

**POST SHOW REPORT ON  
INDIA PAVILION  
AT**



**5-8 JUNE, 2017**

**MANDALAY BAY RESORT & CASINO, LAS VEGAS, NV**

Click [here](#) to watch India Pavilion Video

JCK Las Vegas is the jewelry industry's leading annual trade event bringing together over 30,000 of the world's most influential industry professionals in a secure environment for order writing, inspiring education, networking and fun! JCK's all-encompassing expansive collections of jewelry, gems, timepieces and services make it a premier destination to discover what's new and next in the fine jewelry market. The experience at JCK goes beyond business; it's personal, uniting a community that is shaping the future of the jewelry industry.



**JCK Las Vegas is North America's largest annual trade event:**

- 2,300+ exhibiting vendors from around the globe
- Vendors include: finished jewelry at all price points, timepieces, loose gemstones, equipment, supplies, technology, security and business solutions.
- 23,000+ individual retailers in attendance
- 9,400+ retail stores ranging from independents, majors, department stores, boutiques and galleries
- 23% retailer stores in attendance from outside of the United States
- 70+ industry events and 20+ Education Sessions
- Hosted Retailer Program - giving you access to the next generation of retailers including fashion, boutique, department store and design and gallery

### **EAGER TO BUY RETAILERS**

- 75% of 2016 exhibitors said the quality of buyers met and/or exceeded their expectations
- 78% of retailers at JCK are looking for new companies to do business with
- 90 hosted elite design retailer and amenity program

### **JCK Retailer Profile:**

- Independent Jewelry Retailers
- Jewelry Wholesalers
- Online/Internet jewelry retailers
- Specialty Gift/Boutique
- Designer
- Chain/Mass Merchant
- Department Store/Catalog retailers

### **Why they attend:**

- Meet with current vendors/suppliers
- Meet with new exhibitors
- Discover products and learn new things
- Network and have fun
- Gauge industry trends
- Attend JCK Talks

### **What they buy:**

- Designer Jewelry
- Loose Gemstones
- Fashion Jewelry
- Pearls
- Silver

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

Sridhar Iyengar, Director, International Events  
Nitin Khandelwal, Asst. Director  
Daphne D 'Costa, Assistant Manager, International Events

## INDIA PAVILION AT JCK LAS VEGAS 2017

GJEPC organized the 14th edition of India Pavilion at JCK 2017 with a total of 59 booths spread over 5900 sq. feet area occupied by 47 exhibitors.

The India Pavilion was organized at the following two locations.

Location	No. of exhibitors	Sq. feet	No of booths
Passport	25	3100	31
Diamond Plaza	22	2500	25
Exhibitor Lounge + Meeting Room		300	3
<b>Total</b>	<b>47</b>	<b>5900</b>	<b>59</b>

### Exhibitor Lounge/ GJEPC Meeting Room

An exhibitor lounge was organized within the India pavilion at passport section (B8125/B8127) to facilitate the exhibitors and a meeting room was set up to organize pre fixed meetings.

At the Exhibitor Lounge the exhibitors were able to utilize the following facilities:

- ✓ WiFi
- ✓ Photocopier
- ✓ Water cooler
- ✓ First Aid Kit
- ✓ Refreshments including tea/coffee/light snacks etc.



### **Lobby Booth (L149)**

There was also one complimentary booth allocated by the organisers at the Lobby Level.

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
- ✓ Promotional Bags
- ✓ IJS show flier
- ✓ Promotional CDs'



### **Promotional activities by GJEPC**

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

- 2 sided banner from Hotel and Casino side
- Video Wall
- Show signage – framed graphic
- New Hanging banner
- Light up smart panel
- Mobile smart app
- 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
- Hostesses



### Show signage – framed graphics



This signage was located right before the escalators up to the Shoreline's level from Bayside

### New Hanging Banner

10 x 40 size banner hanging over the India pavilion in Passport

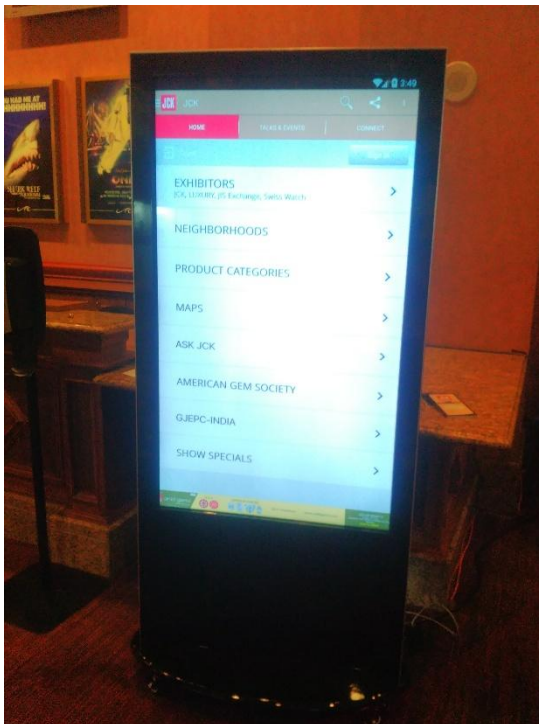


### Light up smart Panel

An eye catching light up smart panel located near the food court of Mandalay Bay.



### Mobile smart App



Custom Icon on the home page of the mobile app!



### Exclusive overhead branding

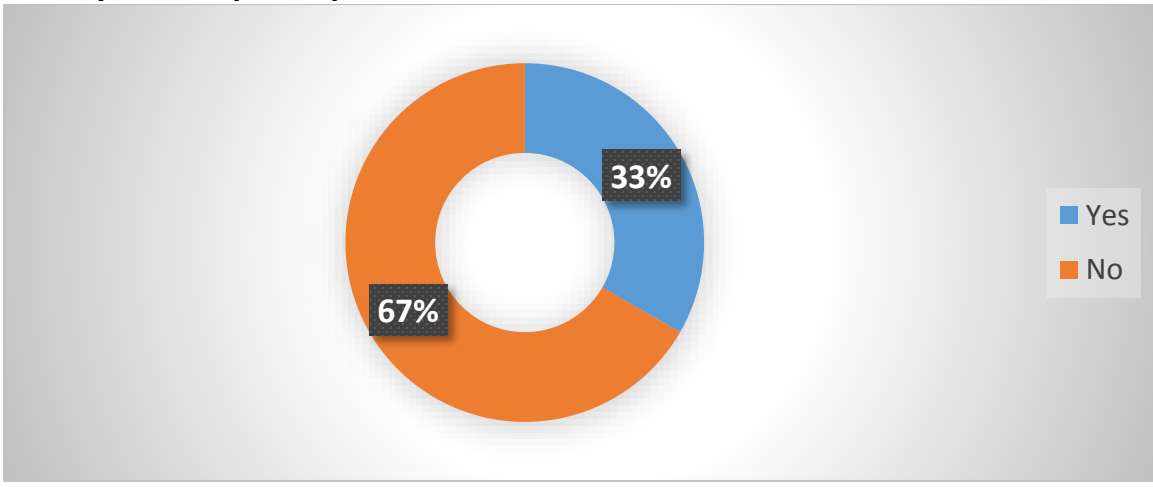


### Promotional bags

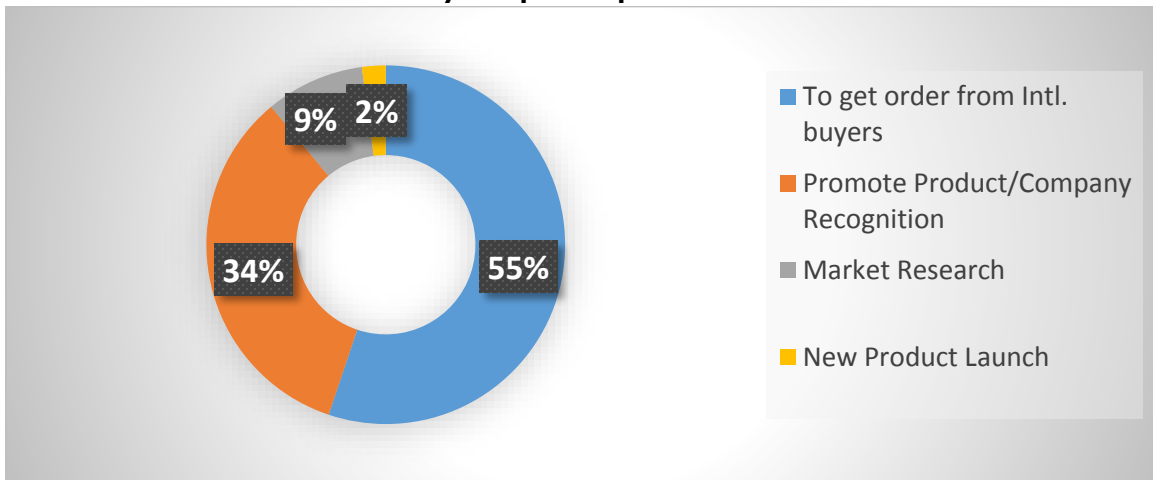


Feedback received from the exhibitors

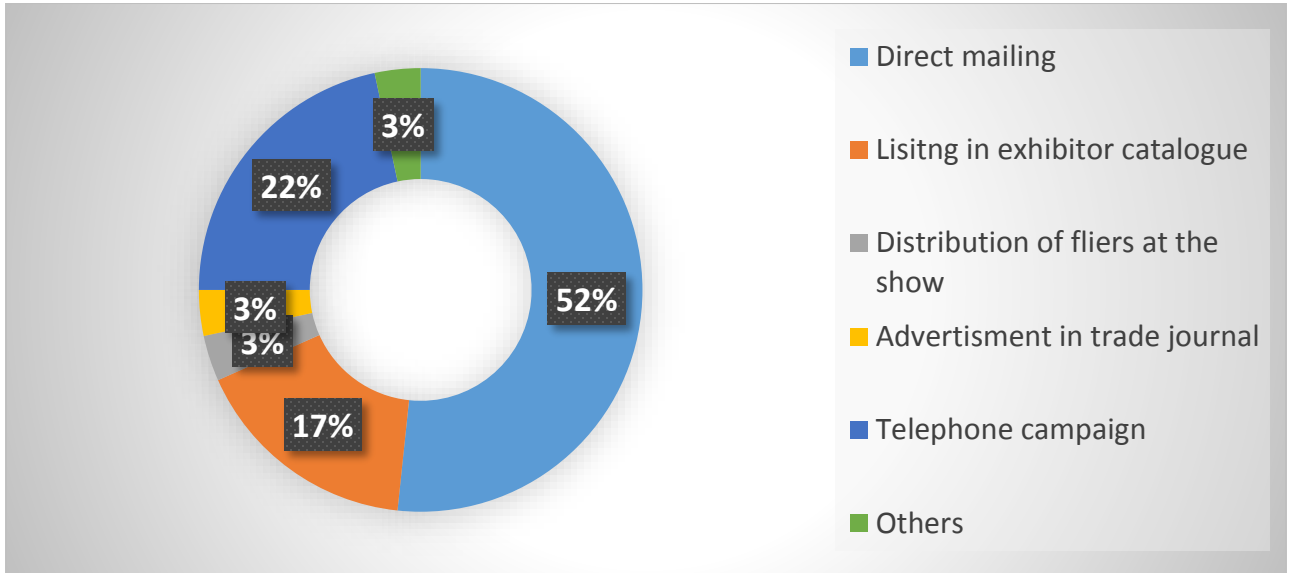
**Is this your first participation at JCK LAS VEGAS?**



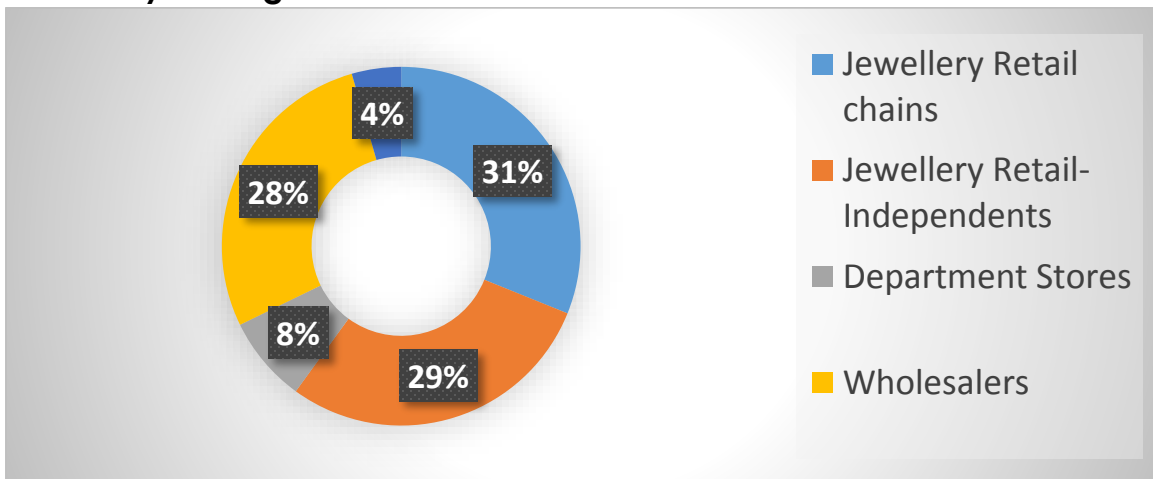
**What is the main reason for your participation at JCK LAS VEGAS 2017?**



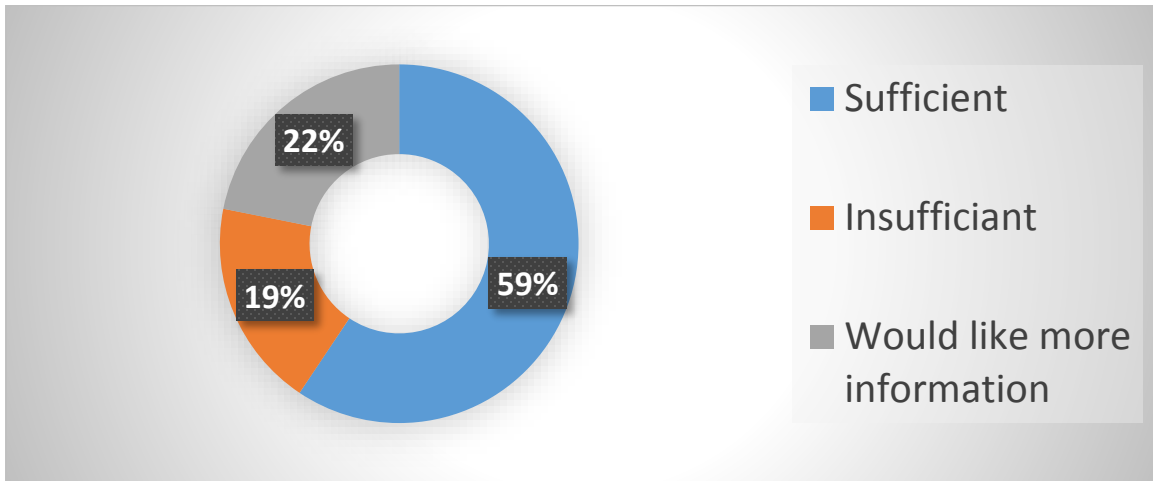
**To attract visitors to your booth, what activity/ies did you undertake before the opening of JCK LAS VEGAS 2017?**



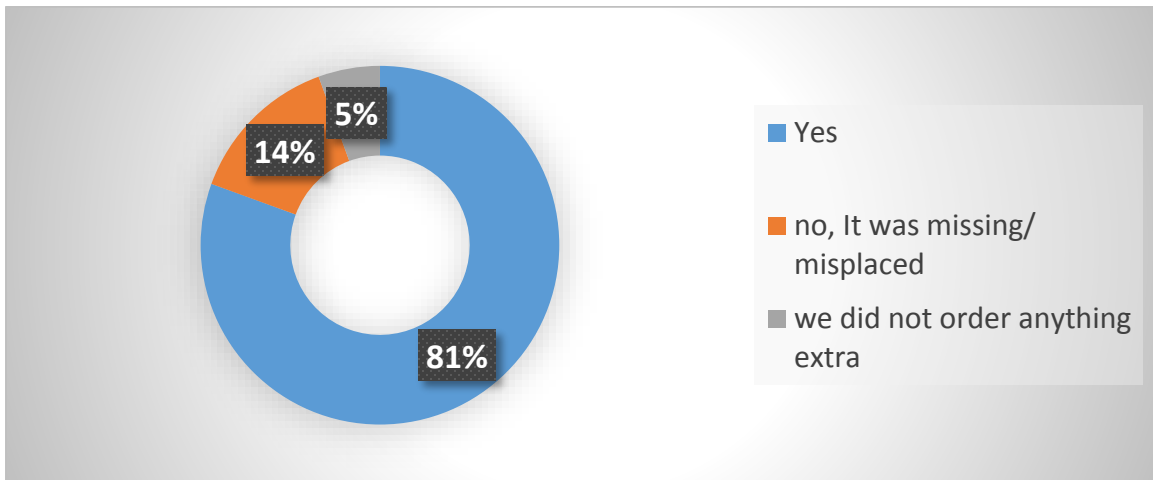
**Who are your target customers?**



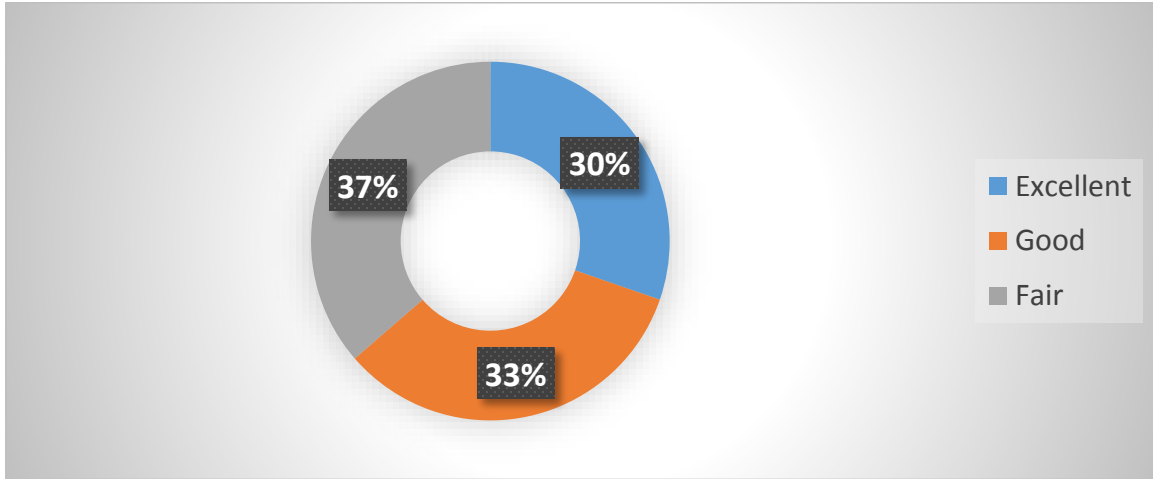
**Information regarding JCK LAS VEGAS show participation & related activities?**



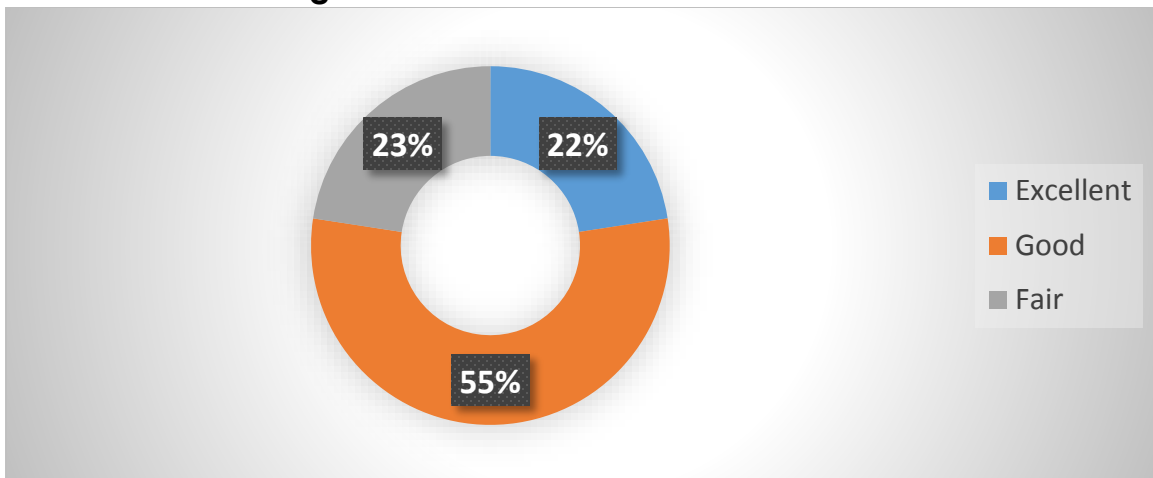
**Were all pre-ordered facilities in place when you arrived at your stand during the official move-in time?**



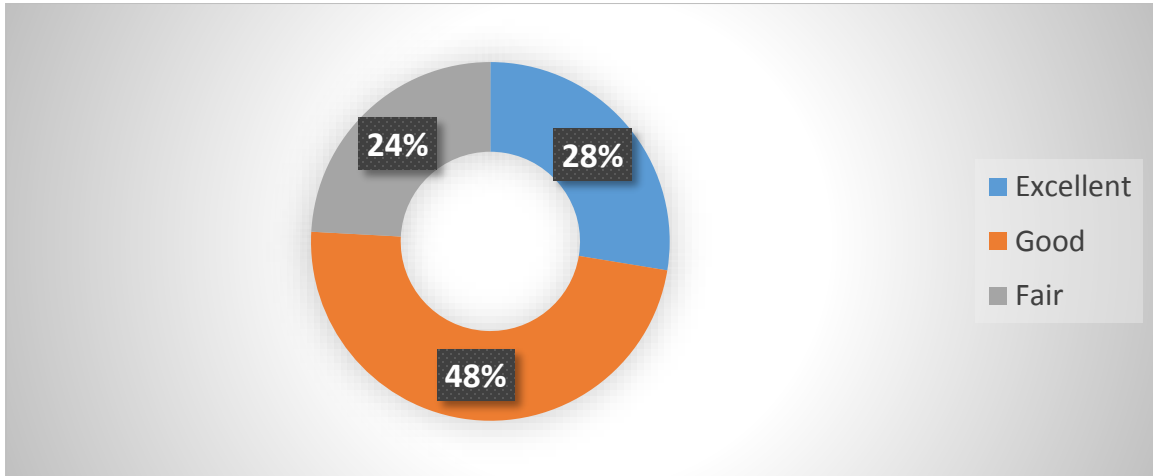
### Please rate services provided by Council Secretariat during show



### Overall Show management



### Official stand contractor services



### Are you interested in Participating under India Pavilion organised at the JCK LAS VEGAS 2018 by Council?

