



MONDAY, JUNE 5 - THURSDAY, JUNE 8, 2017

MANDALAY BAY RESORT & CASINO | LAS VEGAS

2017 JCK Education Program Sponsorship Opportunities

The JCK Talks education program arms retailers with the tools, insights and information necessary to succeed in the current retail climate. Content includes action packed days of influential speakers providing you with critical take-aways that deliver '**Solutions for your Store.**'



□ Education Program Sponsor – Cost: \$14,500

- 2 minute company intro at one of three opening sessions – *JCK will work with sponsor to ensure the selected sessions are in line with sponsors brand identity*
- 2 minute company intro at closing keynote session
- Video commercial that will loop during session breaks – to be provided by sponsor – Video loop should be no longer than 60 seconds
- Logo inclusion in printed/digital marketing material specific to JCK Talks (pending deadline)
- Logo inclusion on JCK Talks website
- Logo inclusion on Mobile App where JCK Talks listed
- Logo in inclusion onsite signage
- Handout to be dropped at each chair at the beginning of closing keynote & opening sessions – provided by sponsor



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Individual Session Sponsor –Four (4) Opportunities, Cost: **\$1,850** per session

- 2 minute introduction at sponsored session
- Opportunity to drop printed material on chairs – material provided by sponsor
- Logo inclusion in printed/digital marketing material specific to sponsored session (pending deadline)
- Logo inclusion on signage specific to the sponsored session
- Logo inclusion on Mobile App where JCK Talks references sponsored session
- Logo in inclusion onsite signage

JCK Talks at the Showcase – Exhibitor Preview - Cost: **\$2,500** each session

Sponsors will have the opportunity to speak for 15 minutes about their products/company.

JCK Talks Break Sponsor - Exclusive opportunity, Cost: **\$13,500**

- Coffee/tea break during main day of JCK Talks (Sunday only)
- Logo included in printed/digital marketing material
- Logo included on JCK Talks website
- Logo included on Mobile App where JCK Talks listed
- Logo included on onsite promotional signage
- Logo included on table tent signage on coffee break station

Showcase Sponsor Exclusive – Cost: **\$10,000**

- 2 Display Wall Cubes to display jewelry (or floor display for non-jewelry companies)
- Additional signage in the Showcase area with sponsor branding
- 5 minute intro on Monday morning to kick off JCK Talks at the showcase
- Logo included in printed/digital marketing material specific to JCK Talks (pending deadline)
- Logo included on JCK Talks website
- Logo included on Mobile App where JCK Talks listed
- Logo included on signage onsite where JCK Talks is promoted



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Webinars

- Present a live, interactive presentation online to a geographically dispersed audience!
- Your presentation will be played live through video and audio streaming to an online audience. Users can give, receive, and discuss information that is presented in real time.
- Don't miss out on an innovative way to access attendees year round!

Sponsor Produced Content– Cost: \$4,500 (content must be approved by Show Management)

- January 11, 2017
- March 8, 2017
- November 8, 2017

- Presenter and attendees log into the same website, at the same time- Goto Meeting. Presenter then “share” their computer desktop with the attendees for them to view
- Throughout the presentation, the presenters can ask polling questions which the attendees can answer live on their screen. Attendees also have the ability to ask questions throughout the Webinar.
- Presenter is responsible for creating a 45minute presentation on a PowerPoint slide deck of 30-35 slides. Must provide basic biographical information with a short summary.
- Time Commitment:
 - Pre-webinar: Find time to be available for a run-through.
 - Day of Webinar: find a quiet space, must have access to a reliable computer for at least one hour, and use a land line.



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JCK Produced Content– Cost: \$3,500 (Sponsor can be listed)

- February 15, 2017
- April 19, 2017
- August 23, 2017

- Logo/co. description as the exclusive sponsor of Webinar in pre-webinar marketing
- Your logo and recognition on one hour-long Webinar equipped with polling and survey capability
- Content about your company to be included in the beginning of Webinar
- Your logo on the Webinar Thank You email
- Archiving on JCK website for 6 months
- Full reporting on Webinar attendees including demographic information, contact information, Webinar attendance data, Q&A Log, and survey responses

2016 -Webinar Participation Stats:

- **80 – 100** attendees per webinar on average
- **50%** of attendees asked questions during the presentation

PLEASE CONTACT YOUR ACCOUNT REPRESENTATIVE FOR DETAILS

SPONSOR: _____

CONTACT NAME: _____

PHONE/FAX: _____ EMAIL: _____

AUTHORIZED SIGNATURE/DATE: _____

PAYMENT TERMS: Payment is due in accordance with the payment schedule on page one(1) of the Application & License Agreement for Exhibition Participation. When advertising and promotional opportunities are reserved after the 100% due date, payment will be due in full with initial invoice. Rates are net and non-commissionable. All reservations with signed insertion orders are non-cancelable and non-refundable. In the event of cancellation, the advertiser is responsible for full payment. Management has the right to offer new products or positions throughout the show cycle that may not be listed on this form. Ads with coupons will not be accepted.