

REPORT OF THE INDIA PAVILION
JCK 2015, LAS VEGAS

DATES: MAY 29 TO JUNE 1, 2015

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 29: 9:30am - 6:00pm
Saturday, May 30: 9:30am - 6:00pm
Sunday, May 31: 9:30am - 6:00pm
Monday, June 1: 9:30am - 4:00pm

Details of the India Pavilion

Representatives of the Council at the show:

Sridhar Iyengar, Director, International Exhibitions
Margaret Rodrigues, Manager, Exhibitions
Daphne D'Costa, Assistant Manager, International Events

Brief of the show

The JCK Las Vegas show, which is North America's largest show, featured 2,300 exhibitors and welcomed over 22,000 retail buyers representing 9,400 stores, a 4% increase in attendance over the previous year's event. The show's visual redesign was the talk of the town, the new look and merchandised neighborhoods made it even easier for buyers to navigate JCK's comprehensive show floor. JCK Las Vegas 2015 saw a series of non-stop activity at vendor booths, lounges, events, seminars, talks and panels. The visitors also noticed a sophisticated style infusion throughout the show's campus. Additionally, scores of industry professionals seemed to enjoy the new lounges-many with specific themes and amenities including a spa lounge, translation services in the passport lounge, and roaming food carts.

In addition to providing an important and timely venue for pre-fall and holiday sales, the 2015 show featured a robust program lineup-including new 'JCK Talks' education program, Shark Tank at JCK, new Evening of Design Awards at the exclusive JCK Wine(d) Down bar, and JCK Rocks the Beach with headline performer Gavin DeGraw.

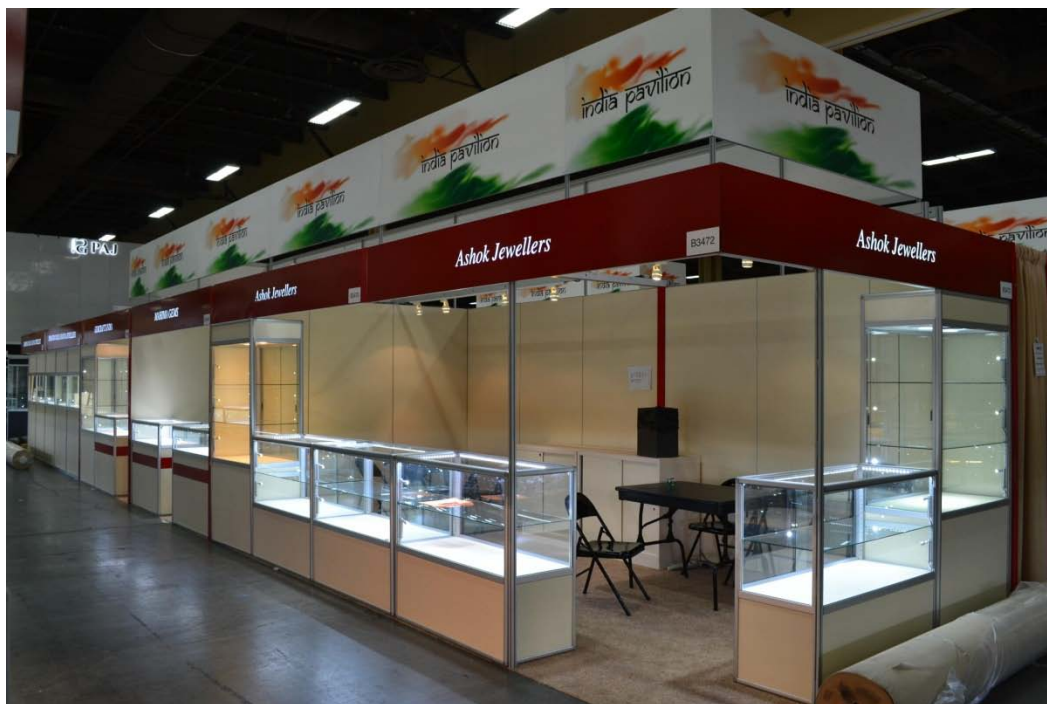
The new 'JCK Talks' format and added styling events bolstered buyer's enthusiasm. Speakers from both inside and outside the jewelry industry inspired buyers to think about jewelry pairings and merchandising in unique ways - providing new strategies for selling to bring back to their stores. 'JCK Talks' drew large standing room only audiences to its daylong program on Thursday and single Talks throughout the show. Popular

sessions that educated, empowered, and inspired buyers and exhibitors alike included "Best of the Best" feature the best strategies from top retail experts, "The Power of Blogging" featuring top jewelry bloggers and "Diamond Insights" an illuminating market presentation given by De Beers.

India Pavilion

Under the India Pavilion, there were 107 booths spread over 10840 sq. ft. area occupied by 66 exhibitors. Out of 107 booths, 4 booths (500 sq. ft) were utilized by the Council for the exhibitor Lounge. In addition, there was one Council booth at the Lobby level as well.

Council had taken the initiative to change the overall outlook and feel of India Pavilion with upgraded lights and furniture at Int'l Shows for the second Year at JCK Las Vegas. The New Look added more vibrancy and sophistication to the India Pavilion which was appreciated by each and everyone.



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



- Ambassador 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 e-mailing to the trade buyers in the major countries inviting them to visit the India Pavilion
- Exclusive brochure which were kept in the VIP Lounge and will be distributed to all the visitors.
- Two hostesses to distribute the brochures to the visiting buyers

To promote the India Pavilion, advertisements were released in following trade magazines:

- JCK
- Instore
- Bangkok Gems & Jewellery
- AWJ
- JNA – English
- JNA – Chinese
- Modern Jewellery
- IDEX
- Junwex
- Gold Book Magazine – Turkey

Banner Advertisements were released on the following websites:

- JNA
- Idex
- JCK
- Instore
- JCK Spotlight

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 Exhibitor Lounge the exhibitors were able to avail the following facilities:

- Fax Facilities (Incoming and outgoing)
- WiFi
- Photocopier
- Water cooler
- First Aid Kit
- Refreshments including tea/coffee/light snacks 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

India Gallery

At the popular 'Shark Reef' venue in Mandalay Bay, an 'INDIA GALLERY' was set-up with 12 showcases which were offered to country's select leading jewellery makers known for their exquisite range of Products in India and abroad which includes mass produced/couture/Designer/Platinum/ gold/silver jewellery and the products will be handpicked. The Council had also displayed the Artisan Award jewellery winning pieces at the India Gallery.

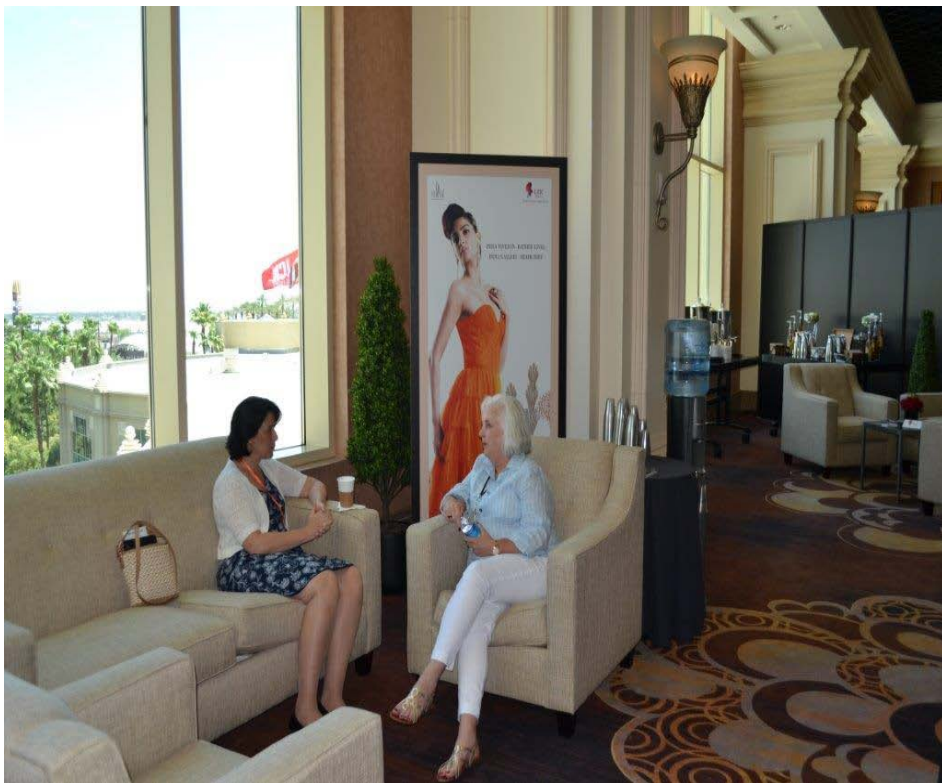


Council had appointed M/s. Kshama The Art Workshop Pvt. Ltd. for the preliminary design and concept, supervision, coordination and execution for the India Gallery.

Ambassador LOUNGE

Council was the exclusive sponsor of the VIP Lounge. In the VIP Lounge, the 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 5 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 based in the VIP Lounge/Distribution of Fliers .
- One hostesses was exclusively for the India Gallery

Meetings held during the exhibition

MAY 28TH 6.30 to 9.30 PM

Diamond Empowerment dinner at Four Seasons Hotel

The same was attended by Mr. Vipul Shah - Chairman, Mr. Ajesh Mehta, Convener - Diamond Panel, Mr. Colin Shah, Member – Working Committee and Mr. Sridhar Iyengar, Director – International Events.

May 29, 2015 at 10.30 AM

Visit of China Delegation

GJEPC welcomed a delegation from China headed by Chief Executive Officer of World Mart E Company Ltd. The delegation was from the Panyu Jewelry Industry.



(Delegation from China along-with Co-Convener Mr. Sohil Kothari & Council's Representative)

May 30, 7.45 AM

Breakfast meet organized by WDC

Chairman, Mr Vipul Shah along-with Mr. Ajesh Mehta attended a breakfast meet organized by WDC at the Boarder Grill Restaurant at Mandlay Bay.

MEETING WITH THE OFFICIAL STAND CONTRACTOR – M/S. SYMA SYSTEMS

A meeting was organized with the stand contractor viz. M/s. Syma Systems. Following were present:

Sridhar Iyengar
Margaret Rodrigues
Stanley
Ms Diane Sartini

Mr Sridhar appreciated Mr. Stanley and Diane for their assistance in creating the India Pavilion and also the smooth functioning of the India Pavilion. The New Look added more vibrancy and sophistication to the India Pavilion which was appreciated by each and every one.



May 30, 2015

Meeting with Reed Exhibitions, the Organizers of JCK

A meeting was organized with Reed at 2.00 pm. on 31st May at the Show Office. Following were present:

GJEPC

Sohil Kothari
Mr Sridhar Iyengar,
Ms. Margaret Rodrigues

REED

Katie Dominesey
Ms. Hill Shellyan
Mr Sachin Jhadav

Mr. Sohil Kothari thanked the organizers for their support and assistance in organizing the India Pavilion which is a Gateway to USA for the Indian gem & jewellery industry.



1st June 2015

Meeting with Jewellery Arabia Organiser

Council's Secretariat met Ms. Lee Susan, Project Manager, Jewellery Arabia Show to discuss about the forthcoming India Pavilion at the Jewellery Arabia 2015 show.



May 31, 2015

India Diamond Week - Meeting with Diamond Dealers Club (DDC) - Diamond BSM in New York

Mr. Sridhar Iyengar

Ms. Margaret Rodrigues

Mr. David Lasher,DDC

A meeting was organised with David Lasher to discuss about the forthcoming DDC to be held in August and brief him about the developments on the same.