



# EXHIBITOR MARKETING KIT

You already paid for the booth. This is how you multiply it.  
In a room this focused, presence is a differentiator.



# Atlanta Jewelry<sup>®</sup> Show

[www.atlantajewelrysthows.com](http://www.atlantajewelrysthows.com)

# BE REMEMBERED. GET PROMOTED.

## about the show

The Atlanta Jewelry Show has been the preferred jewelry industry trade event in the South since 1950. Owned by and produced for the benefit of its exhibitor members, the show attracts qualified independent jewelry retail buyers who are there to build relationships and buy into jewelry lines.

Retailers and suppliers alike find the show affordable and easy-to-access, making the decision to attend an easy one. Relationships on this show floor go back generations and cross generations of family-owned businesses. If you're already a part of this experience, you know how much your retailers want to see you here. If you're new to the AJS experience, we'd like to welcome you to the family.

## buyer quality

- 83% of attendees are owners, senior decision-makers, and buyers.
- 77% of attendees come with the intention to place orders during or immediately after the show.
- 79% of attendees return year after year.
- Buyers report they attend the Atlanta Jewelry Show primarily to place orders, find new vendors, and strengthen existing supplier relationships.
- AJS retailers and exhibitors maintain long-standing relationships over years (and decades!)

## retailer reach



16,800 engaged social followers across Atlanta Jewelry Show channels.



11,044 retail buyers reached through email communications.



Approximately 1,000 qualified retail buyers on the show floor.

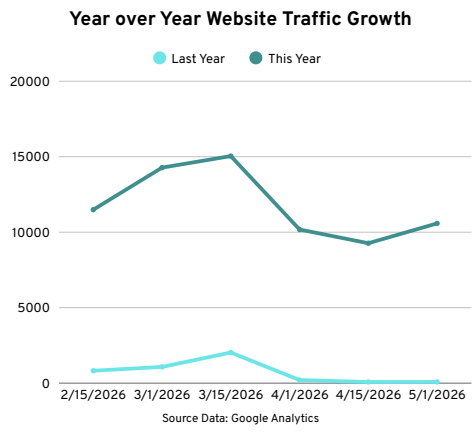


5,900 average weekly users on the Atlanta Jewelry Show website.

## dramatic website growth

A recent, full website redesign has transformed the Atlanta Jewelry Show's digital reach. Average weekly users have grown from roughly 200 at this time last year to more than 4,300 today.

The site now extends the show beyond dates and logistics, building ongoing retailer engagement, sustaining attendance momentum, and creating a year-round connection point between exhibitors and buyers.

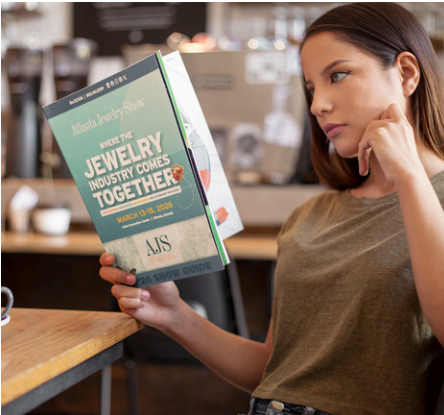


BRING ON THE BUYERS

# PROMOTIONAL OPPORTUNITIES

## 49 Ways to Bring Retail Buyers to Your Booth

*"See Us in Booth #..."*



### Show Guide

Advertise in the show guide to reach every attendee onsite and stay visible to retail decision makers long after the show.

### Show Guide Options



### Email & Social Media

Reach retail buyers directly through targeted show emails that keep your brand visible before, during, and after the event.

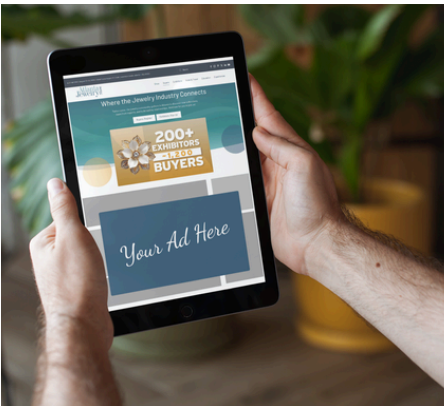
### Email & Social Options



### Onsite Product Displays

Place your product in the show entrance showcases to capture buyer attention and drive qualified traffic directly to your booth.

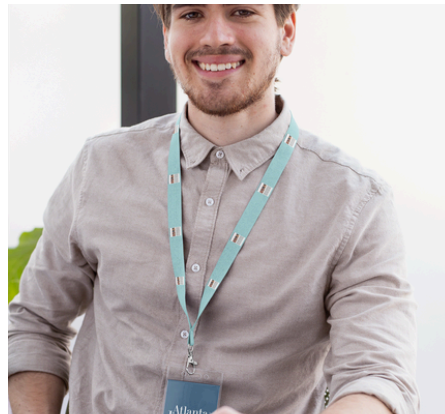
### Product Display Options



### Website Marketing

Extend your reach beyond the show floor with website advertising that keeps your brand in front of retail buyers year round.

### Website Options



### Onsite Brand Visibility

Get noticed! On-floor branding offers high visibility exposure as buyers move through the experience and take memories home with them.

### Brand Visibility Options



### Event Sponsorships

Align your brand with high-value education and networking events that bring retailers together and create meaningful, lasting connections.

### Event Sponsorships

REACH OUR DIGITAL AUDIENCE

# SHOW GUIDE ADVERTISEMENTS

Advertise in the show guide to reach every attendee onsite and stay visible to retail decision makers long after the show.

Show Guide artwork due by July 1, 2026

## Premium Show Guide Placements

Premium full page placements are available on the Inside Front Cover, Back Cover, and Inside Back Cover. These high-visibility positions are limited and awarded on a first come, first served basis.

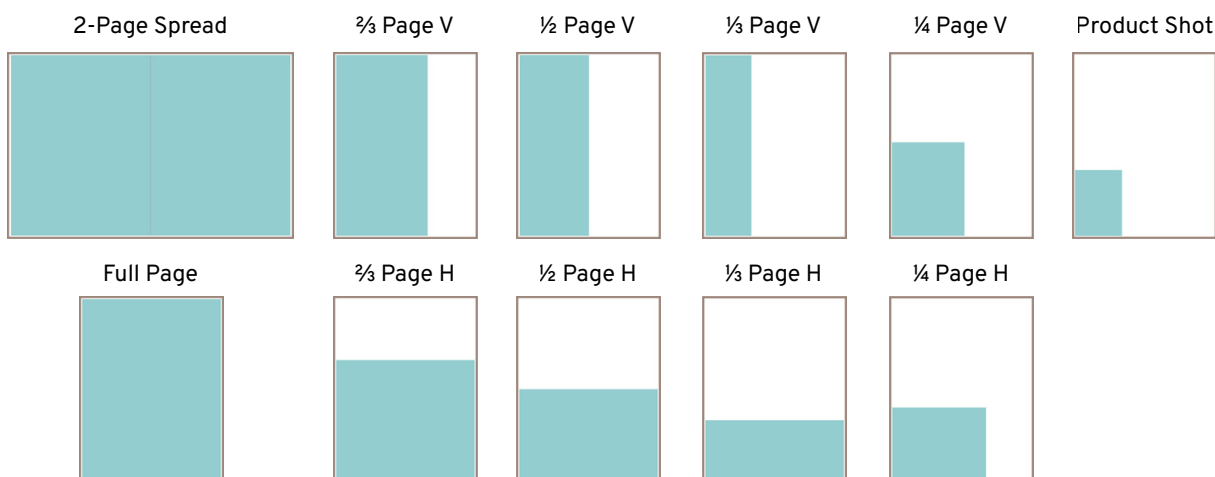
**Inside Front Cover**    \$2,500      **Back Cover**    \$2,750

**Inside Back Cover**    \$2,500

## All Ad Sizes and Prices

Specifications	2-Page Spread	Full Page	2/3 Page	1/2 Page	1/3 Page	1/4 Page	Product Shot
Sizes listed in inches	\$4,000	\$2,000	\$1,600	\$1,300	\$1,050	\$850	\$750
Trim Size H=Horizontal V=Vertical	17" X 11"	8.5" X 11"	H: 8.5" X 7.33" V: 5.67" X 11"	H: 8.5" X 5.5" V: 4.25" X 11"	H: 8.5" X 3.67" V: 2.83" X 11"	H: 5.5" X 4.25" V: 4.25" X 5.5"	2.75" Wide X 3.875" High
Safe Space	Please keep all important copy and logos at least 0.25 inches inside the trim edge on all sides to prevent trimming.						
Bleed Dimensions	17.25" X 11.25"	8.75" X 11.25"	H: 8.75" X 7.58" 5.92" X 11.25"	H: 8.75" X 5.75" V: 4.50" X 11.25"	H: 8.75" X 3.92" V: 3.08" X 11.25"	H: 5.75" X 4.50" V: 4.50" X 5.75"	
Bleed Instructions	If color or images extend to the page edge; artwork must extend into the bleed area.						

## Ad Formats



GET PROMOTED!

# EMAIL & SOCIAL MEDIA



## Email Marketing

We offer targeted email opportunities that place your brand directly in front of our growing, highly engaged list of qualified retail buyers.

### **Custom Solo eBlast**      \$850

A Custom Solo eBlast is a dedicated marketing email sent to our retail buyer database, with an exclusive delivery date reserved for your brand, allowing you to reach qualified buyers with a custom message as attendees plan their show visit.

### **Daily Welcome Email**      \$1,000

The Daily Welcome eBlast is sent to all registered buyers each morning of the show. As a sponsor, your brand is featured prominently near the top of the email, including your company name, product image, logo, booth number, phone number, and website. One sponsorship is available per day.

### **Email Banner Ads**      \$800

Keep your brand top-of-mind as we reach out to potential and confirmed buyers. Featured twice in one week in our targeted attendee updates, this banner placement delivers repeated, high-visibility exposure directly to the inboxes of over 11,000 retail buyers.

*Banner Pixel Size: 560 px wide X 145 px high*



## Social Media

Reach retail buyers through sponsored content on our Facebook, Instagram, X, and LinkedIn, connecting your brand with a highly targeted and actively engaged show community.

*Social Graphic Size: 1080 X 1350 pixels. High resolution JPG or PNG recommended.*

### **Social Media Post**    \$350 per post      4 posts for \$900

Feature your brand in a sponsored post shared across our social channels, reaching our combined community of 16,800 engaged followers. Multiple posts may be purchased and will be scheduled throughout February and March leading up to the show.

### **Show Days Posts**    \$500 per post

Maintain continuous visibility during the show with a sponsored post shared each day of the event across our social channels, keeping your brand in front of buyers as they attend and shop.

**OUR WEBSITE DRAWS THE TRAFFIC!**

# WEBSITE MARKETING

Extend your reach beyond the show floor with website advertising that keeps your brand visible to retail buyers year round. Following a recent site redesign, average daily users have grown from roughly 200 to more than 5,900, making the website an ongoing connection point before, during, and after the show.

## Banner Ads

### Website Banner - Primary Placement \$850 for 2 Weeks

Your banner appears in a high-visibility position across key show information pages, keeping your brand visible as buyers plan their visit. Banners rotate on a two week cycle to ensure consistent exposure without overcrowding.

*Banner Pixel Size: 728 px wide X 90 px high*

### Website Banner - Secondary Placement \$500 for 2 Weeks

Your banner is displayed in a supporting position across selected show pages, reinforcing brand awareness as buyers browse schedules, exhibitors, and logistics.

*Banner Pixel Size: 300 px wide X 250 px high*

### Home Page Popup \$900 for 1 Week

A timed popup displayed on the website homepage during a defined period, directing buyers to your booth, product gallery, or website. Used sparingly to preserve impact. Only one placement available per week.

*Graphic Size: 1080 X 1080 pixels (square). High resolution JPG or PNG recommended.*

## Digital Features

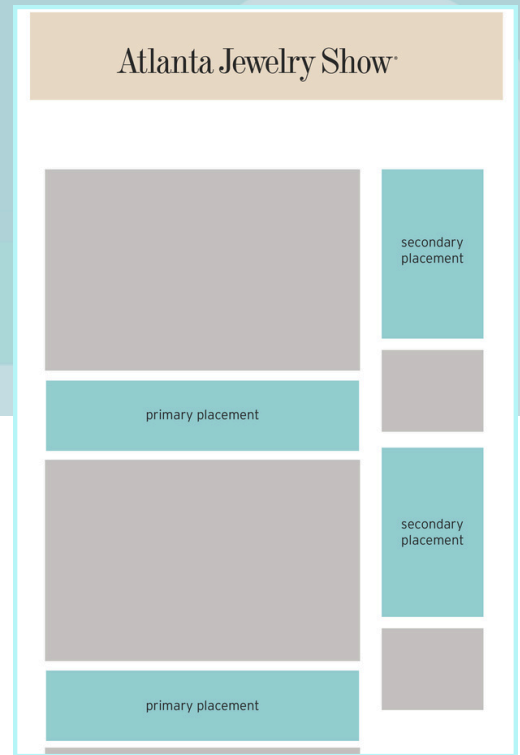
### Featured Blog Article \$1,500

Your sponsored Feature Article, published on the Atlanta Jewelry Show website, highlighting your brand, collection, or booth focus. Featured posts are promoted within the AJS website, linked to from email messages, and remain published for all ongoing exhibitors. We write the article with information support provided by you. Includes custom link to use in your own social and email promotions.

### Dynamic Website Product Gallery \$1,500

Feature up to eight product images in a dedicated gallery with short descriptions and direct links to your website. This format supports product discovery and allows buyers to explore your offering before arriving at the show.

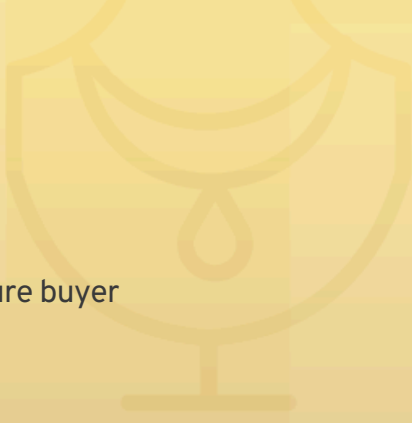
*Product Image Pixel Size: 1080 px wide X 1080 px high (square). You provide copy to run with each image.*



GET PROMOTED

# PRODUCT DISPLAYS

Place your product in the show entrance showcases to capture buyer attention and drive qualified traffic directly to your booth.



## Show Place Product Display

### Show Place is Changing!

Place your product where retailers are actively seeking inspiration! Three featured pieces from your collection will be beautifully integrated into the window and floor displays of our new "Store of Tomorrow" exhibit—a fully realized model store showcasing the future of jewelry retail, from innovative merchandising and furnishings to cutting-edge technology. This immersive, high-traffic environment naturally draws buyers who are eager to discover new ideas for their own businesses. Each placement includes dedicated signage with your company name and booth number, turning inspired attendees into direct traffic for your booth.



### 3-Piece Product Display: \$400

*Gallery Booth Packages include this option as part of the booth package*

## Branded Museum Tower Display

Position your product in a premium showcase at Show Place, with your logo displayed boldly on the case, located at the main entrance to the show. This branded tower provides visibility in a refined, gallery style presentation designed to attract buyer attention as they arrive. Placement is limited and assigned on a first come, first served basis. Museum Tower specifications include a single level, LED lit glass display with lock, brushed silver trim, white floorboard, and integrated locking storage below.

### Tower Display: \$1,500



## Catalog and Literature Distribution

Promote your brand directly to buyers by handing out your catalogs or literature at the show entrance, plus displaying them in the Buyer's Café literature rack. This option allows exhibitors to personally place materials into buyers' hands as they arrive, and maintain visibility throughout the day in the high traffic café area.

### \$2,500

BE SEEN ... AND VISITED!

# ONSITE BRAND VISIBILITY

## Exhibitor Favorites

### Lunch & Drink Ticket Packs

These exhibitor favorites make it easy to treat valued retail partners to lunch or a drink during the show, creating simple, personal moments that build goodwill and strengthen relationships.

Pack of 10 Lunch Tickets \$100

Pack of 10 Plaza Bar Tickets \$125



**Fabric Light Box**  
**\$2,000**



**Traditional Light Box**  
**\$1,500**



**Hotel Key Card**  
**\$4,000**



**Buyer Lanyards**  
*sponsor provided*  
**\$2,500**



**Ceiling Hanging Banners**  
**\$2,500**



**Badge Sponsor**  
**\$3,000**



**Show Guide Sticker**  
**\$3,000**



**Show Guide Insert**  
**\$2,000**



**Show Totes**  
*sponsor provided*  
**\$3,000**



**RetailFusion & BenchFusion Totes**  
*sponsor provided*  
**\$600 (each)**



**Cred Shred Badge Shredder**  
**\$1,000**



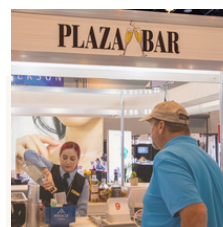
**Education Notebooks**  
**\$2,000**



**WiFi Sponsor**  
**\$2,000**



**Pens**  
*sponsor provided*  
**\$500**



**Plaza Sponsor**  
**\$3,000**



**Coffee Cart**  
**\$5,000**

BE A MENSCH

# EVENT SPONSORSHIPS

Sponsor show events to align your brand with the moments retailers remember most. Event sponsorships deliver high visibility through onsite signage, social media, show guide placement, buyer welcome emails, and event promotion.

## Socials

### IceBreaker

**Friday night social event in the Atrium bar.** Excellent brand exposure.

Welcome & Drink Tickets: **\$1,000**

Cocktail Napkin Sponsor: **\$500**

Custom Cocktail Sponsor: **\$1,000**

### Mingle

**Saturday night social event.** Excellent brand exposure.

Welcome & Drink Tickets: **\$2,000**

Cocktail Napkin Sponsor: **\$1,000**

Signature Cocktail & Menu Card: **\$2,500**

Entertainment Sponsor: **\$1,500**

Photo Experience Sponsor: **\$1,000**

## PopUps

**Floor Popups**  
**\$1,500 each**

**Popup at Your Booth**  
**\$2,500 each**

Social spaces and popups create movement and energy across the show floor by drawing buyers to different areas throughout the day, encouraging exploration, discovery, and new booth visits. Popup sponsors get added to the daily schedule, and receive floor recognition, signage, and announcements.

## Education

**RetailFusion**  
**\$3,000**

RetailFusion is AJS's one-day pre-show retailer education program. Position your brand as a supporter of professional development and the ongoing learning necessary to keep our industry relevant and growing.

**BenchFusion**  
**\$3,000**

BenchFusion is AJS's 2-day education program for bench jewelers. Position your brand as a supporter of continuing skill development in the production side of our industry, and as an investor in future workforce development.

**FutureFusion**  
**\$3,000**

FutureFusion invites a sponsoring supplier to play a visible role in welcoming and supporting the next generation of jewelers, connecting your brand to industry growth, mentorship, and the future of the trade.

# READY TO GET PROMOTED?

## how to order

You can select your promotional items and pay using this link. Once you submit, our team will confirm availability and walk you through next steps.

### Order from Multiple Categories

**ALL CATEGORIES**

This link shows options from all categories

### Order by Category

**SHOW GUIDE**

**EMAIL, SOCIAL, WEBSITE**

**PRODUCT DISPLAYS**

**SPONSORSHIPS**

**TICKETS**

### Downloadable AJS Brand & Advertising Assets

**AJS LOGOS KIT**

Easy AJS logo downloads, color palette & font guide

## contact us

Have a question or need guidance? We're happy to help you think through the best options for your brand!

Email: [marketing@atlantajewelrysthew.com](mailto:marketing@atlantajewelrysthew.com)

Call: Andrea at (678) 384-9106

