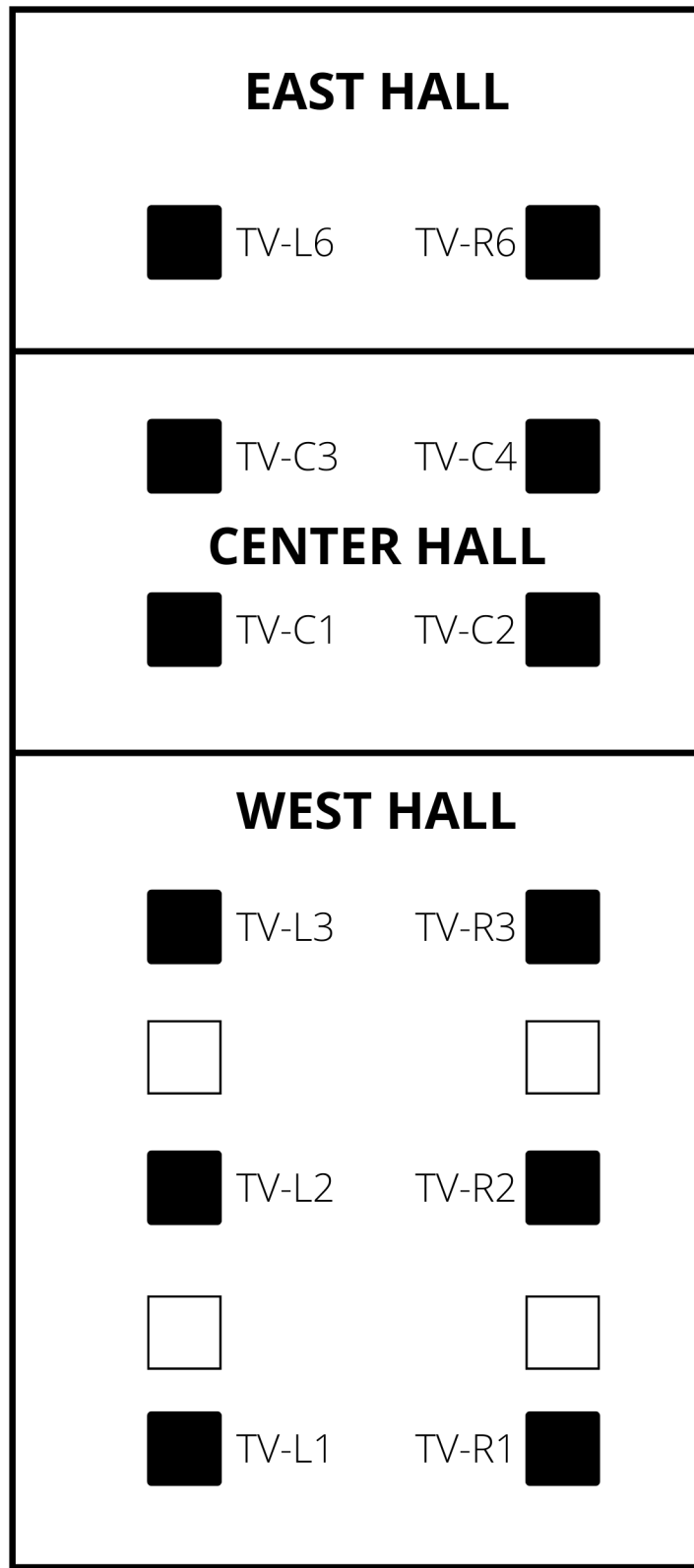
YOUR
TV
AD
HERE



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

Ad placement is on a first-come, first-served basis. To learn about available spaces, please contact our advertising team at **(213) 629-3030** or email **advertising@jogsshow.com**.

JOGS TV Advertisements Layout



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Website Banner Ads

BECOME A SPONSORED JOGS VENDOR! (Ask about our Different Placements)

Advertising on our JOGS website homepage allows you to showcase your products and services to a broad audience, maximizing engagement with attendees leading up to the show. The web banner, prominently placed on the highest-traffic page, enables you to present your company and brand to thousands of JOGS buyers who visit the site to learn about upcoming events, plan for the show, and register for badges. This advanced exposure ensures your presence is noticed well before the physical event.

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



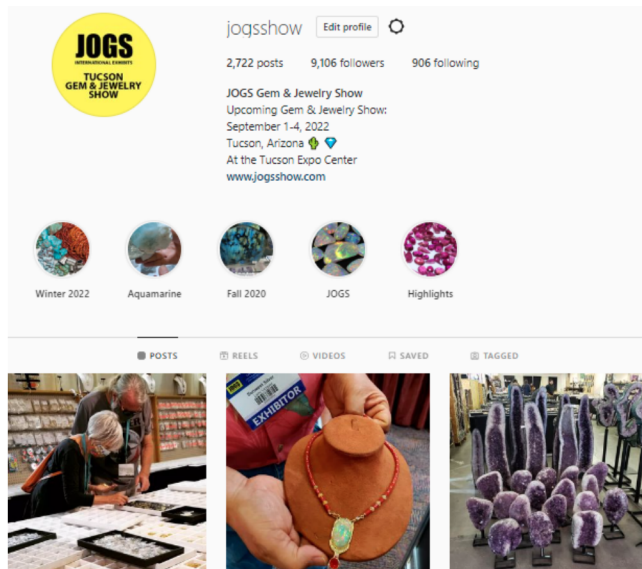
Ad Type	Dimensions (WxH)	Price
Web Banner Type A	750px x 300px	\$950

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Free Social Media Exposure

ADVERTISE FOR FREE THROUGH JOGS SOCIAL MEDIA CHANNELS!

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



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

Please email us at info@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

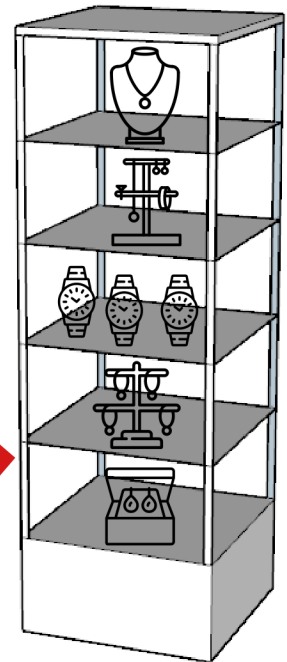
SHOW OFF YOUR PRODUCTS IN THE FRONT, VIEWED BY ALL ATTENDEES IN LINE!

Showcase your company's products in elegant glass displays strategically positioned near the registration area at the JOGS Show entrance. These prominent tower showcases attract passing buyers and direct them straight to your booth. Space in these displays is very limited, so reserve yours early.



Main Registration Area

Tower Showcase



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

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JOGS Advertisement Order Form

FALL SHOWCASE 2024

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	\$800		
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	\$800		
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	\$5,000		
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	_____	\$2,000		



JOGS Tucson Fall Gem & Jewelry Show Terms and Conditions

Advertising Company agrees to comply with all terms and conditions outlined by the JOGS Gem and Jewelry Show.

To ensure placement, all ads must be paid for at the time of order. Accounts not paid within the agreed term period—unless special arrangements are made with JOGS International Exhibits, LLC—will incur a subsequent invoice with a 10% late fee.

Advertising companies must adhere to all deadlines, accepting that missing a deadline may result in their ad not being placed or posted, with no refunds issued.

If the Advertising Company uses JOGS International Exhibits, LLC to design their ad, they will receive proof of the completed ad before it goes to press or is posted online. If the Advertising Company fails to approve the ad proof, it will be considered "Approved As Is" and will be placed or posted accordingly, with no refund issued.

If the Advertising Company provides a camera-ready ad, JOGS International Exhibits, LLC. will review it to ensure it meets proper specifications. If adjustments are needed, the Advertising Company will be notified. It is the Advertising Company's responsibility to provide a revised ad. Failure to do so will result in the original ad being placed or posted, for which the Advertising Company will be responsible, and no refund will be applicable.

If the Advertising Company fails to provide ad copy after reserving ad space, they will be liable for full payment.

Forwarding this Agreement to the Advertising Company—based on verbal or written permission—is construed as acceptance of their ad reservation and the ad rates and conditions under which the ad was reserved.

If litigation is necessary, the Advertising Company will indemnify, defend, and hold harmless JOGS International Exhibits, LLC, and all its employees, agents, independent contractors, successors, or assigns against any claim, loss, expense, or liability arising from the publication of any advertising copy in the JOGS Show Guide, publications, or any other advertising materials offered by JOGS International Exhibits, LLC.

The liability of JOGS International Exhibits, LLC for any error, omission, or delay shall not exceed the amount paid by the advertising company for their ad space.

In case of cancellation by the Advertising Company, the advertising company will be liable for the full amount of the Advertisement order.

Company:_____ Name:_____ Date:_____