

**REPORT OF THE INDIA PAVILION**  
**JCK 2014, LAS VEGAS**

DATES: MAY 30 TO JUNE 2, 2014

VENUE: MANDALAY BAY CONVENTION CENTRE, LAS VEGAS,  
USA

ADDRESS OF THE VENUE: 3950 Las Vegas Boulevard S  
Las Vegas  
Nevada 89119, USA

**Dates & Times:**

Friday, May 30: 9:30am - 6:00pm  
Saturday, May 31: 9:30am - 6:00pm  
Sunday, June 1: 9:30am - 6:00pm  
Monday, June 2: 9:30am - 4:00pm

**Details of the India Pavilion**

Booths: 105

Exhibitors: 66

Area:10350 sq. ft

**Objective of Visit:**

- To represent India Pavilion at JCK Las Vegas
- Facilitate the exhibitors at the show.
- Promoting the Councils activities
- Promotion of IJS 2014 amongst the visitors and getting buyers
- Arranging meetings with different agencies
- Meeting the organizers and plan for next years show

## **Representatives of the Council at the show:**

Sabyasachi Ray, Executive Director

Sridhar Iyengar, Director, International Exhibitions

Anurag Kumar, Assistant Director, International Exhibitions

Margaret Rodrigues, Manager, Exhibitions

## **Brief information about the show**

JCK Las Vegas closed the doors on its 23rd annual fete in the desert this week, boasting strong attendance and an overall heightened level of success. Strong sales were reported across all categories of exhibitors, and buyers gave high marks to the amount of new product that was presented. Over 3,000 new buyers came to experience JCK Las Vegas for the first time; the international community strongly supported the show, with strong attendance from Brazil, China, India, Russia and the United Kingdom.

JCK Las Vegas, North America's leading jewelry show, took place at the Mandalay Bay Resort & Casino and featured products from over 2,500 jewelry industry exhibitors. Known for its extensive range and diversity of offerings, JCK is comprised of specific sections: fine jewelry fills the halls of LUXURY, Elite Enclave and the newly renamed Prestige; luxury timepieces can be viewed at the by appointment only Swiss Watch; the Design Center boasts innovative, artisan-quality jewelry; and the main JCK show floor is home to AGTA, Watches, the VICENZAORO Italian Pavilion, Plumb Club, and Hong Kong. The product, combined with a daily itinerary of networking events, education seminars and entertainment, including Rob Thomas' JCK Rocks the Beach concert, made the show an unforgettable, must-attend event.

## **India Pavilion**

Under the India Pavilion there are 105 booths in the main pavilion spread over 10440 sq. mtrs occupied by 66 exhibitors.

Based on the feedback received from Exhibitors, Council had taken initiative to change the overall outlook and feel of India Pavilion with new looks, overhead branding, upgraded lights and furniture at Int'l Shows. The New look that was incorporated at JCK added more vibrancy and sophistication to the India Pavilion which was appreciated by all participants.



### **Activities undertaken to Promote the India Pavilion**

Following promotional activities were undertaken by the Council to promote the India Pavilion at the show:

- Sponsorship of Window Decal ( posters on the glass doors at the entrance of the venue) near the Shark Reef
- VIP Lounge Sponsorship
- Banner – Banner promoting the India Pavilion from the Mandalay Bay hotel side
- Exclusive overhead branding with entire new look
- On-site publicity brochures

- Promotional bags
- Mass emailing to the trade buyers in the major countries inviting them to visit the India Pavilion
- Exclusive brochure which will be kept in the VIP Lounge and will be distributed to all the visitors.
- Two hostesses to distribute the brochures to the visiting buyers
- JCK Mobile Banner ad
- Water cooler - There were total 12 water coolers which have been sponsored by the Council – 6 at the Bayside level and 6 at Shoreline level.
- Press Conference – 31<sup>st</sup> May, 2014
- Advertisement released in following:
  1. JCK Show Guide – 2 page spread has been released in the pocket planner giving the details of the exhibitors
  2. Indesign
  3. Instore
  4. Jewellery Business
  5. National Jeweller – Website
  6. Couture Jeweller
  7. Bangkok Gems & Jewellery
  8. Arabian Watches & Jewellery





### **Exhibitor Lounge/Business Lounge**

This year the Council had organised an Exhibitor Lounge within the India Pavilion where following facilities were provided to the exhibitors:

**At the Council's booth, exhibitors were able to avail the following facilities:**

- Fax Facilities ( Incoming and outgoing)
- Internet connection
- Photocopier
- Water cooler
- First Aid Kit
- Refreshments etc

Full promotional kit containing following material was handed over to all the visitors from this booth:

- Directory of India Pavilion Exhibitors
- Solitaire magazine
- Sparkle of Success
- JCK Flyer



## **LOBBY BOOTH**

Council had one booth at the main Lobby level where promotional material from the exhibitors as well as the Exhibitors Directory and the promotional bags were displayed.



## **India Gallery**

At the popular 'Shark Reef' venue in Mandalay Bay, an 'INDIA GALLERY' was set up wherein 8-10 showcases were being offered to country's select leading jewellery makers known for their exquisite range of Products in India and abroad which included mass produced/ couture/Designer/Platinum/ gold/silver jewellery. The products will be handpicked and 9 exhibitors were selected to display the jewellery at the India Gallery:

Council had appointed M/s. Kshama The Art Workshop Pvt. Ltd. for the preliminary design and concept, supervision, coordination and execution for the India Gallery.

## **VIP LOUNGE**

Council was the exclusive sponsor of the VIP Lounge. In the VIP Lounge following was incorporated:

- One double sided meter board signage was provided by JCK welcoming the buyers.
- Tabletop signage/tent cards were placed on the tables in the lounge.
- The Exhibitors flyers were placed in the VIP Welcome kit.
- Screen Saver on (2) Internet Terminals located in the Lounge for VIP use.
- Access to the Lounge for up to (3) staff each day – the sponsor can have up to 3 staff to network in this Lounge.
- The exhibitors directories were placed in the tables in the lounge as well
- The organisers had promoted the India pavilion as a sponsor where the VIP Lounge was promoted

## HOSTESSES

Total of 4 hostesses were appointed for the following areas:

- 2 hostesses who had the access of the entire show venue to distribute the promotional materials and were wearing the Indian Attire.
- One was based in the Council's booth/Lobby Booth.
- One hostesses wearing the Indian attire was located in the VIP Lounge/Distribution of Fliers.





## Visit of Consul General, New York

Mr. Gyaneshwar Mulay, Consul General, New York, visited the India Pavilion on 30th May 2014 and was taken around the India Pavilion as well as the entire show. He was very impressed to see the size of the India Pavilion and appreciated the Council's initiative in organizing the same.

