

AGTA GemFair™ Booth Package

Contents of your booth are listed separately under the GES Forms section of this manual. Some styles and sizes in jewelers' showcases are in short supply. Since they are available on a first-come, first-served basis, we suggest you order as soon as possible. When corner showcases are ordered early, an upright pole for cross bars will be placed on either side of the showcase.

Exhibitors must fill out applicable forms and diagrams in this manual. Be sure to send forms to the appropriate vendor. We suggest you make a copy of each form before you return it so you will have a record of your order. If you do not order before the show, showcases and furniture will have to be ordered at the show and are subject to availability and additional charges. This is costly and inconvenient for you and the equipment you want may not be available. Please make your preferences known as early as possible so that your booth is properly prepared when you arrive.

Payment Policies

Payment for all GemFair fees and services must be made in U.S. funds drawn on a U.S. bank or accepted credit cards. **Badges will not be issued to exhibitors with outstanding balances.** Every exhibitor MUST complete the enclosed GES credit card authorization and return it to GES before the show, even if you plan to pay for any services from the exhibit contractor by check or with cash. **No exceptions.**

AGTA GemFair™ Directory Listings

Exhibitor's company name, booth number, address, phone, fax number and email address will be listed in the show directory. Your product information will also be included in your GemFair directory listing. This form will need to be returned by the deadline of **November 30, 2011.**

Shuttle Service for Exhibitors for 2012

Most of the AGTA Preferred Hotels are served by free shuttle service to and from AGTA GemFair™ at the Tucson Convention Center. Hotels serviced by AGTA shuttles will be noted in the hotel description. Service begins at 7:30 am – 11:00 am and resumes at 3:00 pm – 7:30 pm. Schedules will be posted in the lobby of each AGTA Preferred Hotel during the show.

AGTA Exhibitor Service Center

The AGTA Exhibitor Services booth will be conveniently located in the Galleria near buyer registration. A FREE fax machine, copier, and message center will be available for exhibitors at the AGTA Exhibitor Services booth.

Contractor Service Centers

Service centers are located on the 1700 aisle in the GemHall.

Hotels

HelmsBriscoe, the official travel agency for 2012 AGTA GemFair™ Tucson, has made arrangements with many of Tucson's hotels. The AGTA GemFair hotel block offers a variety of price points and amenities. Make your hotel reservations

by going to www.agta.org/tradeshows/gemfair-tucson; or call 888-665-1370, International-801-505-5265.

Enhancement Disclosure

The American Gem Trade Association enforces the disclosure of all enhancement and treatment information on all commercial documents used by its membership. **A copy of your commercial documents (invoice or memo), must be in the AGTA office before you can open your booth.** 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.

Trademarked Jewelry

Please be sure your firm is in compliance in trademarking all finished jewelry. We remind you that the FTC Guides for the jewelry industry require the trade-marking of all finished jewelry, which is sold in this country. We call your attention to the National Gold Stamping Act. All trademarks must be registered regardless of whether the jewelry was made in the U.S. or abroad. Any questions regarding the registration of trademarks should be directed to The Jewelers Vigilance Committee 212-997-2002.