

GEMFAIR TUCSON™ 2012

A

Aisles

The show aisles are designated as follows:

- 1 - 99 Galleria Industry Associations, Press, and Service Business
- 100 – 1700 GemHall Gemstone & Cultured Pearl Dealers, Colored Diamond Dealers
- 3000 – 3700 Ballroom Designers, Manufacturers, Suppliers, Antique & Estate Jewelry Dealers and Tools & Equipment

AGS

The American Gem Society will host Color Vision Testing at their booth located in the Galleria. Come to booth 22 to be tested or call AGS with any questions you may have 702-255-6500.

Agate Suite

This is the location of the American Gemological Laboratories. The American Gemological Laboratories will be open daily as follows: Monday, January 30, 2012 - Saturday, February 4, 2012, 10:00 am – 6:00 pm; Sunday, February 5, 2012 10:00 am – 2:00 pm.

Age Restrictions

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

American Gem Trade Association

- **AGTA Spectrum Awards™ Gala** – Saturday, February 4, 2012 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 Member Services Booth.
- **Membership** - Membership information can be obtained at the AGTA Product booth.
- **Membership Meeting** – The 2012 Annual Membership Meeting will be Friday, February 3, 2012 on the GemHall floor at 9:00 am. The meeting is open to all the AGTA Members.

American Gemological Laboratories

Agate Suite: the American Gemological Laboratories will be open daily as follows: Monday, January 30, 2012 - Saturday, February 4, 2012, 10:00 am – 6:00 pm; Sunday, February 5, 2012 10:00 am – 2:00 pm.

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 2011 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 GemFair you do not need a license.

Armored Car Companies

Brinks / Malca Amit / Dunbar - Merchandise may be hand-delivered and vaulted beginning Sunday, January 29, 2012. The pickup point is in the vault area "Bat Cave", at the 100 aisle GemHall to the left. 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 Monday, January 30, 2012.

B

Badges, Authorized Admittance

Exhibitor – Pick up badges onsite. Each staff member must pick up his/her own badge, if pre-registered, by presenting a government-issued picture ID. 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 onsite 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 Monday, January 30, 2012 - 9:00 am to 5:00 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 **Monday, January 30, 2012: no set-up can be done on Sunday, January 29, 2012.** If any buyer is seen on the exhibit floor on Monday please notify security at once!

Booth Cleaning Procedures

The AGTA GemFair™ 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 located in the vault. Do not 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 of the TCC next to buyer badge verification.

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.

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 602-253-5881.

Copies

Limited copies can be made at the Member Services Booth in the lobby.

Coyote Classic

16th Annual Coyote Classic Golf Tournament will be Sunday, January 29, 2012 held at the Omni Tucson National Resort, 2727 West Club Drive, Tucson, AZ 85742. Shotgun start 1:00 pm. Fax the Reservation Form to the AGTA office at 214-742-7334, all reservations must be **prepaid and are non-refundable.** Reservation Forms are located in this manual.

Cutting Edge

The 2012 award-winning AGTA Cutting Edge gemstones will be displayed with the AGTA Spectrum Competition winners in the Ballroom beginning Tuesday, January 31 - Saturday, February 4, 2012, until 6:00pm.

D

Deliveries

Any deliveries from outside the TCC, such as florists, restaurants, etc., must be delivered to the Member Services Booth. 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 small 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: Monday, January 30, 2012 or after Saturday, February 4, 2012 3:00 pm *High Value Items only: 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.

AGTA Spectrum Awards™ Gala

The annual AGTA Spectrum Awards™ Gala will be held on Saturday, February 4, 2012 at the Marriott University Park. Tickets are available by filling out the enclosed form. All reservations are non-refundable.

Drinking Fountains

Drinking fountains can be found next to every restroom 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 circumstances may a Buyer go on the floor before the show opens on Tuesday, January 31, 2012 at 10:00 am.

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 begins at the AGTA office. All exhibitors and their **staff should be registered by the deadline date of December 23, 2011. ANY and ALL badges registered and (or) any additions to the badge list after *** January 26, 2012 will be handled onsite 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 onsite; the cost will be \$25.00 fee per badge.** On site badges will be issued at the Member Services Booth only. Onsite staff badging requires approval and will require wait time for processing. Proceeds from these badge fees will go to the Tucson Officer's Run for Special Olympics.

F

Faxes

Faxes can be sent or received at the Member Services Booth.

First Aid

For minor cuts and scratches, first aid material can be found at the Member Services Booth. 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 602-597-1011.

GIA Laboratory

Oynx Suite; the GIA Laboratory will be open daily as follows: Monday, January 30, 2012 - Saturday, February 4, 2012, 10:00 am – 6:00 pm; Sunday, February 5, 2012 10:00 am – 2:00 pm.

Golf

Everyone is invited to participate in the 16th Annual Coyote Classic Golf Tournament will be Sunday, January 29, 2012 held at the Omni Tucson National Resort, 2727 West Club Drive, Tucson, AZ 85742. Shotgun start 1:00 pm. Fax the Reservation Form to the AGTA office at 214-742-7334, all reservations must be **prepaid and are non-refundable.** Reservation Forms are located in this manual.

H

Hotels

The Housing Connection 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/gft-travel.html; or call or call 888-665-1370; International 801-505-5265.

I

Indian Diamond and Colored Stone Association (IDCA) Reception

Will be held Thursday, February 2, 2012 at the Marriott University Park 7:00 pm – 11:00 pm. Invitation only. Form more information call 212-921-4488.

Intercom System

Daily announcements and messages will be given over the intercom system at the beginning of each day and periodically throughout the show. Please contact Member Services for an emergency announcement.

International Visitors Center/ Interpreters

Interpreters can be found in the buyer registration area. Most languages can 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 and 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 Kosher Food form return to it to the AGTA office by December 23, 2011. Fax: 214-743-7334.

L

Lost & Found and Luggage/ Coat Check

Located in the TCC lobby next to Badge Verification.

M

Member Services Booth: Phone 520-622-8877 / Fax 520-882-3986

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

Message Center

Messages can be left at the Member Services Booth. A runner will bring them to your booth.

Move In

GemFair Exhibitor move in (set-up) begins Monday, January 30, 2012: 9:00 am to 6:00 pm. Armored carrier delivery is expected by 3:00 pm. **Please do not try to set-up on or before Monday, January 30, 2012; security will ask you to leave the pavilions.**

Move Out

Move out will begin Sunday, February 5, 2012 at 4:05 pm.

N

Numbers

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

O

Oynx Suite

The location of the GIA Laboratory; GIA Laboratory will be open daily as follows: Monday, January 30, 2012 - Saturday, February 4, 2012, 10:00 am – 6:00 pm; Sunday, February 5, 2012 10:00 am – 2:00 pm.

Other Events at the Convention Center

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

GemFair closes Sunday, February 5, 2012 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:

- **TGMS** - February 9 - 12, 2012 after AGTA closes. TGMS is open to the public. **Tucson Gem and Mineral Society**
- **GLDA – Marriott Star Pass**: January 30 – February 5, 2012
- **GJX** - This show is located on Granada across the street from the TCC and is held January 31 – February 5, 2012

Other Trade Shows:

JA Winter Show:

January 22 - 24, 2012

MJSA Expo:

March 11 -13, 2012

THE SMART SHOW Chicago:

April 21-23, 2012

AGTA GemFair™ at the Las Vegas Show:

TBA

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 Lot "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 the Member Services Booth during the show.

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 Member Services Booth or at the AGTA Product Booth.

R

Rest Rooms

Restrooms 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 CEO. 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, which can lead to suspension of exhibition privileges.

S

Sabbath Observers

Some exhibitors observe the Sabbath by closing their booths on Saturday, February 4, 2012. Signs will be placed in Sabbath Observers' booths Friday afternoon, if the form indicating their observance has been turned in to AGTA by December 23, 2011. 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

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 Arizona during 2001-2011 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 2012 AGTA GemFair™.** **If you bring your gemstones to the show pre-weighed, you do not need to bring a scale or obtain a license.**

Security

Skip Woodward is AGTA's Security Officer. 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. You may also call this emergency number 520-792-2879. If you see anything strange, contact security immediately.

Show Hours

GemHall, Ballroom and Galleria Show hours:

Tuesday, January 31st	10:00 am - 6:00 pm
Wednesday, February 1st	10:00 am - 6:00 pm
Thursday, February 2nd	10:00 am - 6:00 pm
Friday, February 3rd	10:00 am - 6:00 pm
Saturday, February 4th	10:00 am - 6:00 pm Ballroom Closes
Sunday, February 5th	10:00 am - 4:00 pm Show Closes

Shuttle Schedule

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 7:00 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 Spectrum Awards™Collection

Look for the winning designs from the 2012 AGTA Spectrum Awards™ Competition on display in the *Spectrum of Design Pavilion*, Tuesday, January 31 - Saturday, February 4, 2012, until 6:00 pm.

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 GemFair. 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 at the tunnel next to the 100 aisle of GemHall. The "Bat Cave" opens on Sunday, January 29th at 9:00 am and every other day of GemFair at 7:00 am – 9:00 pm. A second vault will be located in the Ballroom. The "Bat Cave" vault closes on Monday, February 6, 2012 at 12:00 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

Buyers can pickup wheelchairs at the Member Services Booth in exchange for an ID that will be returned to the occupant when the chair is returned. Wheelchairs are available for buyers on a first-come first-served basis and cannot be reserved in advance.

Y

Yikes

Remember to have everything for the 2012 AGTA GemFair™ turned in by the deadline dates located in this Exhibitor Manual. Before you know it, the 2012 AGTA GemFair™ will be history.

Z

See you next year~

GEMFAIR TUCSON  2012