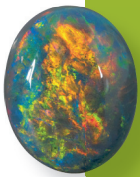
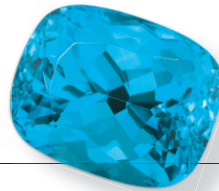
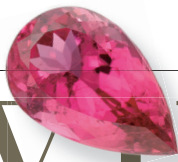
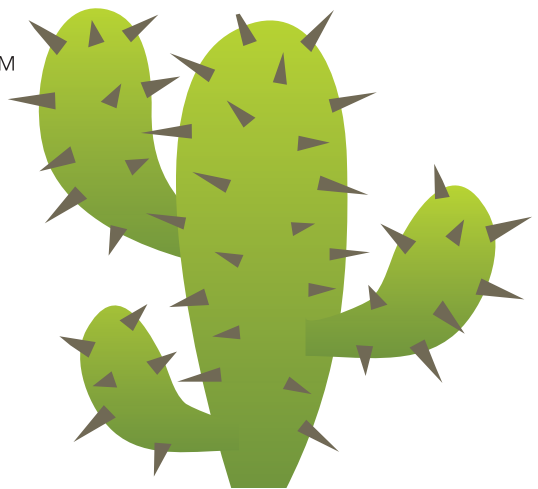

EXHIBITOR MARKETING KIT



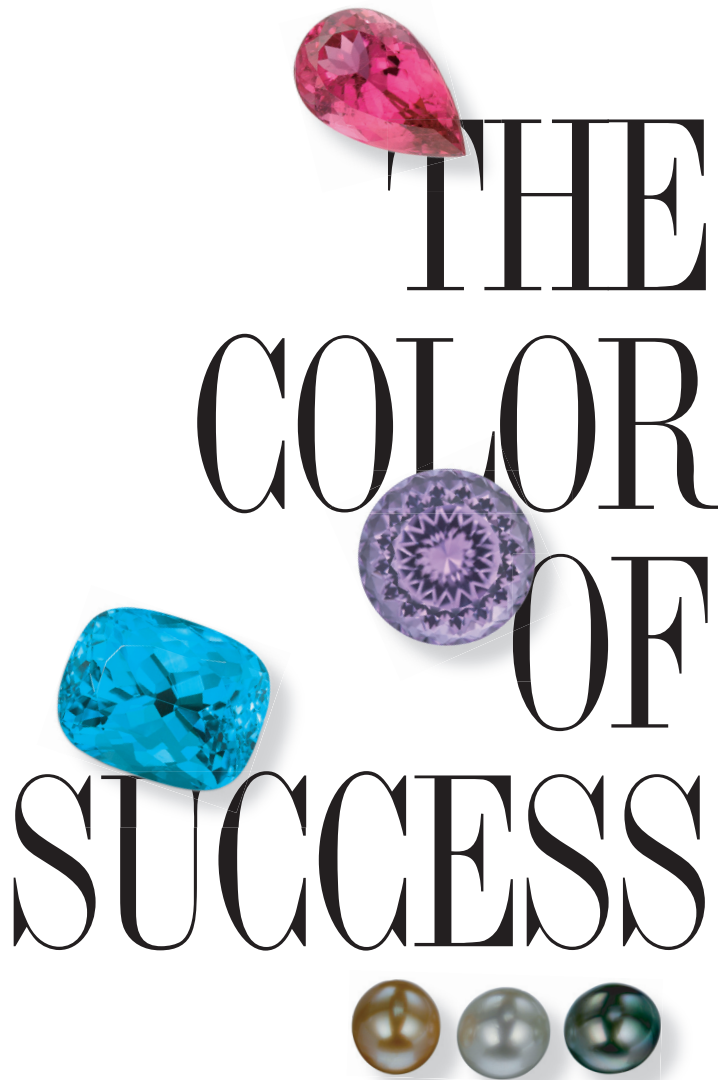
AGTA

GEMFAIR™
TUCSON
2012



JANUARY 31 – FEBRUARY 5, 2012





THE COLOR OF SUCCESS

The AGTA invests in an extensive marketing and promotion campaign to help make your experience as a GemFair exhibitor as successful as possible. The AGTA promotes GemFair nationally and internationally through advertising, multi-tiered direct mail, e-marketing and editorial coverage in industry publications. In addition to the AGTA's promotional efforts, it's important for each exhibitor to promote their own participation in the show. The AGTA has created the AGTA Exhibitor Marketing Kit to help you optimize your exposure to make the 2012 GemFair the most profitable for you yet.

FREE Promotional Tools

GemFair Tucson Buyer Company Mailing Lists

The AGTA mailing list allows you to target over 5,000 companies who attended 2011 AGTA GemFair™ Tucson and those who have registered for the 2012 GemFair. AGTA will provide the information electronically in a reusable Excel file. *Free for AGTA Members only.*

Show Directory Company Listing

All exhibiting companies will be listed in the AGTA GemFair™ Tucson Official Show Directory. The listing includes booth number, company name, Member of Record, company address, phone and fax numbers, website URL and email address. A listing form will be sent to you along with your exhibitor forms. Please send approval and/or changes for your listing by October 31, 2011.

Basic Web Listing

As an exhibitor, your company's name will appear on the GemFair Tucson Exhibitor page FREE! Thousands of attending buyers preview this page each year to see who will be there.

Online Exhibitor Listing Logo-Link

Get noticed by placing a logo-link next to your exhibitor listing on the AGTA website. Your logo will link directly to your company's website! Exhibitor must provide logo in a digital format via email to info@AGTA.org.

AGTA Gem Fair™ Tucson Logo

Exhibitors are encouraged to use the AGTA GemFair™ Tucson logo in advertising and direct mail to promote their participation prior to the show. The logo will be sent as a digital file via email.

Please email info@AGTA.org to request your copy.

AGTA Gem Fair™ Tucson Web Button

Promote your participation at GemFair on your website with this web button. The button will allow your company to link directly to www.AGTA.org for all the up-to-date show details. Email info@AGTA.org to receive your web button; your webmaster will need to set up the link.

Show Directory

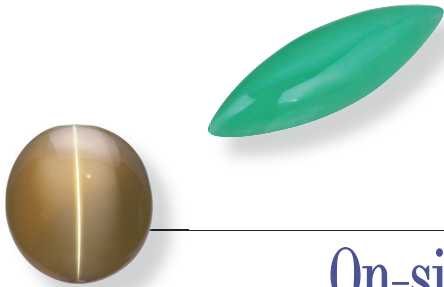
Make an impact with every buyer by placing an ad in the AGTA GemFair™ Tucson Official Show Directory. This is the essential tool for every GemFair buyer in navigating the show.

2012 AGTA GemFair™ Tucson Official Show Directory

Space Reservation Deadline: November 18, 2011

Materials and Payments Due: November 18, 2011

Advertising in the Show Directory makes it easier for buyers to find you during the show. The Directory includes relevant show information, an exhibitor list, and detailed seminar, event and special exhibit information, plus floor plans/maps. The Directory will be distributed to 10,000 buyers at the show.



Back Cover.....	\$7,500
Inside Front Cover.....	\$5,000
Inside Back Cover.....	\$3,500
2-Page Spread.....	\$2,500
Full Page (random position).....	\$1,300
½ Page (random position).....	\$750

Note: All signed agreements are final. Cancellations will not be accepted.

Ads are full color and sold on a first-come, first-served basis.

Show Directory Exhibitor Listing Logos

All GemFair exhibitors are included in the Show Directory. Enhance your Show Directory listings by adding your logo next to your company's information. Exhibitor must provide logo in a digital format.

Logos.....	\$150
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On-site Exposure and Sponsorships

Show your support for the show and get some great exposure by taking a sponsorship.

Shuttle Buses.....	CALL
Buyer Bags (10,000 bags).....	SOLD
Buyer Bag Inserts (4 available).....	\$1,500/ each
Education Program.....	\$5,000
Pen.....	\$5,000
Badge Lanyards.....	\$7,500
Dinner Dance Sponsor.....	\$15,000
DinnerDanceWineSponsor.....	\$5,000
Water Coolers.....	\$5,000

Coyote Classic Charity Golf Tournament

The 16th Annual AGTA Coyote Classic Golf Tournament will be played on January 29, 2012. All proceeds benefit Special Olympics. Take a sponsorship role at this special event and enjoy a great day on the course while helping out a truly worthy cause.

Golf Tournament Sponsorships.....	\$500 – \$1,000
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GemJammin' 2012

Thursday, February 2nd: The Hut

AGTA will be producing another installment of GemJammin' – the jewelry industry music jam. Musicians and singers from all facets of the industry will be playing a wide variety of music, with all proceeds going to Jewelers For Children. Show your support for a great cause by participating as a sponsor. You will receive recognition on the website, at the event, in the show directory and on signage at GemFair.....

	\$1,500
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On-site Exposure

GemHall Banners

Large 4-color banners that will catch the buyer's eye, right on the selling floor. Immediate impact!

15' x 15'.....	\$4,500
3' x 10' escalator banner.....	\$2,500

Carpet Decals

Put your name right at the buyer's feet – literally!

3' x 5'.....	\$350
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Exhibitor Marketing Kit Order Form

	Quantity	Total
Promotional Materials		
Web Listing Upgrade.....	\$150	_____
Show Directory		
Back Cover.....	\$7,500	_____
Inside Front Cover.....	\$5,000	_____
Inside Back Cover.....	\$3,000	_____
2-Page Spread.....	\$2,500	_____
Full Page (random position).....	\$1,300	_____
½ Page (random position).....	\$750	_____
Logo Listing Upgrade	\$150/each	_____
On-Site Exposure		
GemHall Banners		
15' x 15'.....	\$4,500	_____
3' x 10' (escalator banners).....	\$2,500	_____
Carpet Decals.....	\$350	_____
Sponsorship Opportunities		
Shuttle Buses.....	CALL	_____
Buyer Bags (10,000 bags).....	SOLD	_____
Buyer Bag Inserts (4 available).....	\$1,500/each	_____
Education Program.....	\$5,000	_____
Pens.....	\$5,000	_____
Badge Lanyards.....	\$7,500	_____
Dinner Dance Sponsor.....	\$15,000	_____
Dinner Dance Wine Sponsor.....	\$5,000	_____
Water Coolers.....	\$5,000	_____
Coyote Classic Golf Tournament		
Golf Hole Sponsors.....	\$500/each	_____
Box Lunch Sponsor.....	\$1,000	_____
Beer Sponsor.....	\$1,000	_____
Goodie Bag Sponsor.....	\$1,000	_____
19th Hole Celebration Sponsor.....	\$1,000	_____
GemJammin' Sponsorships.....	\$1,500	_____
Buyer Roster		
2011/2012 Pre-Show Buyer Roster.....	\$350	_____
2012 Post-Show Buyer Roster.....	\$350	_____
Mailing List		
<i>Direct Mail List.....</i> <input type="checkbox"/> Pre-show <input type="checkbox"/> Post-show <input type="checkbox"/> Alphabetic Sort <input type="checkbox"/> Zip Sort		
2011/2012 Registered Mailing List.....	FREE	_____
<i>AGTA Members only</i>		

Credit Card Number _____
 Exp. Date _____ Security Number _____

Company Name _____ Contact _____
 _____ City _____
 State/Prov _____ Phone _____
 Fax _____ Email _____

Credit card orders are accepted by mail, phone or fax.
Phone: 800-972-1162 or 214-742-4367
Fax: 214-742-7334

For mail orders, please include your check for the full amount and mail to:
AGTA
3030 LBJ Freeway, Suite 840
Dallas, TX 75234

GemFair Information
 Registration Hotline: 800-879-6259
 Online hotel reservations: www.AGTA.org
 AGTA Office: 800-972-1162
 Website: www.AGTA.org

Show Hours
 January 31 – February 4
 10:00 am - 6:00 pm
 February 5
 10:00 am - 4:00 pm