

October 24, 2016

Dear Sheri ,

The AGTA GemFair™ Tucson Very Important Buyer (VIB) program has been extremely successful in bringing good, stronger buyers to GemFair. The success of the program is due to the fact that exhibitors, such as yourself, have been recommending great companies.

We want to make this program stronger in 2017 and need your help to do so. We are asking that you take a little time and think about buyer companies that you have not seen at GemFair, ever or for the past three years, who should be there. We will make it worth your while!

For any new buyer company you successfully bring to the show, AGTA will give you \$100 credit, applied to your booth fees.

The following are the guidelines to be implemented in line with this program.

1. Definition of New Buyer Company - Has never attended AGTA GemFair™ Tucson or a buyer company that did not attend the show in the last 3 years. The buyer company must qualify as a legitimate company who is engaged in selling or designing jewelry for resale. No private buyers will qualify.
2. To qualify for the \$100 credit on your booth, you will have to submit your list of new buyer companies, limited to 12 companies, with complete contact information to AGTA **no later than October 31, 2016.**
3. If more than one exhibitor recommends a qualifying buyer company for the VIB program, the exhibitor that sent the name in first gets the \$100.00.
4. New buyer companies must be confirmed by AGTA as having registered, verified their badges and spent time on the Gem Hall floor.

5. Booth credits will be awarded after the conclusion of the 2017 AGTA GemFair™ Tucson.

Exhibitors are limited to twelve referrals per year under this incentive program but may continue nominating VIB candidates until December 1st, 2016. Referrals that have already been received will count towards this incentive program. Referrals after October 31st will not be included in the exhibitor incentive program.

VIB buyer company benefits could include - two-free nights at a Tucson hotel (while hotel rooms last). At show benefits - free valet parking, concierge service and use of the VIB Lounge which includes internet café with printers, buffet breakfast and lunch.

Sincerely,



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### **GemHall & Galleria**

Tuesday, Jan. 31 - Saturday, Feb. 4, 2017 - 10:00am - 6:00pm

Sunday, Feb. 5, 2017 - 10:00am -4:00pm

### **Tools, Technology & Supplies Pavilion / Ballroom**

Tuesday, Jan. 31 - Friday, Feb. 3, 2017 - 9:30am - 6:00pm



[Show Information](#)

AGTA Office: 800-972-1162

Exhibitor Question: [Kimberly@agta.org](mailto:Kimberly@agta.org)

#AGTAGemFair17