

A

Aisles

The show aisles are designated as follows:

- 1 - 99: Galleria: Industry Associations, Press, and Service Businesses
- 100 - 1900: GemHall: Gem Dealers, Suppliers on 1700 aisle.
- 2100 - 2510: GemHall II: Suppliers, Tools, Equipment, Manufacturers, Gem Dealers and Antique & Estate Jewelry Dealers
- 3000 - 3600: Ballroom: Designers, Manufacturers and Colored Diamond Dealers

AGS

The American Gem Society will host Color Vision Testing at their booth located in the Galleria. Please call AGS at 702-255-6500 to make an appointment.

AGTA GTC

The AGTA GTC Mobile Lab Facility is located in the Onyx Suite, during GemFair Tucson February 3—February 9, 2009. You or your customer can have certificates done on site!

Agate Suite

The Agate Suite, located in the TCC, is available on a first come, first-served basis to all exhibitors. The use of the room is restricted to a two-hour time period for a maximum of two sessions. To make reservations prior to the GemFair call Patti Taylor- Trade Show Assistant, at 800-972-1192, or reservation may be made on-site at the exhibitor services desk.

Age Restrictions

No one under the age of 16 will be permitted on the show floor without adult supervision.

American Gem Trade Association

- **GemFair Dinner Dance** -Held Saturday February 7, 2009 at the Marriott University Park Hotel. Tickets can be purchased through the AGTA office prior to the show. At GemFair, unsold tickets can be purchased at the exhibitor service desk.
- **Membership** - Membership information can be obtained at the AGTA Product booth
- **Membership Meeting** – The Annual Membership Meeting of all AGTA members will take place TBA

ARAMARK

Concessionaire for the TCC; Catering can be arranged through their office by calling 520-882-9820.

Arizona Department of Weights and Measures

Remember that all scales used at GemFair™ in Tucson must be NTEP approved and licensed by the State of Arizona. If you licensed your scale for 2008 AGTA GemFair™, the state will automatically bill you for renewal of the license for that scale unless it is no longer on the approved list. If you have not licensed in the State of Arizona the scale you will be bringing with you, the license forms are in this Manual. If you weigh your gemstones before the GemFair you do not need a license. Stuller provides a scale for your use near the 100 aisle in GemHall I.

Armored Car Companies

Brinks / Malca Amit / Dunbar - Merchandise may be hand delivered and vaulted beginning Monday, February 2, 2009. The pick up point is in the vault area "Bat Cave", found between the GemHall and the Arena. Be sure to check with your carrier as to when your merchandise will be returned to your office when the GemFair is over. Armored car companies will deliver the afternoon of Tuesday, February 3, 2009.

B

Badges, Authorized Admittance

Exhibitor – Pick-up badges on site. Each staff member must pickup his/her own badge, if pre-registered, by presenting a government issued picture ID and providing a personalized business ID

from the exhibiting company. Personnel who cannot provide required identification will be denied a badge and refused entry to the exhibit floor. Remember, badge passing and/or misrepresentation of individuals for pre-registration or on site registration will jeopardize your ability to participate in future AGTA shows. **Outstanding GemFair invoices must be paid prior to any staff badges being issued. Exhibitor Badge pickup begins Tuesday, February 3, 2009 - 9:00 am to 6:00 pm.**

BADGE SWITCHING

Even the most highly rated pre-registered buyers must show picture identification in order to receive their badge validation and enter the show. Though we conduct spot checks during the show to prevent badge switching, AGTA also asks your assistance in helping us prevent unauthorized people from shopping at our show.

Exhibitors will be allowed on the selling floor for set-up beginning **Tuesday, February 3, 2009: no set-up can be done on Monday February 2, 2009.** If any buyer is seen on the exhibit floor on Tuesday, please notify security at once!

BOOTH CLEANING PROCEDURES

The AGTA GemFair™ in Tucson is a LONG show. Please do your part to help keep your booth looking good for the duration of the show. AGTA cleans the aisle carpet and empties wastebaskets every night. Just place your wastebasket in the aisle and it will be emptied.

Remember: Cleaning crews DO NOT enter any booth to vacuum or empty trash. A vacuum cleaner will be available to all exhibitors at the GES service desk. Don't forget to put the wastebasket in the aisle in front of your booth each night.

C

Coat / Luggage Check

Coat check is located in the lobby across from the exhibitor services desk.

Code of Ethics

Each member of AGTA must sign a Code of Ethics when gaining membership and then again annually. Signature of agreement must be current in order to exhibit at GemFair.

Co-Exhibiting: The companies that co-exhibit are members of the AGTA and have paid a fee to occupy the same booth. Firm members may only exhibit with other firm members.

Commonwealth Electric

All electrical needs in the TCC are handled through Commonwealth Electric. The Commonwealth service desk is located on the 1700 aisle of the GemHall. Prior to the show they can be reached at 620-253-5881.

Copies

Limited copies can be made at the Exhibitor Services desk in the lobby.

Coyote Classic

Thirteenth Annual Coyote Classic Golf Tournament will be Monday, February 2, 2009 held at the Omni Tucson National Resort, Located 2727 West Club Drive, Tucson AZ 85742 Shotgun Start 1:00 pm. Fax the Reservation form to the AGTA office to register, all reservations must be **prepaid and are non-refundable.**

Cutting Edge

Look for the 2009 award-winning Cutting Edge winners, now part of the Spectrum Competition, displayed in the Ballroom, beginning Wednesday, February 4, - Sunday February 8, 2008.

Cyber Lounge

Exhibitors and Buyers will be able to stay connected by email in the Cyber Lounge located on the north end of GemHall II; Please be considerate, if there is a line limit your time on computers to ten minutes.

D

Deliveries

Any deliveries from outside the TCC, such as florists, restaurants, etc., must be delivered to the Exhibitor Services desk. From there, the items will be signed for and a messenger will be sent to the exhibitor's booth to tell them of the delivery.

Delivery of High Value Packages only: FedEx and UPS High Value packages for exhibitors should be sent to:

**Exhibitor Name, Booth #
C/O AGTA
TCC - Granada Entrance
260 South Church
Tucson, AZ 85701**

DO NOT SEND ANYTHING TO ARRIVE AT THIS ADDRESS BEFORE TUESDAY, FEBRUARY 3, 2009 OR AFTER MONDAY FEBRUARY 9, 2009 after 4:00pm.*High Value: gemstones and or jewelry. All other shipments MUST go through GES Material Handling.**

Dining Guide

Dinner reservations, for Tucson restaurants, can be made at the Metropolitan Tucson Convention and Visitors Bureau desk located in the main lobby of the TCC.

Dinner Dance

The annual AGTA GemFair™ Dinner Dance will be held on Saturday, February 7, 2009 at the Marriott University Park. Please reserve your table of ten now by completing Dinner Dance Form in the manual. All reservations must be **prepaid and non-refundable.**

Drinking Fountains

Drinking fountains can be found next to every rest room located on the GemHall floor, in the lobby and in the Galleria. Sponsored drinking water dispensers can be found throughout the show.

E

Early Access/ Pre-show Appointments

Under no circumstance can a Buyer go on the floor before the show opens on Wednesday, February 4, 2009.

Educational Program

Coordinated by Charlotte Preston, the AGTA educational programs consist of seminars on a variety of topics. For more information, refer to the seminar section posted on the AGTA website www.agta.org.

Emergency Procedures

Contact the officer nearest to your booth or call the emergency number(s): 520-792-2879 or 520-444-1900.

Enhancement Disclosure

AGTA enforces the disclosure of all enhancement and treatment information on all commercial documents used by its membership. A consistent presentation of this position is of paramount importance in helping to maintain the integrity and long-term prosperity of our trade. As an AGTA member, each of us has an obligation to maintain a credible leadership role, which in turn helps to ensure customer confidence in our products. Since its inception, the AGTA has been at the forefront of enhancement issues, specifically by requiring member disclosure on all commercial documents and by asking each member to annually reaffirm their agreement to abide by the AGTA Code of Ethics.

Your commitment to provide enhancement codes on all commercial documents, including invoices and memoranda serves as a constant reminder to buyers that AGTA Members are committed to ethical business practices and that they can buy with confidence from AGTA dealers.

Remember to work with your staff before the show to make sure they understand how each invoice and memo should be marked in order to avoid embarrassment. **All AGTA members are required to have disclosure information printed on their memos and invoices.**

Exhibitor Registration

Exhibitor registration starts at the AGTA office. All exhibitors and their **staff should be registered by November 21, 2008. ANY and all badges registered and or any additions to the badge list after January 23, 2009 will be handled on-site and incur a \$25 fee per badge.** The Board of Directors checks all lists, to avoid the appearance of booth sharing as well as other staffing violations. **The company's primary contact can register staff on site; the cost will be \$25.00 fee per badge.** On site badges will be issued at the Exhibitor Services desk. On site staff badging requires approval and will inquire wait time for processing. Proceeds will go to the Tucson Officers Run for Special Olympics.

Exhibitor Services Desk: Phone 520-622-8877 / Fax 520-882-3986

Located in the TCC lobby across from the Spectrum of Design Ballroom, the exhibitor services desk is the center for exhibitor contingencies. The desk also serves as a message center and runner post.

F

Faxes

Faxes can be sent or received at the exhibitor services desk.

First Aid

For minor cuts and scratches, first aid material can be found at the exhibitor services desk. For anything more serious, go to the nearest Tucson officer on the exhibit floor.

G

GES

GES Exposition Services provides show services to our exhibitors. The GES desk can be found on the 1700 aisle in the GemHall. Prior to GemFair they can be reached at 800-475-2098.

Golf

Everyone is invited to participate in the Thirteenth Annual Coyote Classic Golf Tournament to be held Monday, February 2, 2009 held at the Omni Tucson National Resort, Located 2727 West Club Drive Tucson AZ 85742 Shotgun Start 1:00 pm All reservations are to be made by January 15, 2009. All reservations must be **prepaid and are non-refundable.**

H

Hotel

A6 Consultants: Hotel: Toll Free: Toll Free: 877-624-7225 Outside the US: 520-624-7225 Hours: 7:00 a.m. to 5:00 p.m. PST, Monday through Friday. If you have trouble getting through to, please call the AGTA office.

I

Indian Diamond and Colored Stone Association (IDCA) Reception

By invitation only held on Sunday, February 10, 2008. Call 212-921-4488 for more information.

I-10

Closing will cause congestion around the city; we recommend that you use GemFair shuttles.

Intercom System

Daily announcements and messages will be given over the intercom system at the beginning of each day and periodically throughout the show. Emergencies of a life or death nature only will be granted intercom messages. Lost parties do not constitute an emergency.

International Visitors Center/ Interpreters

Interpreters can be found in the buyer registration area. Most languages will be interpreted.

J

Jewelers Security Alliance

This is a non-profit crime prevention association serving the jewelry industry since 1883. For more information, contact John Kennedy at 212-687-0328.

K

Kosher Food

Kosher food is prepared under the supervision of Rabbi Shemtov can be found in the concession booth on the 1500 aisle during show hours. After show hours, arrangements can be made to have meals catered to your hotel by the Rabbi. Fill out the form return to it to the AGTA office by December 12, 2008. Fax: 214-743-7334.

L

Lost & Found and Luggage/ Coat Check

Located in the TCC lobby across from the Spectrum of Design and exhibitor services.

M

Message Center

Messages can be left at the exhibitor services desk. A runner will bring them to your booth.

Move in

GemFair Exhibitor move in (set-up) begins Tuesday, February 3, 2009 at 9:00 am to 6:00 pm. Armored carrier delivery is expected by 3:00pm. **Please do not try to set-up on Monday, February 2, 2009, security will ask you to leave the pavilions.**

Move out

GemHall II & Ballroom move-out will begin at the close of the show on **Sunday, February 8, 2009 at 6:00 pm**. We are required to be completely out of the GemHall II and Ballroom by midnight, exhibitors must have their booth cleared by 8:00pm. GemHall I and Galleria move out will begin Monday, February 9, 2009 at 4:00pm.

N

Numbers

Exhibitor Service fax and phone numbers are Phone 520-622-8877 / Fax 520-882-3986.

O

OTHER EVENTS AT THE CONVENTION CENTER

AGTA is the sole occupant of the Tucson Convention Center during the AGTA GemFair™.

GemFair closes Monday, February 9, 2009 at 4:00 pm. Please remember, the Galleria, lobbies and meeting rooms are common areas open to the public and not secured.

Other shows in Tucson

While there are many shows happening in and around Tucson at the same time as AGTA, there are a few that stand out. They are:

- **Tucson Gem and Mineral Society (TGMS)** - This show begins February 12-15, 2009 after AGTA closes. TGMS caters to the public.
- **GLDA** -, Star Pass, Marriott, February 3 - 8, 2009.
- **GJX** - This show is located on Granada across the street from the TCC and is held February 4 - 9, 2009.

Other Trade Shows:

JA Winter Show:

January 18 - 20, 2009

MJSA Expo:

March 8 – 10, 2009

THE INSTORE SHOW Chicago:

April 19 – 21, 2009

JCK AGTA Las Vegas:

May 29 – June 2, 2009

Onyx Suite

The Onyx Suite, located in the TCC, is the location of the AGTA GTC Mobile Laboratory Facility. It will be open during GemFair February 3-9, 2009. You or your customer can have reports done on site.

P

Parking will be limited. PLEASE USE SHUTTLES



GemFair parking has been a problem for our Buyers. We will save Parking Lot "B" and "C" strictly for Buyers. Exhibitors are asked to take the FREE GemFair shuttle from their hotel to the TCC or park in Parking Lots "A". A Lot is on Church St.

Photographs

Absolutely no photographs shall be taken without first signing a Photography and Video Taping Agreement Contract. Please contact Adam Graham at 800-972-1162 for these forms prior to the GemFair, or stop by Exhibitor Services during the GemFair.

Q

Questions

We hope this GemFair glossary will be a ready resource of answers for you. If we have not answered your question regarding GemFair, please call the AGTA office at 800-972-1162. At GemFair, stop by and ask the AGTA staff at the Exhibitor Services desk or at the AGTA product booth.

R

Rest Rooms

Rest rooms are located on the interior walls of the GemHall, the lobby and the Galleria.

Rules Violations

Any violations of the contract, disclosure or Code of Ethics should immediately be reported to the Show Manager or Executive Director. See Licensing Agreement or specific rules. Buyers who approach you to buy their merchandise should be brought to the attention of show security for immediate expulsion. **Notify the closest Tucson Policeman and he will discreetly notify the on duty security to watch and then expel the offender.** Show management will address early booth closings.

S

Sabbath Observers

Some exhibitors observe the Sabbath by closing their booths on Saturday February 7, 2009. Signs will be placed in Sabbath Observers' booths Friday afternoon, if the form indicating their observance has been turned in to AGTA by December 12, 2008. Religious services will be held at the Viscount Hotel at 4855 Broadway. If you have questions regarding services contact: Isaac Aharonoff (212)-725-3300 ext. # 13.

Scales

Since the 2001 Gem Shows in Tucson, the Arizona Department of Weights and Measures requires all commercial scales used in Arizona to be both licensed by the Department and NTEP approved. If your scale was not licensed at Arizona during 2001-2008 you need to fill out the Device License Application included in this manual and send it and your check to the **Glendale address before the 2009 AGTA GemFair™**. **If you bring your gemstones to the show pre-weighed, you do not need to bring a scale or obtain a license. Stuller will be providing a complimentary scale for your use near the 100 aisle near GemHall II entrance.**

Security

Skip Woodward is AGTA's Security Guru. If there is any kind of an emergency he can be reached on his cellular phone by all security guards and AGTA staff members. Security guards are posted throughout the exhibit area and roam throughout the show. Some will be in uniform and others in plain clothes. Or call one of these emergency number(s): 520-792-2879 or 520-444-1900. If you see anything strange, contact one of them immediately

Show Directory

The show directory is a compilation of exhibitor names, address and show location. They can be found in the entrances to the GemHall and in the TCC lobby.

Show Hours

GemHall II Show hours	9:00 am – 6:00 pm Wed. the 4 th – Sun... the 8th
GemHall I, Ballroom and Galleria Show hours:	
Wednesday, February 4th	10:00 am - 6:00pm
Thursday, February 5th	10:00 am - 6:00pm
Friday, February 6th	10:00 am - 6:00pm
Saturday, February 7th	10:00 am - 6:00pm
Sunday, February 8th	10:00 am - 6:00pm GemHall II & Ballroom both close
Monday, February 9th	10:00 am - 4:00pm- Show Closes

Shuttle Schedule

AGTA provides shuttle service to take exhibitors and buyers to and from most AGTA preferred hotels to the TCC. We recommend you leave your car at your hotel and take a shuttle to the show to have parking spots for AGTA GemFair Buyers. If the hotel you are staying at does not provide a shuttle to the TCC, locate a hotel that provides shuttle service, park your car at that hotel and ride the shuttle. There will be no shuttle service between 11:00 am – 3:00 pm.

Spectrum Awards Collection

Look for the winning designs from the 2009 Spectrum Competition on display in the Spectrum of Design Pavilion, Wednesday, February 4 – Sunday, February 8, 2009.

Spectrum of Design

America's finest designers and manufacturers will be located in the Ballroom area of the TCC.

T

TCC: Tucson Convention Center, home of the AGTA GemFair™ Tucson

U

Umbrellas are rarely needed in Tucson, pack those dancing shoes instead!

UNAUTHORIZED VENDORS AT THE SHOW

You have paid a premium for your booth and have agreed to abide by AGTA rules and regulations in order to participate in Tucson's finest wholesale gemstone trade show. The AGTA GemFair in Tucson is open to the entire gemstone and jewelry industry which means that in addition to retail jewelers and manufacturers, wholesale dealers may also enter to buy from AGTA exhibitors.

Non-exhibitors may not, under any circumstances, sell to AGTA registered buyers or to each other at our show. Please help us protect your market by alerting security if you observe any dealers who are not AGTA exhibitors conducting "business" with any other buyers in our show. If you are approached by anyone wearing a buyer badge that tries to sell to you, you may request to have him removed from the show. Please report any problems to the AGTA staff, officers, directors, show chairmen, and/or security so it can be stopped immediately. We request your cooperation in reporting unauthorized sharing of booth space as well.

V

Vault

The main vault, referred to as the "Bat Cave," is located between the GemHall and the GemHall II and it opens at 7:00 am daily. A second vault will be located in Ballroom. If the Ballroom Exhibitors wish to vault their line, after Sunday, February 8th, they should move their line to the "Bat Cave" vault. The "Bat Cave" vault closes on Tuesday, February 10, 2009 at 4:00 pm. **All merchandise must be removed by this time.**

Viscount Hotel

Viscount Hotel is the location where Jewish religious services will be held. It is located at 4855 East Broadway Blvd., Tucson, AZ 85711, phone 520-945-6500. Contact Isaac Aharonoff at: 212-725-3300 ext.13 for details.

W

Wheelchair Rental

Buyers can rent wheelchairs at the exhibitor services desk in exchange for an ID that will be returned to the occupant when the chair is returned. Wheelchairs are available for buyers on first come first served basis and can not be reserved in advance.

Travel Arrangements: Hotel, Airline, and Car Rentals:

A6 Consultants: Hotel: Toll Free: 877-624-7225. Outside the US: 520-624-7225 Hours: 7:00 a.m. to 5:00 p.m. PST, Monday through Friday. If you have trouble getting through to, **please** call the AGTA office.

Y

Yikes

Remember to have everything for the 2009 GemFair turned in by the deadlines. Before you know it the 2009 AGTA GemFair™ will be history.

Z

Zambonis take a rest during GemFair.