



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 • Cincinnati, OH

Hello!

“GO BACK FROM WHENCE YOU CAME . . . “

Originally, the Mid-America Jewelry Show was in fact, held in Cincinnati (which some of us old-timers remember!). Welcome back – this YEAR – to the 2013 Mid-America Jewelry Show in Cincinnati, Ohio!

Over the years many changes have occurred – but with the excitement restored in Ohio’s “Queen City,” along with newly renovated lodging, great new restaurants and the newly opened “CASINO” it all seemed to come together for a new and great fit!

Geographically, Cincinnati is within driving distance of a wider range of retail stores (buyers) and GREAT strong companies who will exhibit at *The SHOW*. With all of this in consideration, it was an easy decision to make!

You will find all the answers to your many questions as well as the contracts for this year’s *NEW SHOW* in this packet. Take time now to review the materials and submit your contracts today – doing so early can get you a discount!

So, PLEASE, come to the 2013 Mid-America Jewelry Show – August 17-18!

With all it has to offer – why wouldn't you?

Looking forward to seeing you in Cincinnati!

Regards,
Adri Sfalcin
MAJA Executive Director

800.652.6257 Ext. 3189
adri@midamericajewelers.org

70TH
ANNIVERSARY
SHOW

THE MID-AMERICA JEWELRY SHOW
The SHOW YOU HAVE TRUSTED FOR 70 YEARS!

COST EFFICIENT – Affordable Booth and Overnight Accommodations!

SAFE & SECURE – Protected Around the Clock!

Hundreds of BUYERS – Largest in the Region!



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 our Buyers – which means more opportunities for YOU to sell!

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!

Exhibitor Information

Advertising

The official Mid-America Jewelry Show program will be printed and distributed to retail jewelers in Ohio and its six contiguous states. The program will also be distributed at the show and will serve as the official roster of exhibitors. This is an excellent opportunity for your company to advertise in a pre-show venue at reduced rates. Please refer to the Advertising Contract for more information. Deadline for ad copy is May 31st.

Security

Security vaults are furnished free of charge for ease of mind and storage of your line(s). Your merchandise, placed in these vaults, will be protected around the clock. Vault hours begin at 10 a.m. Friday morning until 10 a.m. on Monday.

Booth Locations

Booth locations will be assigned on a seniority basis until April 1. Contracts received after April 1 will be assigned locations on a first-come first-served basis. NO EXCEPTIONS! First year exhibitor’s booth assignment is based on availability of space.

Exhibitor Incentives

The Wise to Advertise Program – exhibitors who advertise in the show program are rewarded with complimentary hotel rooms based on volume of advertising, for their selected customers!

Earn \$200 – Existing/current exhibitors of the Mid-America Jewelry Show who persuade and sign-up new or former exhibitors will earn \$200 for (one) booth for each exhibitor who registers (and exhibits) at the 2013 Mid-America Jewelry Show.

2013 DATES & DEADLINES

April 1 – Contract Deadline

All contracts received by this date will be assigned locations on a seniority basis. Contracts received after this date will be assigned locations on a first-come first-served basis. All contracts must be accompanied by a minimum deposit of 50%.

May 31 – Advertising / Roster Deadline / Product Listing

All exhibitors who intend to advertise in the official show program must submit advertising contracts and camera ready art by this date. Exhibitors intending to be listed in the official roster must submit contracts by this date.

All product listing information (indicating product line(s) you will be displaying) which will appear in the Show Program is due by this date. Exhibitors who submit contracts after this date will be listed by the company only in the program addendum. Note: Advertising contracts only, along with full payment received by April 1, 2013 will save you 10%.

June 15 – Cancellation Deadline

Booth cancellations made prior to June 15 will be assessed a processing fee. Cancellations made after June 15 will result in a complete forfeiture of the entire deposit.

August 1 – Exhibitor Pre-Registration Deadline

All employees who intend to work at the show must be pre-registered by this date. Exhibitors registering at the show will be charged \$10 per person.

Exhibitor Move In

The Hyatt Regency Cincinnati will be ready for the installation of exhibits the following hours:
Friday, August 16 – 1 p.m. – 8 p.m.
Saturday, August 17 – 8 a.m. – 12 p.m.

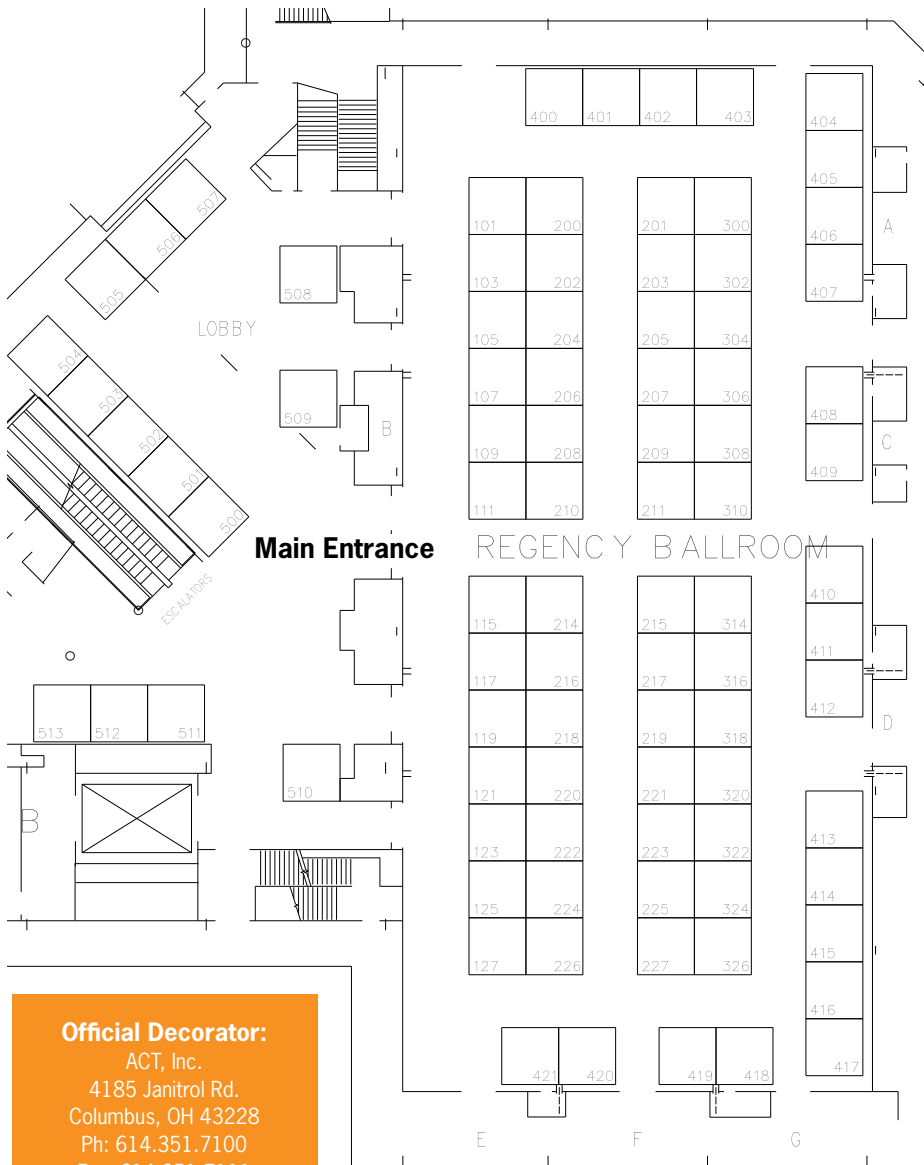
BOOTH RENTAL

Prices per Booth/Island	Member Price	Non-Member Price
Standard Booth	\$1,495	\$1,745
Corner Booth	\$1,695	\$1,995
Bulk Space Pricing	To be Determined by Show Management upon request	
Exhibitor Package Deal Incentives – Contact MAJA at 800.652.6257 x3189 for Details!		

If contract submitted after 4/1/2013, add \$50 to each price listed.

Hyatt Regency Cincinnati

Newly Renovated



HOTEL ACCOMMODATIONS

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

Cincinnati Hilton Netherland Plaza

513.421.9100

Garfield Suites Hotel

800.367.2155

Marriott/Spring Hill Suites Cincinnati Midtown

513.381.8300

Official Decorator:

ACT, Inc.
4185 Janitrol Rd.
Columbus, OH 43228
Ph: 614.351.7100
Fax: 614.351.7111
www.actcolumbus.com

All exhibit booths are
10' Deep x 10' Wide –
unless otherwise indicated.

QR Code



Scan For Event Details.

For a complete list of 2012 MAJS Exhibitors,
please visit <http://midamericajewelers.org/Show>.

The SHOW

is **NEW** for YOU!