

PREMIER



A NEW LAS VEGAS MARKET WEEK EXPERIENCE

# What is PREMIER?

- Cultivating a comprehensive curated experience to benefit the entire industry; PREMIER covers all major fine jewelry categories— from emerging jewelry designers to major high volume manufacturers and everything in between
- Co-located with AGTA GemFair™ Las Vegas and the Las Vegas Antique Jewelry & Watch Show (LVAJWS), PREMIER will draw 10k+ qualified and motivated buyers who can satisfy all of their buying needs in one convenient location
- 3 events. 1 badge — One badge will give buyers access to PREMIER, AGTA GemFair™ Las Vegas and LVAJWS
- Running May 30 – June 3, 2019, giving buyers a one-day head start before other shows open for Las Vegas Market Week



# Why PREMIER?

- Exceptional customer service creates a seamless experience for both exhibitors and attendees
- A full spectrum of product categories in a carefully curated easy-to-navigate setting
- A cost effective solution offering you the chance to be seen by the most influential retailers in the industry
- The distinct sections of the show to date will include: PREMIER X Brands for established fine jewelry brands and manufacturers, PREMIER X Designer for established fine jewelry designers, as well as a handful of emerging fine jewelry designers who are making their Las Vegas debut, and PREMIER X Italy for those mainstay brands signing on to exhibit through PREMIER's partnership with The Italian Exhibition Group (IEG), organizers of the venerable VICENZAORO shows

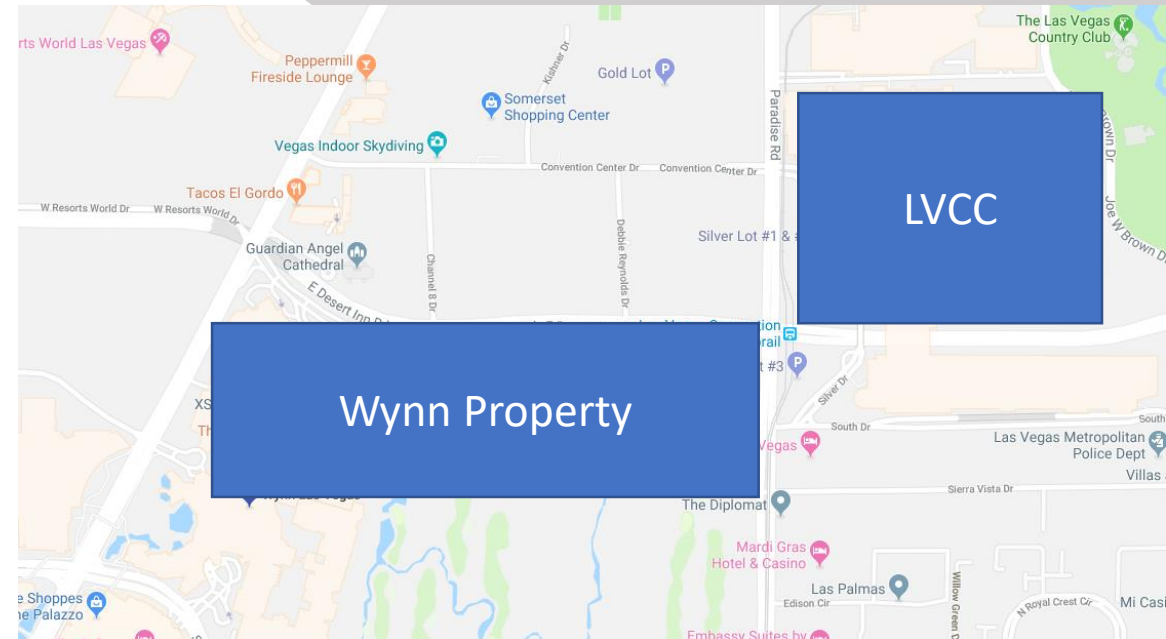


## Marketing Efforts

- 1 million+ emails reaching targeted markets and retail segments
- 250,000 direct mail impressions touching buyers across the country
- 40,000 phone calls extending special invitations to key buyers
- 35 full page ads running in major industry publications
- Full-Time Communications Agency sending weekly media alerts to 750+ media outlets
- Extensive cross-marketing efforts with AGTA™ and Las Vegas Antique Jewelry & Watch Show database

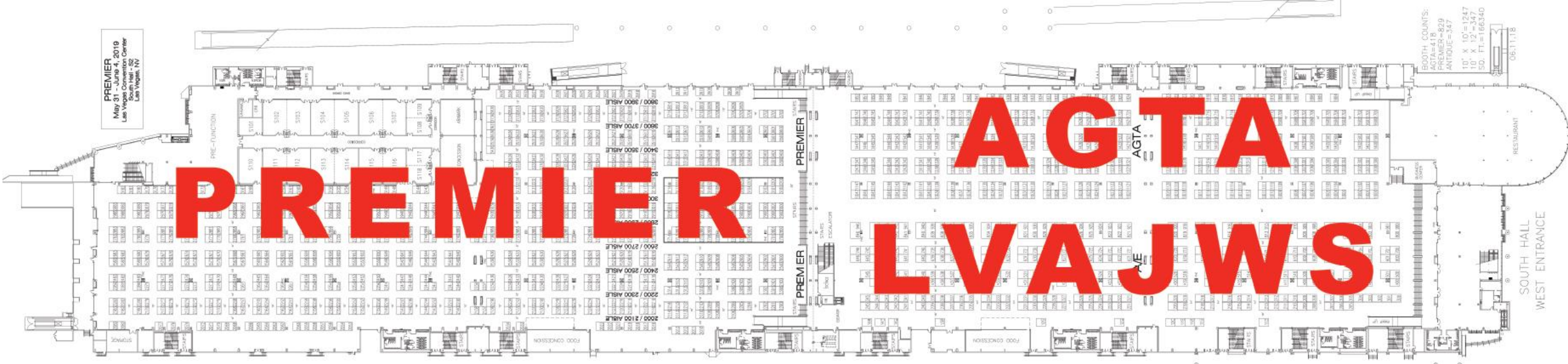
# Location – Las Vegas Convention Center (LVCC)

- LVCC is a state-of-the-art, world class facility, with premier amenities and exceptional security
- 5 minute drive to COUTURE (our sister show)
- Continuous shuttles and limos will run between PREMIER and COUTURE
- Complimentary transportation provided by Uber and Lyft



# Floor Plan

- PREMIER will share the floor with AGTA™ and the LVAJWS, creating an easy to navigate and enjoyable shopping experience
- 550+ companies contracted



**Booth Design  
5x10**



# Booth Design 5x10





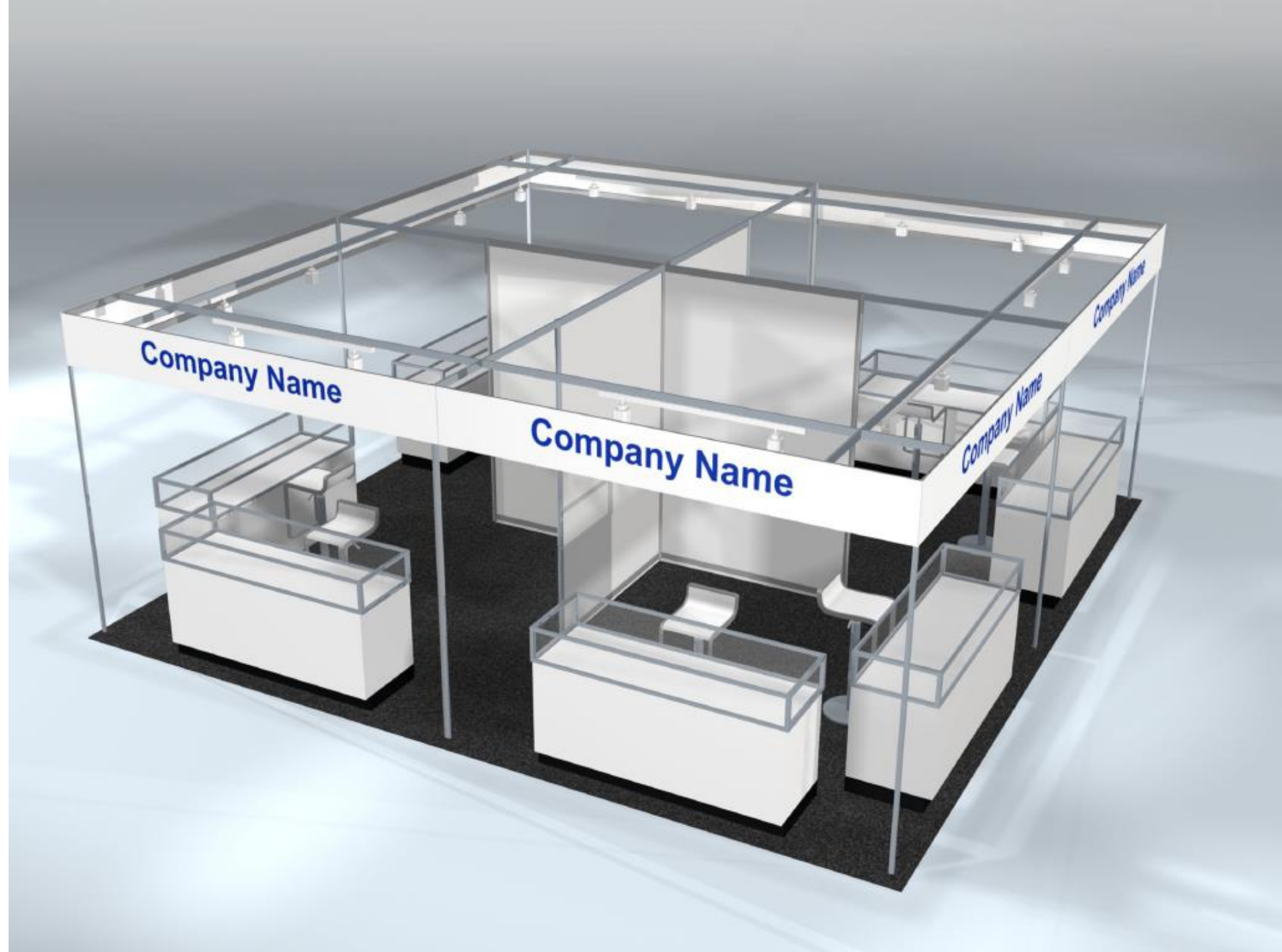
## Booth Package

Turnkey 5x10 corner booth fee = **\$3,750**

### Each booth includes:

- One quarter vision standard showcases
- One track lights with three 75-watt halogen fixtures at front of booth over showcases
- Two Bar Stools
- Booth carpet
- One 500-watt outlet
- One Fascia Header Sign
- Taut sleek white fabric booth wall

# Booth Design 10x10



# Booth Design 10x10



## Booth Package

Turnkey 10x10 corner booth fee = **\$5,400**

### Each booth includes:

- Two quarter vision standard showcases
- Two track lights with three 75-watt halogen fixtures at front of booth over showcases
- Two Bar Stools
- Booth carpet
- One 500-watt outlet
- One Fascia Header Sign
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Thank You