



You've been dealt

A NEW Hand



70TH
ANNIVERSARY
SHOW



A NEW
City



NEW
Fun

NEW Relevant
Education



A NEW
Vision

The SHOW

is NEW for YOU!

August 17th & 18th

The Newly Renovated

Hyatt Regency

151 W 5th St • Cincinnati, OH

Welcome to the 70th Annual Mid-America Jewelry Show!

While I have only experienced 25 years of *The SHOW*, I am excited about the move to Cincinnati this year! As many of us old-timers remember, *The SHOW* originated in Cincinnati and moved to Columbus in the 70s. Cincinnati is known as Ohio's "Queen City" and offers so much for the traveler in addition to the MID-AMERICA JEWELRY SHOW!

The Board of Directors of the Mid-America Jewelers Association thought long and hard about moving *The SHOW* to Cincinnati, and after careful consideration, it seemed like the "right" fit at the "right" time. The response has been overwhelming – selling *The SHOW* out in record time.

We are extremely proud and thrilled with the entertaining, inspiring and engaging educational speakers who are conducting seminars at the MAJS this year. You will want to experience the opportunity to brush up on your jewelry skills and attend seminars featuring the best the jewelry industry has to offer! We are positive that the slate of these talented speakers will enlighten you and ensure success in your day-to-day operation, both personally and professionally.

Now, all we need is YOU!

A Show is only as good as its' participation and we need you to set aside time August 17 – 18, 2013 to meet us at the Hyatt Regency in Cincinnati for THE MID-AMERICA JEWELRY SHOW!

(Formerly the OJA and OJS)



We look forward to seeing you!

Adriana Sfalcin

Adriana Sfalcin
adri@midamericajewelers.org
Executive Director, Mid-America Jewelers Association
Executive Director, Ohio Jewelers Education Foundation

Register **BY**
July 16th and **YOU**
will be entered
into a drawing to
WIN FREE
Cincinnati Bengals
Tickets to the
Preseason Game
on August 17th!



Patrick Pugh – President

Dear Mid-America Jewelers,

What an exciting year – celebrating 70 years and moving *The SHOW* to a **NEW** city! I am personally pumped for this **NEW** venture as I am confident that it will offer you and your business boundless opportunities for growth.

We have **NEW** vendors and your trusted favorites which bring you innovative styles to keep your business on the cutting edge. Again this year, we are proud to offer education which is second-to-none offered by industry experts. Additionally, please know we heard you, and have implemented a change. The education classes will **ALL** be offered before the Trade Show opens on those days – so this makes it more accommodating for you and your staff!

And who says business needs to be all work and no play?! *The SHOW* this year is located in a city jam packed with entertainment for everyone – no matter what your flavor! From partying all night long at the Horseshoe – Cincinnati's **NEW** Casino to shopping in specialty shops and dining in world class restaurants, there is absolutely something for everyone! Or sports enthusiasts could come a day early and kick off the NFL football season with a Bengals preseason game or stay a day after and catch a Cincinnati Reds game after *The SHOW*!

I invite you to join us at *The NEW SHOW* – offering a **NEW** City and **NEW** Fun! Come and view the best-sellers and new arrivals, learn tips from the leaders in the industry and take a little time for yourself in a city full of energy and excitement. We look forward to seeing you in Cincinnati August 17th and 18th!

Patrick Pugh

Patrick Pugh

A **NEW**
City



NEW
Fun



70TH
ANNIVERSARY
SHOW

The SHOW is NEW for YOU!

A NEW Vision

"It's exciting to unveil this NEW location along with so many other great changes. This year, *The SHOW* takes on a whole NEW look, exciting opportunities and of course NEW fun," said Patrick Pugh, MAJA Board President.



A NEW City

Geographically, we would have been crazy not to move *The SHOW* to Cincinnati! It is a closer driving distance for the majority of you – within 500 miles of 60% of the U.S. population! Cincinnati allows attendees to enjoy a vibrant, walkable downtown that boasts more than 3,000 hotel rooms, 200 shopping destinations and 75 restaurants within a five-block walk.

NEW Vendors & Trusted Favorites

Browse over 100 industry leaders offering the latest products in world class jewelry, tools, technology and equipment which will take your business to NEW heights! You will notice a number of NEW Vendors and your trusted favorites!

NEW Relevant Education

This year's education sessions offer NEW and innovative tricks of the trade! You will learn from the industry's best as they offer practical and insightful tips that you can apply to everyday business. Education like this would cost your business hundreds of dollars, and you get it **FREE!**

Build NEW Partnerships

The SHOW is an exceptional opportunity to build NEW partnerships and reconnect with old friends in our intimate environment where mostly all vendors and buyers know one another's names! The Party on the Mezz is another great resource to get to know one another in a relaxed, fun environment!

NEW Fun

Wow oh Wow – the fun you can have during your free time is astounding! The nightlife including the NEW Casino will have you partying all night long! A great family adventure at the Cincinnati Zoo would be fun. Or maybe you desire a spiritual and moving experience at the Creation Museum. No matter what your flavor, there is entertainment for absolutely everyone!

REGISTER TODAY!

The Mid-America Jewelry Show
The SHOW YOU HAVE
TRUSTED FOR 70 YEARS!

COST EFFICIENT
Overnight Accommodations!

NEW Members
will **RECEIVE**

• **½ price**
Membership Dues!

• **½ price**
hotel room at the
Mid-America Jewelry Show*

• **AND**, Exhibitors will offer
MEMBER-ONLY DISCOUNTS
for purchases at *The SHOW*!

*The first 150 members to present their Hyatt Regency hotel receipt at *The SHOW* will receive a \$60 rebate following *The SHOW*. Limited to one night per member at the Hyatt Regency on August 16 or 17. Available on a first-come first-serve basis.

2013 Mid-America Jewelry Show Schedule At-A-Glance

Saturday, August 17

9 – 10:15 a.m.

**The Digital Marketing Revolution:
How a Focused Digital Strategy
Changes the Game**

Speaker: Shane O'Neill,
Fruchtman Marketing

9 – 10:15 a.m.

Palladium – An Essential

Speaker: Linus Drogos, Jr.,
Palladium Alliance International

9 – 10:15 a.m.

**Diamond Certs & Values in the
Changing Marketplace**

Speaker: Stuart Robertson,
Gemworld International, Inc.

10:30 – 11:45 a.m.

Ways to Boost your Holiday Sales

Speaker: Roxana Lucas,
Performance Concepts

10:30 – 11:45 a.m.

**Store Design & Visual
Merchandising Solutions**

Speaker: Keely Grice,
Grice Showcase & Display

**12 – 6 p.m.
Trade Show
OPEN**



10:30 – 11 a.m.

Awards Presentation

**11 – 5 p.m.
Trade Show
OPEN**

Sunday, August 18

9 – 10:30 a.m.

Sunday Morning with the Experts

Panelists Include:

- Andy Moquin, Andrews Jewelers
- J. Dennis Petimezas, Watchmakers Diamonds & Jewelry
- Patrick Pugh, Pugh's Diamond Jewelers, Pugh's Awards Systems & Pugh Impact Marketing

Education Classes at The Mid-America Jewelry Show

Saturday, August 17



9 – 10:15 a.m.

**The Digital Marketing Revolution: How a Focused Digital
Strategy Changes the Game**

Speaker: Shane O'Neill

Master the world of digital marketing by learning how things like paid search, Facebook advertising and mobile marketing drive traffic in ways that are cost effective, trackable, scalable and easily validated. Look at how the details of managing such efforts can separate you from your competition and what things to look for from companies providing digital services. Learn how to understand and budget for these "media buys" including strategy and traditional media integration.

About the Speaker

With more than 17 years of creative and marketing experience, Shane O'Neill has set himself apart from other social and digital marketing experts by providing solid strategy and insight on proper methods for successfully building an online presence. His quality-over-quantity approach often highlights the pitfalls of non-strategic digital marketing efforts. He believes channels like social media are part of a much larger digital landscape that must all work in unison with one another. Often referring to it as social marketing, it has become a dominant force and an integral part of the luxury landscape. With extensive knowledge in areas such as paid search, social media, web and email marketing, Shane has the experience and understanding that is critical to successful media integration.

Prior to joining Fruchtman Marketing, Shane served as vice president of marketing for CI/Sarmiento Advertising and Design. He has been responsible for brand development and strategic planning for companies such as John Deere, Wendy's and, most recently, Palladium Alliance International. He is a graduate of Ohio University with a Bachelor of Fine Arts in advertising and design.



9 – 10:15 a.m.
Palladium – An Essential
Speaker: Linus Drogos

Palladium is the quintessential element of style — lightweight, naturally white and luxurious. Many in the jewelry industry are taking note. Are you? Attend this session to learn how to treat it like platinum or stainless steel and you will get an excellent, bright white finish.

About the Speaker

Linus Drogos is the technical director for the Palladium Alliance International (PAI), a position he has held since 2008.



9 – 10:15 a.m.
Diamond Certs & Values in the Changing Marketplace
Speaker: Stuart Robertson

This presentation will examine current trends in the diamond market including how diamond grading reports, shrinking margins and the outlook for future supply and demand are all influencing pricing and buying decisions at the wholesale level of the market. Both natural fancy color and colorless diamond trends will be discussed.

About the Speaker

Stuart Robertson is the research director for Gemworld International, Inc., located in Glenview, IL. Gemworld International is a research and consulting firm that analyzes and reports market conditions relevant to the international diamond and colored stone trade. Stuart was appointed to this position in October 1998. He also serves as Gemstone editor of the periodicals published under the company's GemGuide and Gem Market News brands.

In addition to research director, Stuart currently serves as appraiser, lecturer, consultant and author. He is the co-developer of the industry course, Corundum Treatments and Pricing.



10:30 – 11:45 a.m.
Ways to Boost your Holiday Sales
Speaker: Roxana Lucas

The holidays are coming. You're on the clock now. This session will send you into holiday action mode. Learn everything old Kris Kringle knows about keeping a happy workshop, keeping the elves busy and happy, and how to make this your best-prepared holiday season ever. Bonus: Roxana will provide you with a three-month plan, that's inspired by Santa himself, of to-do's to take back to your store.



About the Speaker

Roxana Lucas has over 25 years experience in the jewelry industry. Fourteen of those years were in retail, behind the counter. She has received her Graduate Gemologist (GIA) and Certified Gemologist (AGS). She was an instructor with Gemological Institute of America for 7 years. She started her career at GIA in resident gemology, and then was promoted to work exclusively in the extension department where she traveled worldwide sharing gemological knowledge in updated seminars and gemological classes. She joined Performance Concepts in 2005. Her unique experiences bring Performance Concepts' clients a valuable blend of successful sales and gemological training along with a creative and innovative approach to the training experience. Roxana is a member of GIA Alumni, WJA, AGS and JA.

10:30 – 11:45 a.m.
Store Design & Visual Merchandising Solutions
Speaker: Keely Grice

We will show you effective ways to make your store and merchandise the focal point for your customer's satisfaction and your profits. Whether you are looking for new showcases and displays or creating a new layout regarding design or looking for new ideas regarding your existing space, there are solutions for all. It may be time to re-think your present merchandise and when more is not always better...

About the Speaker

Fresh out of college, in 1976 Keely Grice began working at ArtCarved in the Northern Virginia area as a territory manager. Originally from Charlotte, NC he later accepted a position with Columbia Diamonds in order to return to his home town. In 1984 he was presented the opportunity to purchase a display company he had worked with for a number of years. Just married for 4 years, with daughter on the way, he took \$100 out of his pocket to take the opportunity and a gentleman's agreement was made.

27 years later Grice Showcase & Display dedicates about 99% of its business to custom designed and tailored display cases for the independent jeweler. Grice Showcase is a family business and their focus is on other family-owned businesses. Almost all of the clients of Grice Showcase are independent jewelers and small chain stores.

Having worked in jewelry stores since college, this allows him to easily relate to the store owners needs and wishes. Truly understanding the operation, merchandise and obstacles jewelry store owners face, gives Keely valued experience in offering ideas, products and services. Additionally, Keely and the organization support many trade events, 24 Karat Club SEUS, American Gem Society, Atlanta Jewelry Show, JCK Show, JA shows, InStore shows, Mid-America Jewelry Show, along with 9 state and regional organizations keeping him knowledgeable and active in the industry.



Join members of the Board of Directors and advisory boards following the close of ***The SHOW*** on Saturday evening for drinks and networking. Party on the Mezz is the perfect time to gather with old friends and meet new colleagues.

Sunday, August 18

9 – 10:30 a.m.

Sunday Morning with the Experts

Ever wanted to know what it takes to build YOUR own brand? Now you can listen to one store owner who re-imagined his store and decided to make his store the brand! New store colors, new store design, new packaging and a new staff all tailored around the idea that Southeastern Ohio gets engaged at this store!

Learn how another independent retailer was able to turn \$3,000 and a Stuller catalog into a multimillion dollar bridal powerhouse. Everybody wants that bridal customer and this panelist will share with you his methods on how he was able to grow that segment of this very elusive and competitive business.

Are you ready to get the most BANG for your advertising dollar? It might include hoisting a mannequin 40' in the air or offering a free shotgun with every engagement ring purchase. With some creative and innovative ideas, this retailer sustained consistent growth during some of the toughest economic times. TV, radio, direct mail, Internet, billboard...He's done it all.

Come Sunday morning to meet some of the industry's best idea wizards.



About the Panelists

Andy Moquin started working in the J.C. Penney Jewelry Department at the age of 16. After finishing high school he took a job working for Van Scoy Diamond Mine and eventually became the company's youngest district sales manager. While working at Van Scoy he began to develop his love for the bridal business and by the age of 21 he was training all employees in the art of selling diamonds.

Soon Andy developed a burning desire to build the largest bridal jewelry store in Buffalo, NY. Armed with a Stuller catalog, desk and \$3000, he opened a small office repairing and making jewelry. After only 3 years in business and at the age of 26 years old Andrews Jewelers reached its first \$1,000,000 in sales. In 2004 he decided it was time to further his business skills and enrolled at The Center of Entrepreneurial Leadership at the University of Buffalo. Upon graduation he was invited to stay on as a mentor for other program participants and continues to help budding business owners realize and reach business goals.

Recently Andrews Jewelers was cited for business excellence and was named Small Business of the Year in Buffalo, NY by the Small Business Administration. In 2011 Andy was nominated "Best Jeweler" in The Best of Buffalo by Artvoice Magazine. Today Andrews Jewelers has become Buffalo's largest independent bridal jewelry store and continues to show tremendous year over year sales growth.



J. Dennis Petimezas has been president of Watchmakers Diamonds & Jewelry, Johnstown, PA for 39 years. His central business is a 3,000 sq. ft. single store located in a strip center he now owns.

Having 4 branches at one time and enjoying the high traffic of enclosed malls he decided to purchase and move to a strip center with total independence.

The business has gone from Rolex to Timex and back, and from buying diamonds off the street to multiple trips to Johannesburg to contract directly with a sightholder.

Being in an economic climate which saw both the rise and fall of the coal and steel industries, spiked by the nation's highest rate of unemployment, it has been a survival of the fittest. A long term professional commitment to the industry and vendors with openness to new and creative marketing strategies, especially in today's business environment, makes the difference between the winners and the losers. Promotion is the key to success!



Patrick Pugh, a second generation jeweler; always knew he wanted to be in the jewelry business. His father brought him into the family-owned business at the young age of 13 – his job was to sweep the sidewalks. Two years later, he started working the bench. After college, Patrick worked at several jewelry stores to gain insight into the industry's best practices. He attended GIA and acquired his GG at the age of 23. Shortly thereafter, he received his CGA from the American Gem Society. Educated and with experience, Patrick returned to the family business – joining his father, mother, two brothers and sister. Over the next couple decades, Patrick immersed himself in the family business and industry. Patrick served as the former president of the Ohio Guild of the AGS. In 2008, he took over the reins of the \$1.7 M family-owned business and has grown it today into a \$2.8 M store through his innovative business practices including specialty branding and his edge on becoming known as THE place to get engaged in southeastern Ohio. Currently, he is the president and owner of Pugh's Diamond Jewelers (the 63 year-old family business has become one of the largest independently-owned jewelry stores in Ohio), as well as Pugh's Awards Systems and Pugh Impact Marketing. Additionally, Patrick is currently serving as president of the Mid-America Jewelers Association (formerly Ohio Jewelers Association) where he is dedicated to taking the jewelry industry to the next level.

Education proudly sponsored by the Ohio Jewelers Education Foundation.

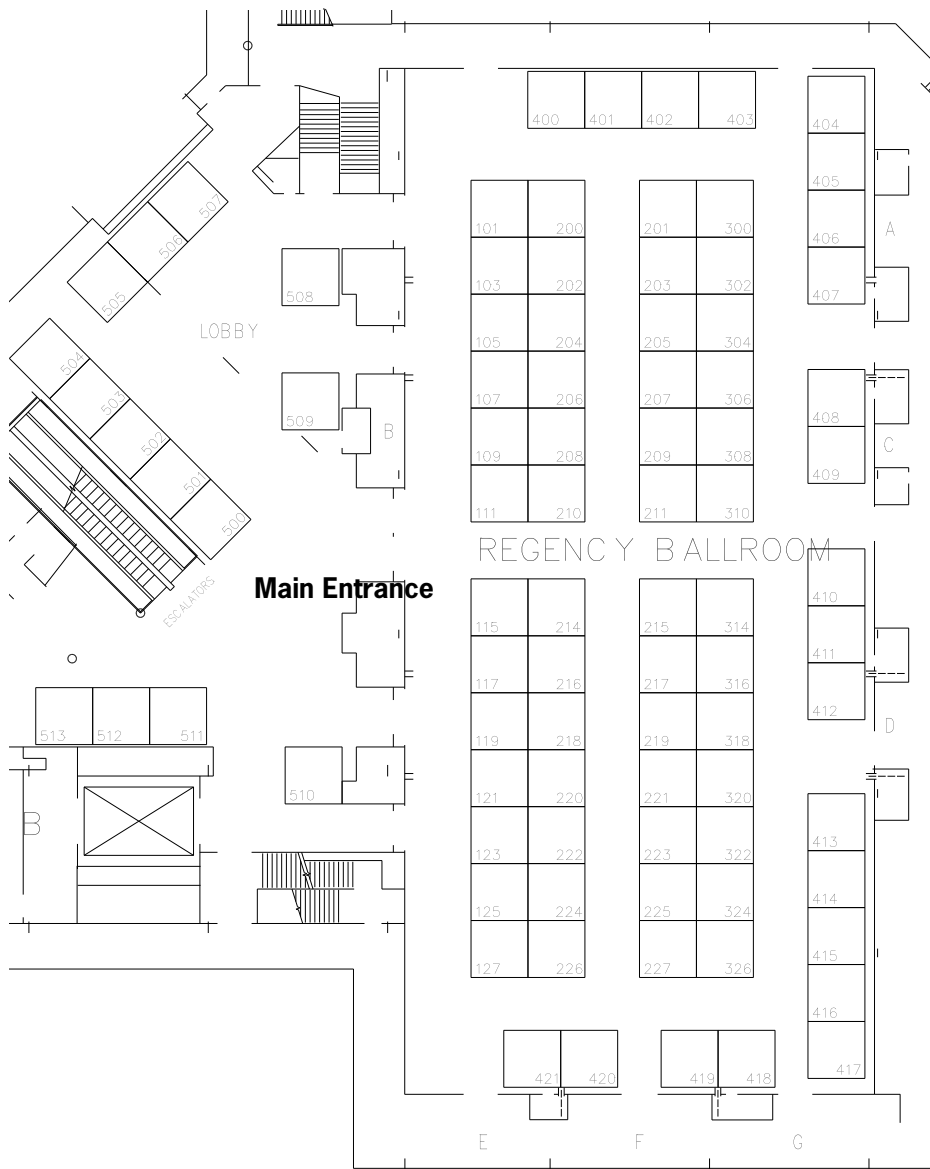
Classes are **FREE**



You may register online and apply to become a member of the Mid-America Jewelers Association by going to www.midamericajewelers.org.

The SHOW

Hyatt Regency – Cincinnati



A NEW City

Have you ever been to a city that is so exciting and energizing that you can just feel it? You will experience that kind of energy in Cincinnati, Ohio which was recently named one of the "Top 10 cities that Rock" by Esquire Magazine. Why that prestigious award you might ask?



Things to See & Do in the City

Cincinnati offers an enormity of excitement and activity for every pleasure seeker.

Eating and Drinking in the City

The pulse of the city can be discovered through the dynamic nightlife and extraordinary fine dining that surround Fountain Square. Wander through the vibrant neighborhoods, like Mt. Adams, where clubs and bistros are plentiful. Or take part in the spirited fun of the Hofbräuhaus – the authentic German brewery. These and many more surprises will entertain and energize you while introducing Cincinnati's lively music scene and nationally acclaimed restaurants.

Attractions

Introducing Cincinnati's first-ever Casino – The Horseshoe – a non-stop party hardy gaming central offering 2,000 slot machines, 85 table games and a 31-table World Series Poker Room. The dining is as much a part of the experience as the Casino itself offering Jimmy Buffett's Margaritaville, Jack Binion's Steak, Bobby's Burger Palace, a buffet and a 24/7 Starbucks!

Experience The Cincinnati Zoo & Botanical Garden which is consistently ranked as one of the top zoos in the country. The Zoo is the nation's second oldest and is a national historic landmark. The Zoo's 75 acres house more than 580 animal species and 3,000 plant varieties!

Spend a fun filled day of adventure at the largest amusement and waterpark in the Midwest – Kings Island! Ride the greatest and longest wooden roller coaster ever, splash and splash in the water slides, tropical lagoons and 650,000-gallon wave pool or clap your hands and stomp your feet during one of the live shows!

Visit the Creation Museum and prepare to believe! The museum brings the pages of the Bible to life, casting its characters and animals in dynamic form and placing them in familiar settings.

Shopping

From upscale favorites right downtown, like Tiffany's & Co, Macy's, and Saks Fifth Avenue, to high quality shopping destinations throughout the region including Rookwood Commons and Kenwood Towne Center, Cincinnati thrives with great shopping experiences.

Performing Arts

Cincinnati's exceptional performing arts bridge the classics and the cutting edge. The classic and traditional includes the Cincinnati Ballet, Opera, Symphony and more. Or maybe you would enjoy an explosion of music and fun which can be found at the many festivals. Then, there's the thriving theater scene – which words cannot even describe.

Sports

Cincinnati is THE birthplace of professional baseball, so you know you're in a place where sports are special. Have a major league experience at the Great American Ball Park – home of the Cincinnati Reds. Or during the fall, experience the famous tailgating before, during or after a Cincinnati Bengals game.

Bengals Preseason Game - August 17th.
Cincinnati Reds Game - August 19th.

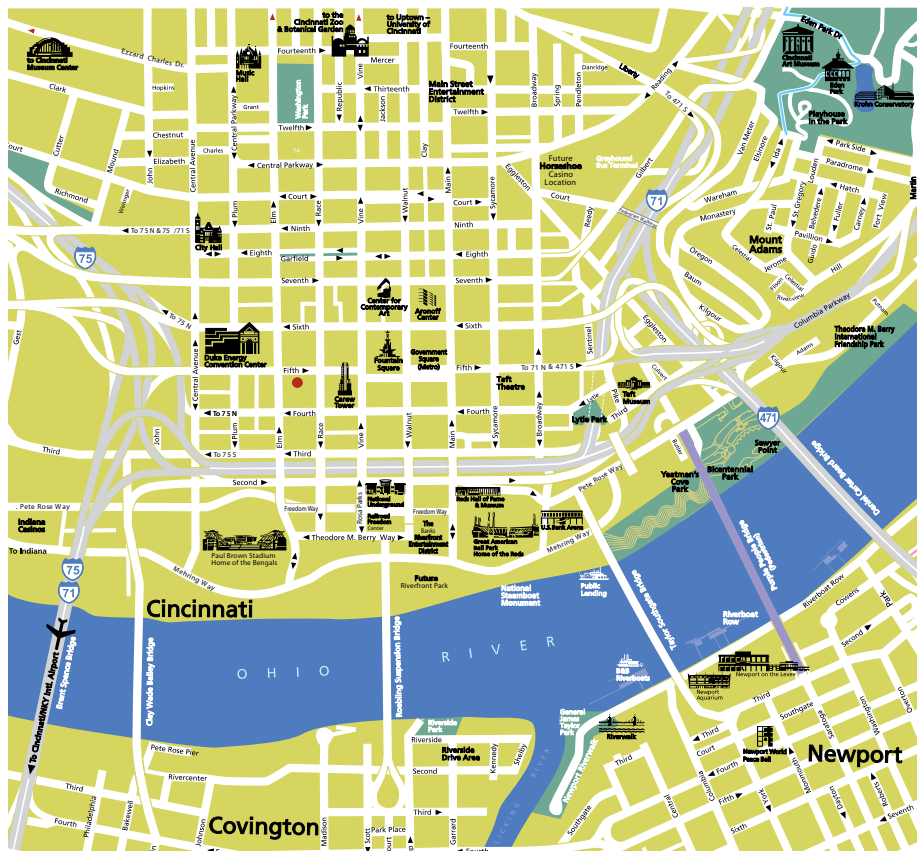


It's Exciting. It's Energizing. It's Cincinnati
– and it's the **NEW** City for the
Mid-America Jewelry Show!

Getting Here & Parking

Hyatt Regency Cincinnati

151 West Fifth Street • Cincinnati, Ohio, USA, 45202



● Hyatt Regency Cincinnati

Directions to Hyatt Regency Cincinnati from Greater Cincinnati/Northern Kentucky International Airport (13 miles):

Take I-275 East to I-75 North. After crossing over the Ohio River, exit at Fifth Street. Proceed on Fifth Street two blocks to the hotel.

Directions to Hyatt Regency Cincinnati from Columbus, OH (105 miles):

Take I-71 South. Take the Third Street Exit and follow Third Street roughly seven blocks to Elm Street. Turn RIGHT on Elm Street for two blocks and turn RIGHT on Fifth Street. The hotel is immediately on your right.

Directions to Hyatt Regency Cincinnati from Dayton, OH (50 miles):

Take I-75 South to the Fifth Street Exit (ON THE LEFT SIDE). Proceed on Fifth Street for two blocks. The hotel is on your right hand side at the corner of Fifth and Elm.

Directions to Hyatt Regency Cincinnati from Indianapolis, IN (110 miles):

Take I-74 East to I-75 South. Take the Fifth Street Exit (ON THE LEFT SIDE). Proceed on Fifth Street for two blocks. The hotel is on your right hand side at the corner of Fifth and Elm.

Directions to Hyatt Regency Cincinnati from Lexington, KY (85 miles):

Take I-75 North. After crossing over the Ohio River, exit at Fifth Street. Proceed on Fifth Street for two blocks. The hotel is on your right hand side at the corner of Fifth and Elm.

Directions to Hyatt Regency Cincinnati from Louisville, KY (100 miles):

Take I-71 North to I-75 North. After crossing over the Ohio River, exit at Fifth Street. Proceed on Fifth Street for two blocks. The hotel is on your right hand side at the corner of Fifth and Elm.

Parking

The Hyatt Regency Cincinnati offers valet parking for overnight guests at a rate of \$26 per night with in and out privileges. Day parking is also available for \$14 for less than 12 hours.

Valet Parking

Clearance is 6'8"
\$26 per vehicle per night
with in and out privileges

Day Parking

Under 12 hours
\$14 per vehicle

If you would like to view a more detailed map of Cincinnati, please visit www.midamericajewelers.org/?page=Retailers or scan the QR code.



Hotel Accommodations

Newly Renovated Hyatt Regency Cincinnati

\$120/Night + Applicable Taxes

151 West Fifth Street

513.579.1234 or

<https://resweb.passkey.com/go/HAJA>

Room Block Code: Mid-America
Jewelers Association



A Quick Peek at the Hotel Features

- 486 guestrooms with views of the city or river
- Hyatt Grand Bed™
- Deluxe bath with Portico bath products
- Business Plan rooms and stylish suites
- Valet parking
- Fast Board™
- Heated indoor pool / whirlpool
- StayFit™ gym overlooking pool
- YogaAway™ / Fitness Concierge
- Shopping at Saks Fifth Avenue / Tower Place

Hyatt Guest Services Welcomes You...

Enter our Cincinnati luxury hotel's dramatic glass-covered lobby to be awed by its artistry and grandeur; then ride up the escalator to your lavish guestroom. From our direct skywalk connection to shopping and the Duke Energy Convention Center to our indoor heated pool and 24/7 StayFit™ gym, our luxury Hyatt Regency Cincinnati hotel has everything you need, and more, for a delightful stay.

You'll love all the added touches our Hyatt offers – from our FastBoard™ /PDA Check-in and convenient valet or self-parking to a 24 hour, full-service business center complete with secretarial services and Wi-Fi Internet service.

Whether you're visiting our Cincinnati luxury hotel for business or leisure, allow our knowledgeable Concierge staff to arrange all the details of your visit. You may also contact our concierge to seek recommendations or book activities, dining or entertainment reservations prior to your arrival. We'll make sure you enjoy a pleasant stay in "The Queen City" that includes nearby shopping and attractions. Hyatt Regency Cincinnati's comfort and convenience simply cannot be beat.

Want a few other overnight options?

Cincinnati Hilton Netherland Plaza

The Hilton Cincinnati Netherland Plaza hotel is one of the world's finest examples of French Art Deco style. Admire rare Brazilian rosewood paneling, two-story ceiling murals and original German silver-nickel sconces at Cincinnati's 'must-see' hotel – a registered National Historic Landmark. Experience an unforgettable stay surrounded by classic architecture and modern hospitality.

513.421.9100

www.cincinnatihilton.com

Garfield Suites Hotel

The Garfield Suites Hotel is a 16-story hotel in downtown Cincinnati offering large condo-suites featuring separate living room areas with optional balconies with great views of downtown Cincinnati, Mt. Adams and Northern Kentucky. If you want spacious accommodations, friendly service and exceptional value in a great downtown location near the best restaurants and nightlife, The Garfield Suites Hotel is a good option.

800.367.2155

www.garfieldsuiteshotel.com

Marriott/Spring Hill Suites Cincinnati Midtown

This all-suite hotel has close proximity to Downtown Cincinnati and Mt. Adams and features free hot breakfast, free WIFI, an evening lounge, indoor pool, fitness center and a business center. Each suite comes equipped with a microwave, mini fridge, sofa sleeper, and flat screen TV. Spring Hill Suites is a hotel with style and color providing the traveler with fresh amenities and little luxuries.

513.381.8300

www.marriott.com/hotels/travel/cvgdt-springhill-suites-cincinnati-midtown/

NEW Members will RECEIVE

½ price Membership Dues!

½ price hotel room at the Mid-America Jewelry Show*

AND, Exhibitors will offer **MEMBER-ONLY DISCOUNTS** for purchases at *The SHOW*!

*The first 150 members to present their Hyatt Regency hotel receipt at *The SHOW* will receive a \$60 rebate following *The SHOW*. Limited to one night per member at the Hyatt Regency on August 16 or 17. Available on a first-come first-serve basis.

2013 MAJS Exhibitors

American Gem Society	Jewelers of America
Ashi Diamonds, LLC	Kattan
Berco Jewelry Company	Kelly Waters, Inc.
Best in Gems, Inc.	Kuo W.M. Co.
Cas-Ker Company	L&P Distributors
Centennial Mountings	Lustour
Creative Boxes & Designs	Mayer & Watt
Darling Imports	Metal Marketplace International
Diamond Emotions	Mid-America Jewelry News
Diamonds, Inc.	NTR Metals, LLC
Don Conkey & Sons	ORO International
Downeast Trading Co., Inc.	Paul Reiser & Associates
Empire Corporation	Penn Gem International
Equity Diamond Brokers	Quality Gold, Inc.
Eugene Gem, Inc.	R.C. Wiese Inc. / 456 Designs by RC
Fantasy Diamond/Hampden Co.	Rare Earth Mining Co., Inc.
Gabriel & Company	Samuel Spil Company
Gems One Corporation	SB&T Imports
Gemvision	Stebgo Metals, Inc.
General Refining Corporation	United Precious Metal Refining, Inc.
Gottlieb & Sons, Inc.	Universal Diamonds
Great Lakes Gem Co.	Victor Corporation
Grice Showcase	Y.C.H., Inc.
Guardian Packaging	Zero Porosity Casting
IJB / Wexler Insurance	
Interings, Inc.	
It's a Dusey	
Jewel-Craft, Inc.	
Jewelers Mutual Insurance	

As of May 20, 2013

Pre-Registration Form for Qualified Retail Buyers & Class Registration Form

Qualified Retail Buyers and Associates are encouraged to pre-register for the 2013 Mid-America Jewelry Show. By submitting this form, registrants certify that he/she/they are qualified retail buyers or associates as described on the MAJS Admission Policy. They further understand that they will need to show photo identification at the registration counter to receive their badge.

Register online at www.midamericajewelers.org, fax or mail.

Mid-America Jewelers Association • 1100-H Brandywine Blvd • Zanesville, OH 43701-7303
Email: info@midamericajewelers.org Fax: 740.452.2552

If you require special service for a special need, please notify us in advance.

This form may be copied for additional registrants.

Store / Company Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

MAJA / JA Member? ☐ Yes ☐ No ☐ First Time Attendee

First Name: _____ Last Name: _____ ☐ Buyer ☐ Associate

Classes are FREE however pre-registration is advised; class sizes are limited and may sell out.

Saturday, August 17, 2013

- | | |
|---------------------------------------------|-----------------------------------------------------------------------------------|
| <input type="checkbox"/> 9 – 10:15 a.m. | The Digital Marketing Revolution: How a Focused Digital Strategy Changes the Game |
| <input type="checkbox"/> 9 – 10:15 a.m. | Palladium – An Essential |
| <input type="checkbox"/> 9 – 10:15 a.m. | Diamond Certs & Values in the Changing Marketplace |
| <input type="checkbox"/> 10:30 – 11:45 a.m. | Ways to Boost your Holiday Sales |
| <input type="checkbox"/> 10:30 – 11:45 a.m. | Store Design & Visual Merchandising Solutions |

Sunday, August 18, 2013

- | | |
|-----------------------------------------|---------------------------------|
| <input type="checkbox"/> 9 – 10:30 a.m. | Sunday Morning with the Experts |
|-----------------------------------------|---------------------------------|

The Mid-America Jewelry Show Admission Policy

(Sponsored by the Mid-America Jewelers Association)

Entry to the Mid-America Jewelry Show is restricted to retail jewelry store owners and operators only.

Only jewelry store owners, their immediate family, jewelry store or jewelry department managers, and buyers will be admitted. **MAJA Member, Jewelers of America Member or other state association satisfies our entry requirements.** Those persons not belonging to the MAJA or other State Jewelers Association, or those persons registering at the show will be required to present a photo identification and **ONE** of the following:

1. Positive business identification, i.e. checks, invoices, JBT listing, photo of jewelry store, or business lease agreement (jewelry store department personnel need documented authorization from store management) for EACH employee.
2. Invoices evidencing purchases from jewelry suppliers of more than \$10,000 within the last 12 months.
3. Photocopy of vendor's license.
4. Employers MAY NOT vouch for another person's employment.

E-tailers may submit a pre-registration application by the August 9, 2013 deadline and will be notified of their acceptance. **NO on-site e-tailer registration application will be accepted.**

No Home Operators Permitted

The Mid-America Jewelry Show is a private show. The management of the Mid-America Jewelry Show and the Mid-America Jewelers Association reserves the right to refuse admission to the Mid-America Jewelry Show to any person(s), including, but not limited to, any person(s) who does not comply with the Mid-America Jewelry Show Admission Policy.

A Photo ID is required of all persons for admittance!

PRE-REGISTRATION DEADLINE – AUGUST 9, 2013

Please detach by cutting along this line.

MAJA Retail Membership Form

The mission of the Mid-America Jewelers Association is to foster and promote the advocacy, business, ethical and education interests of the retail jewelers of the Midwest for the betterment of the jewelry buying public.

Membership dues are \$75 annually and expire on your anniversary date.

Apply online at www.midamericajewelers.org.

1. Contact Information (Please Print/Type Clearly)

Company Name: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Contact Name: _____ Title: _____

Phone: () _____ Fax: () _____

Email: _____ Web: _____

If you have additional stores, please list complete mailing addresses here: _____

Do you belong to other associations (i.e. JA/IJO/RJO/State, etc.)? If yes, please list: _____

Completing this form serves Management notice that you agree to be contacted by mail/phone/fax and/or e-mail.

2. Method of Payment: (payment due at time of order)

☐ Check (Make check payable to **MAJA**)

☐ American Express

☐ Discover

☐ MasterCard

☐ VISA

All payments in U.S. funds drawn on U.S. banks. \$25 fee charged for returned checks.

Amt. to be charged \$ _____

Credit Card Number: _____ Exp: _____

Cardholder's Name (Print): _____ 3-digit security code: _____

Cardholder's Signature: _____

Billing Address: _____

3. Send completed form by one of the following methods to:

Mid-America Jewelers Association (MAJA)

1100-H Brandywine Blvd

Zanesville, OH 43701-7303

Email: info@midamericajewelers.org

Fax: 740.452.2552

Questions? Call: 740.450.1318 or 800.652.6257

FOR OFFICE USE ONLY
Acct. Code: 255

Recd: _____ Ck#: _____

Amt: _____ Ackd: _____

NEW Members will RECEIVE

½ price Membership Dues!

½ price hotel room at the Mid-America Jewelry Show*

AND, Exhibitors will offer **MEMBER-ONLY DISCOUNTS** for purchases at *The SHOW*!

*The first 150 members to present their Hyatt Regency hotel receipt at *The SHOW* will receive a \$60 rebate following *The SHOW*. Limited to one night per member at the Hyatt Regency on August 16 or 17. Available on a first-come first-serve basis.

PLEASE PLACE IN AN ENVELOPE AND MAIL TO:

Mid-America Jewelers Association

1100-H Brandywine Blvd

Zanesville, Ohio 43701-7303

Register online at www.midamericajewelers.org

