



JCK

Agenda

1. Introduction to JCK

- Show Dates & Location
- What is JCK?
- Who Attends the Show?

2. Overview of the Industry

- US Market Overview
- Consumer Trends & Demographics
- Key Market Trends
- The Digital Shift
- Tariffs and Regulations

3. Getting to Know the JCK Event

- Venue Layout & Maps
- Major Events & Attractions
- Industry Networking Opportunities

4. The Exhibitor Journey

- Customer Success
- Booth Setup
- Business Builder

Questions



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The jewelry trade's most
important *global gathering*

- LUXURY | Wednesday, June 4 – 9 | Invite only days, June 4 & 5
- AGTA and GEMS | Thursday, June 5 – 9
- Hong Kong Pavilion | Thursday, June 5 – 9
- JCK | Friday, June 6 - 9

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What Will I Get From Exhibiting at JCK?

JCK is a “must and a “want” for the industry:



Quality Buyers



New Exhibitors satisfaction



Networking Opportunities

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The most comprehensive event where the industry's buying is done and trends are discovered

1,900+
EXHIBITORS

19%
INTERNATIONAL
ATTENDANCE

430,000
SQ. FT of Exhibit Space

17,300+
BUYERS

44%
INTERNATIONAL
EXHIBITORS



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Who Do We Bring to the Show?



Independent Retailers

Jewelry Wholesalers

Majors

Luxury Retailers

Gemstone and Diamond Buyers/Dealers

Designers

Press, Media and Influencers

Worldwide International Attendance

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U.S. Jewelry Market Size and Growth



- Market Value
- Growth Rate
- Luxury Jewelry Sales
- Online Sales



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Market Trends

- Luxury Segment
- Lab-Grown Diamonds
- Online Retail
- Online Jewelry Sales
- E-commerce Growth
- Social Media Influence



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Consumer Trends and Demographics

- Millennials and Gen Z
- Engagement Rings
- Sustainability
- Consumer Preferences



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Tariffs 101

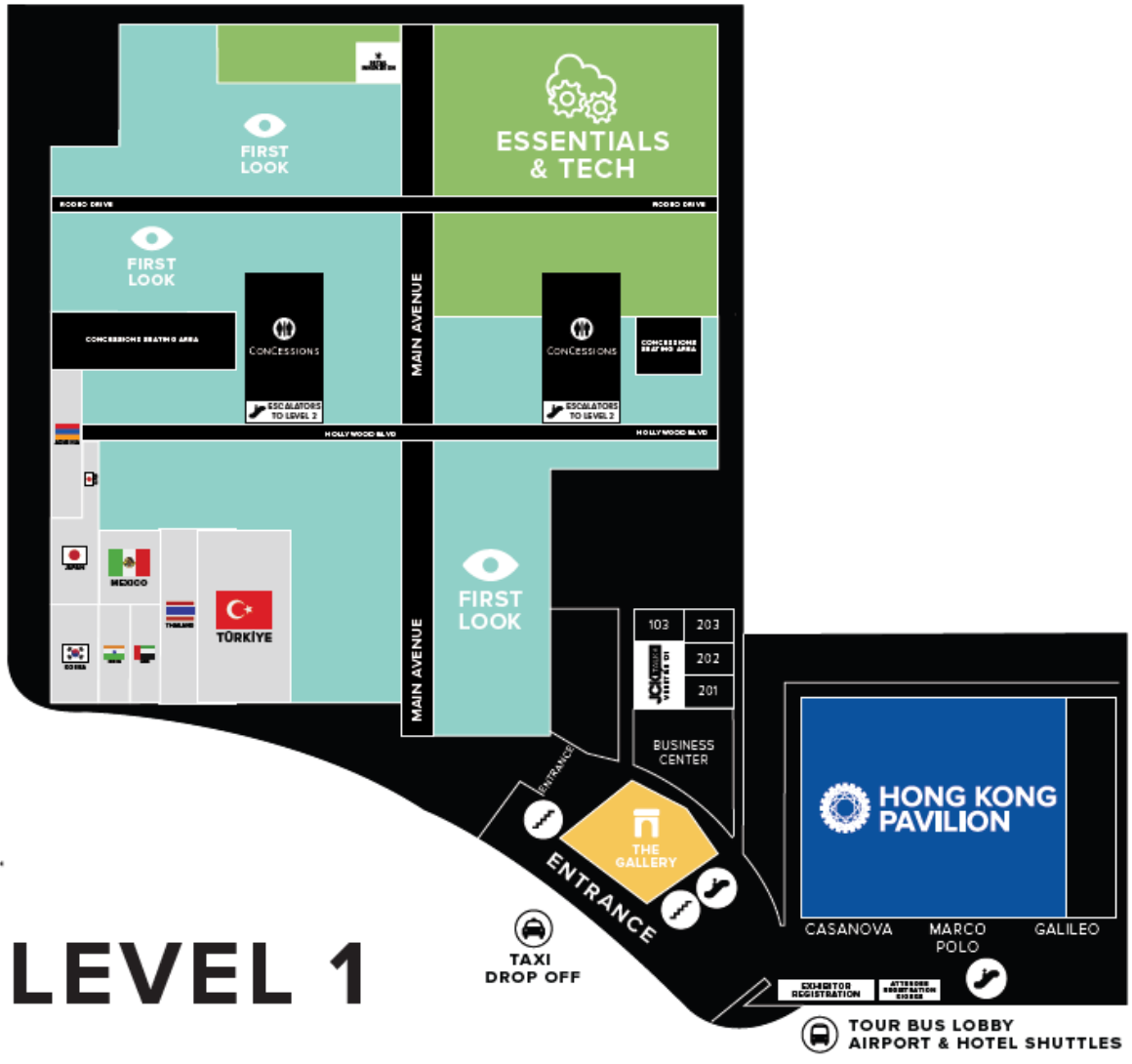
Countries and Territories	Reciprocal Tariff
China	34%
European Union	20%
Vietnam	40%
Taiwan	32%
Japan	24%
South Korea	26%
India	27%
Thailand	37%
Switzerland	32%
Malaysia	24%
Indonesia	32%
Cambodia	40%
South Africa	31%
Israel	17%
Bangladesh	37%
Iraq	39%
Philippines	18%
Guyana	38%
Pakistan	30%
Sri Lanka	44%



- Effective April 5 – Additional 10% tariff on all countries
- Effective April 9 – Additional tariff increased to specific country rate
- Tariffs are in addition to other already in place tariffs
- What do we know for sure?
- What does this mean for exhibitors bringing product to trade shows?

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PAVILIONS AT JCK



FIRST LOOK



ESSENTIALS & TECH



INNOVATION HUB



THE GALLERY



HONG KONG



INDIA



MEXICO



TÜRKIYE



KOREA



THAILAND



UNITED ARAB
EMIRATES


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PAVILIONS AT JCK



LEVEL 2

-  THE GALLERY
-  LAB GROWN DIAMONDS
-  THE PLUMB CLUB
-  DESIGN COLLECTIVE
-  NATURAL DIAMONDS
-  CLOCKWORK
-  DESIGN AT LUXURY

-  BRIDAL
-  CURRENTS
-  GEMS
-  ITALIA
-  FASHION BRIDGE

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SHOW HIGHLIGHTS

JCK TALKS



Education at JCK continued to be unmatched, new content focused on meeting attendees where they are and where they are looking to be. Tracks included:



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INDUSTRY EVENTS

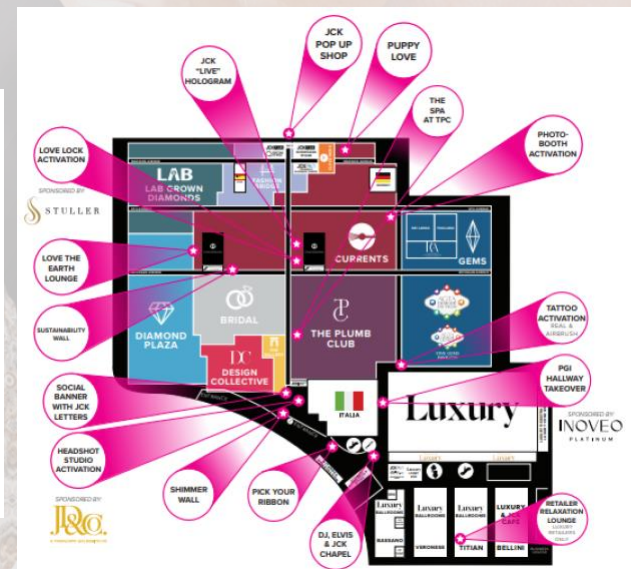


JCK | CAREER ZONE

KEYNOTE SPEAKER



State of the Diamond Industry



SOCIAL & CONTENT CREATION



REACHING NEW AUDIENCES

This is your chance to get in front of new creators in the fashion space whose audiences reaches new generations of customers and buyers

INFLUENCERS IN JEWELRY, FASHION AND STYLING

@champagnegem / @thediamondsgirl /
@katerina_perez / @blingsiscom /
@engagement101
/@bizzita_jewelry_blog /
@manon_crespi / @bjonesstyle /
@stylingwithkenzie / @donna.jewel /
@kirakirby



SOCIAL MEDIA
INFLUENCERS
AND CONTENT
CREATORS HAD A
TOTAL REACH OF
OVER
6,000,000

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How to make the most of your exhibiting experience with JCK?

JCK prides itself on delivering best-in-class service to our customers. We will work with you every step of the way.

Our exhibitors have:

- Access to an Exhibitor Hub
- Dedicated Customer Success Specialist
- Digital Solutions
- Marketing opportunities



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BUSINESS BUILDER

Promote your booth. Connect with more customers.
Thrive through data.

ELEVATE YOUR EXHIBITOR EXPERIENCE

Gain access to tools specifically designed to help achieve your event objectives.



EXHIBITOR DASHBOARD

Maximize your event ROI with real-time insights.

GAIN ACTIONABLE INSIGHTS



LEAD MANAGER

Allow for quick data capture to maximize the value of every lead.

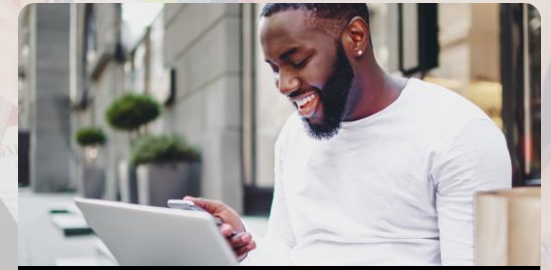
GROW YOUR LIST



LEAD BOOSTER

Draw in visitors to engage with your brand and attract leads.

DISCOVER LEAD TACTICS



EXHIBITOR PROFILES

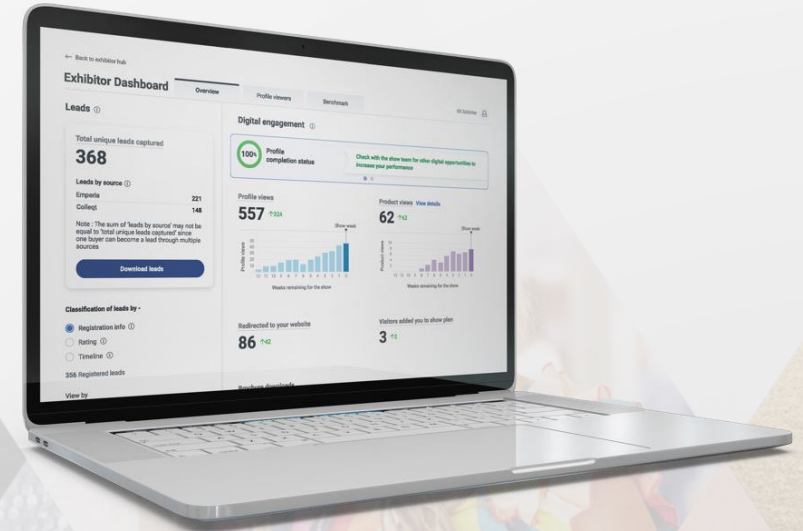
Help the right buyers find you before they even step into the event.

BUILD YOUR PROFILE

Exhibitor Dashboard

Maximize your event ROI with real-time insights.

- **MASTER YOUR EVENT PERFORMANCE**
- Harness the power of data with the Exhibitor Dashboard. From pre-show planning to post-event analysis, ensure every aspect of your event strategy is data-driven for maximum impact.



PRE-SHOW PREPARATION

Kick off your event planning with actionable insights. Review profile views, adjust your marketing based on product interest, and ensure your exhibitor profile is fully optimized to capture attendee attention.



REAL-TIME EVENT INSIGHTS

During the event, monitor engagement in real-time. Track which aspects of your booth are drawing interest and dynamically adapt your strategy to capitalize on attendee behaviors and preferences.



POST-SHOW ANALYSIS

After the event, deep dive into your performance data. Analyze leads, measure engagement levels, and plan effective follow-ups. Use the insights to refine strategies for future events and maximize your ROI.

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Lead Manager

Efficiently connect, qualify, and follow-up with leads.

OPTIMIZE YOUR LEAD CAPTURE AND MANAGEMENT



LEAD MANAGER APP

The Lead Manager App allows you to capture leads quickly, qualify them on the go with custom questions, and even take notes during conversations. Ideal for personal interactions where detailed lead data is crucial.



COLLEQT QR CODES

Colleqt QR Codes make it easy for attendees to leave their contact details even when you're busy. Place these QR codes strategically around your booth to ensure no potential lead is missed.



LEAD BOOSTER

Enhance your lead generation with Lead Booster. Attract more qualified leads by offering exclusive deals or valuable content.

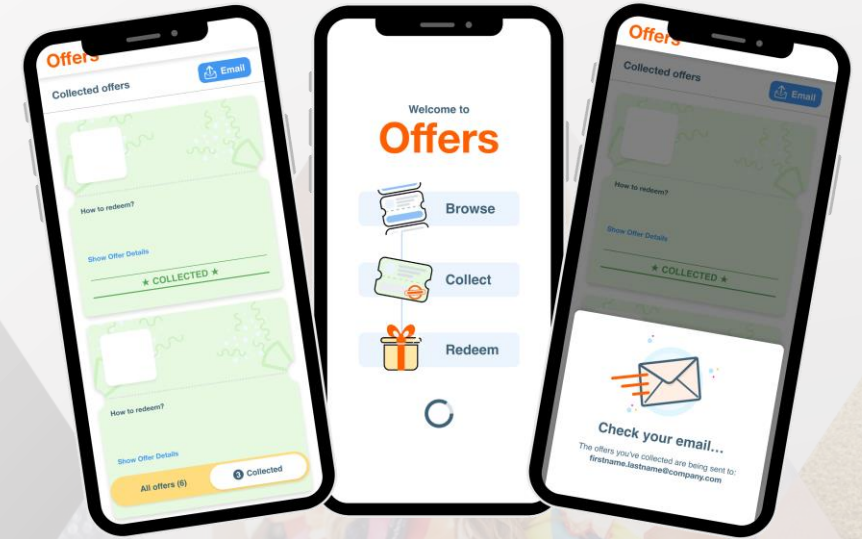
**NEW FOR
JCK 2025!**

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Lead Booster

Attract even more of the right leads.

UNLOCK NEW OPPORTUNITIES WITH LEAD BOOSTER



STEP 1 CRAFT YOUR HOOK

Develop exclusive offers like demos, special product samples, or unique promotions. We'll feature your offer in pre-show communications to registered attendees, sparking their interest and driving traffic directly to your booth.



STEP 2 ENGAGE ATTENDEES

Attendees who are interested in your offer can accept it via Lead Booster, automatically sharing their contact details with you. This allows you to engage effectively and capture leads efficiently even before they reach your booth.



STEP 3 PERSONALIZE YOUR FOLLOW-UP

With the contact details of interested attendees in hand, you can plan personalized follow-ups. Be ready to convert interest into business as soon as they visit your booth, leveraging the initial engagement into lasting connections.

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Exhibitor Profiles

Help the right buyers find you—before they even step into the event.

Choose Your Profile Type



STANDARD EXHIBITOR PROFILE

Included with your booth, the Standard Exhibitor Profile features your company logo, contact details, social media links, a company description, and the option to upload product images and documents. Completing your profile can increase your interactions by 40%!



PRIORITY PROFILE

Enhance your presence with a Priority Profile, which doubles the size of your listing and incorporates premium branding elements like product carousels and direct communication links. Exhibitors with Priority Profiles typically receive three times more leads than those with standard profiles, significantly boosting attendee engagement.



PRIORITY PLUS PROFILE

Opt for the utmost visibility with a Priority Plus Profile. It includes all benefits of a Priority Profile plus prominent promotional placement on the event homepage and top positioning in category searches. This option increases your lead potential more than sixfold by ensuring you're among the first brands attendees encounter.




Tip

94% of attendees plan their visit before the show by using Exhibitor Profiles. Ensure your brand stands out with a profile that captures attention and drives traffic to your booth.

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Exhibitor Profile Snapshots

Priority



ATHRA

SPONSOR OF Bridge Jewelry

Celebrating 40 years in business as a design importer and distributor of high fashion sterling silver jewelry. Founded by Amena Koumi in 1984, Athra is proud to maintain a reputation as a women & family-...

Brands
Athra Luxe, Everlasting Flowers, Joey J Jewelry

Categories
Fashion Bridge, Cubic Zirconia / Marcasite Jewelry, Enamel Jewelry,...

Stand 11127


[Add to Plan](#)

[Website](#)


[Email](#)

[Phone](#)

Products (50) Documents (6)



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14k-18k GOLD EARRINGS

Earrings: Spanish, Push Back, Korean, Huggies, Climbers, Telephones, Baby. Piercings: Helix, Earcuff, Clickers and Rings, Belly, Industrial, Nose Rings.

Categories
First Look, Gold Jewelry

Stand 53011, 53010

[Add to Plan](#)

PRIORITY PROFILE

PRIORITY PLUS PROFILE

STANDARD

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Looking Ahead – JCK 2025

Strong Foundations, Bigger Opportunities JCK 2025 is already gaining momentum.

- Registrations are pacing ahead of 2024, showing increased excitement from both returning and new exhibitors.
- More buyers are confirmed early, including:
Signet Jewelers (Kay, Zales, Jared)
Neiman Marcus
Macy's, Nordstrom, and several high-end European retailers
- Big chain stores are bringing more decision-makers — indicating stronger buying intent and deeper retail investment.
- International interest continues to grow – especially from Europe and Asia



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Questions?



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**Thank you and hope to see you at JCK
2026!**



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