

**Drive Business Directly to Your Booth at the  
AGTA GemFair™ at the JCK Las Vegas Show!**

*Take advantage of these exclusive advertising opportunities today*



**Enhanced Listing on *Map Your Show* - FREE!**  
**\$200 Value FREE for AGTA GemFair™ Exhibitors!**

# American Gem Trade Association



**AGTA**  
American Gem Trade Association  
ADD MORE COLOR TO YOUR LIFE!

**AGTA**

**Booth:** AGTA122, AGTAGEMFAIR-PAV  
**Pavilion:**  
AGTA GEMFAIR

**SIGN-IN TO ADD TO FAVORITES**

**LOG IN TO CONTACT**

At the AGTA GemFair™ Las Vegas you will find the best dealers in loose gemstones, cultured pearls and color intensive designer and manufactured jewelry. Located in the South Pacific and Islander Ballrooms in the Mandalay Bay Convention Center.

*Enhanced Listing of Map Your Show Example*

Upload your product images and logo through the [JCK Dashboard](#) to appear on the [JCK Exhibitor Directory Online](#)! Give buyers a preview of what's to come at the show. Best of all, it's **FREE** for AGTA Exhibitors!

**Meter Boards - \$2,500**



*Meter Board Example*

Freestanding signs are an effective, affordable way to communicate with attendees. These signs display your message in high-traffic areas outside the AGTA GemFair™ Pavilion, and can effectively drive traffic to your booth. *Meter Boards are sold on a first - come, first - served basis.* To reserve your meter board, [click here!](#)

**Double-Sided Banners - \$5,500**

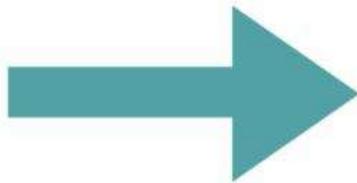


*Double-Sided Banner Example*

Grab the attention of AGTA GemFair™ buyers at the JCK Las Vegas show by reserving these indoor banners! These banners make a big impact and are located between the South Pacific and Islander Ballrooms! *Banners are sold on a first - come, first - served basis.* To reserve your double-sided banner, [click here!](#)

## Charging Stations - \$250

Advertising on AGTA's Charging Stations is a unique and effective way to send buyers to your booth! For just \$250, have your advertisement on all four charging stations that will be placed around the AGTA GemFair™ Pavilion!



HAVE YOUR IMAGE FEATURED HERE!



*Charging Station Example*

Charging Station Specifics:

**Location:** both cafes in the AGTA GemFair™ Pavilion, The AGTA Booth and the concierge desk in between ballrooms.

**Dimensions:** 24" height - 18.5" width - 7" depth; LCD Screen: 19" HD

**Duration:** Advertisement will be featured for 20 seconds, 8 times per hour for the entire duration of the show. All 4 stations will run the same ads.

**Graphic Specs:** Image size must be 1920 x 1080 pixels; PDF format preferred

For more information or to confirm your placement, contact the AGTA Marketing Department at [marketing@agta.org](mailto:marketing@agta.org) or 800 - 972 - 1162.

**Advertise in PRISM Vol. 2 - starting at \$330!**

## Advertise in PRISM Vol. 2



### PRISM Vol. 2 Advertising

Rates	1X	2X
Spread	\$1,500	\$1,250
Inside Back Cover	\$1,500	\$1,250
Full Page	\$825	\$660
Half Page	\$440	\$330



PRISM hits a target industry audience with every issue, with a distribution of:

- Over 7,000 industry professionals including AGTA GemFair™ Tucson Buyers, AGTA Members, manufacturers, designers and retailers!
- Volume 2 will receive a bonus distribution to buyers attending the 2017 AGTA GemFair™ at the JCK Las Vegas Show!

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**Commitment Deadline: April 14, 2017**

**Artwork Deadline: April 21, 2017**

**New Show Date Day Pattern: Sunday - Thursday**

**2017 AGTA GemFair™ at the JCK Las Vegas Show Dates & Hours**

**Sunday - Wednesday: 9:30 am - 6:00 pm**

**Thursday: 9:30 am - 4:00 pm**

**[Exhibitor List](#)**

AGTA Office: 800-972-1162

[info@agta.org](mailto:info@agta.org) or [shows@agta.org](mailto:shows@agta.org)

**#AGTAGemFair17**