Enjoy the Color of Money

from the Authority in Color™

AGTA Source Directory

The AGTA Source Directory, distributed to over 20,000 jewelry companies, makes it easy for gemstone and jewelry professionals to get the...

Education and Professional Development

Improve your gemstone and cultured pearl product knowledge, stay informed of the latest industry trends and enhance your gemstone sales skills with the help of AGTA's educational offerings.

AGTA's Website

The AGTA's website, www.agta.org, contains the most current and thorough gemstone information, breaking news, trade show dates and venues, the latest merchandising support, product specials, member newsletters and public relation updates. You also have access to the latest developments in colored gemstone research from the AGTA Gemological Testing Center and much more. Stay connected to current developments throughout the colored gemstone and cultured pearl industry.

...nal Seminars

...provides an exciting line-up of gemstone seminars and workshops at leading industry venues. Topics ...mstones and sources, treatments, and synthetics; innovative approaches to selling and marketing; ...e are affecting the gemstone industry and fashion trends that represent business opportunities. ...the market's direction, industry trends and innovative services. See us at these events:

...Fair™ Tucson
...Fair™ at JCK Las Vegas
...n Society Annual Conclave

...ducation Seminar Programs

...gn on the promotion of colored gemstones and pearls through education. The goal is to ...understanding of colored gemstones through customized seminars, which include basic or ...rrent colored gemstone issues, travel experiences to gem mining/sourcing locations and ...ification.

...elps keep Members informed about all the hot topics ...nd the AGTA. An annual highlight is the full-color photo ...Awards™ winners. Prism also carries special reports on ...tments, and insightful, effective sales strategies to grow

...the most current gemstone topics! The NewsFlash is ...rting on the latest business developments, upcoming ...ews.

...lor To Your Life™

...consumer-directed campaign focusing on emotional and fashion messages ...tegral part.

www.addmorecolortoyourlife.com provides a fun, interactive and informative resource for consumers who are interested in learning more about natural colored gemstones, cultured pearls and designer jewelry. Topics include gemstone jewelry fashion, celebrity-inspired trends and practical buying tips. There are profiles of popular gemstones, plus essential information on enhancements and gemstone care. It also offers a Retail and Appraiser Locator section where visitors can find AGTA Retail and Appraiser Members in their area.

Products and Services

The AGTA offers effective and useful sales tools to generate consumer excitement for colored gemstones and cultured pearls. Our products support a professional image and increase gemstone sales, and set you apart from the competition.

GemCards and Gemstone Brochures

Our comprehensive collection of GemCards is an attractive and powerful sales tool to support your colored gemstone and cultured pearl department. They provide clear and compelling information for both your sales associates and your clients. They are also a great handout to give to a purchaser or potential buyer.

Our various brochures are the ultimate consumer guides to colored gemstones and cultured pearls. From care to enhancements and the 4 C's of Color, these brochures are informative tools to help you sell color.

Stock Photography Program

Consisting of hundreds of beautiful gemstone and cultured pearl images (loose and mounted), the AGTA Stock Photography Collection can meet your advertising, website and decorating need.

AGTA Foundation

The AGTA Foundation supports gemstone research and aggressively pursues the distribution of valuable information that will help the consuming public make better decisions about the purchase of colored gemstones and cultured pearls. Research, education and the pursuit of responsible social, ethical and environmental practices are the guiding tenets of the foundation as it strives to enlighten consumers to the beauty and desirability of color.

AGTA Gemological Testing Center

The American Gem Trade Association Gemological Testing Center (AGTA GTC), located in midtown Manhattan in the heart of New York's gem district, is the natural colored gemstone industry's premier independent laboratory providing the industry and the public with a complete range of services. The Laboratory is administered by a team of renowned, professional gemologists who have been at the cutting edge of their field for decades. It is equipped with the latest, most technologically advanced investigative equipment.

Services offered:

Gemstone Identification
Origin Determination
Separation of Natural from Synthetic
Separation of Natural and Cultured Pearls, and Detection of Artificial Coloration
Color Analysis
Colored Diamond Reports
Batch Testing

For information on services, special packages and complete pricing guide, contact the AGTA GTC today at 212.752.1717, visit www.agta-gtc.org, or email us at info@agta-gtc.org.

"As the gem and jewelry world continues to face greater challenges with sophisticated enhancement procedures, consistent gem identification has become vital to the success of the industry. The AGTA has always kept up to date with the latest technology and, along with their team of knowledgeable gemologists, is a great asset to our business."

— Rahul Kadakia, Senior Vice President
Head of Christie's Jewelry Department
New York, NY

Looking to the Future

Today, the AGTA and its Members are active in all areas, from mines and research laboratories to wholesale offices, design studios and retail showrooms. As a result, the AGTA is recognized as "The Authority in Color™."

AGTA's commitment to ethics and its strong foundation of innovative leaders and Members continues to strengthen the Association as we move into the future. Our Members are truly the most trusted natural color gemstone and cultured pearl professionals worldwide. Looking ahead, we are committed to delivering the highest level of service to our Members and the industry.

To learn more or order any of the products listed, please contact the AGTA at 800.972.1162 or visit our website at www.agta.org.

Introducing the AGTA

Member-Get-A-Member program!

AGTA Members

Receive your choice of **$50 cash** or **$100 value in AGTA products and services** when you supply the AGTA with a new member! Introduce your industry friends to the Association that already serves you with the knowledge to help you build a thriving colored gemstone business while promoting your product. It pays to be a member of a reputable, growing Association!

Non Members

Experience what the AGTA has to offer and let us pay for your membership! Become a member and bring along a few of your associates to help cover your costs. The AGTA will give you **$50 cash** for every new member you have successfully recruited. If you would rather invest your portion in valuable products and services, we'll double your return by offering **$100 towards booth fees, posters, stock photography and more!**

AGTA

American Gem Trade Association

the Authority in Color™

800-972-1162 info@agta.org www.agta-gtc.org

www.AGTA.org www.AddMoreColorToYourLife®.com

Restrictions may apply. AGTA reserves the right to review on case-by-case basis. There is no limit to the number of members one company may supply. Offer for a limited time only.