

# MEDIA

## PUBLIC RELATIONS OPPORTUNITIES

### JA New York Spring Show Press Room (1C02)

The Press Room features information from and about JA New York Spring Show Exhibitors and serves as a lounge for visiting editors, reporters, and for the first time a select group of influential jewelry and fashion bloggers. Representatives from JA New York's Public Relations Firm, Last Word Communications will be on site every day speaking with the press and letting them know about your new products. The Press Room will be open daily throughout the show. It will be equipped with a message desk, telephones, computer, copier, and fax machine for press use. Be sure to drop off your press kits (preferably digital) on Sunday, March 12th from 12 - 4 PM and to stop by the Press Room in the afternoon of the last day of the show to pick up any remaining press kits. All leftover press kits will be discarded. Press kits should also be kept at your booth for any direct inquiries from journalists during the exhibition. Only qualified members of the press will be issued a press badge and admitted to the Press Room.

### Pre-Registration of Advertising & Public Relations Agency Personnel

If you have your own outside PR or Advertising agency, and you want the personnel handling your account to be admitted to the show, send us, on your company letterhead, the name, address, and email address of your advertising or public relations firm. Only pre-register the agency personnel who service your account.

Please send to:

Last Word Communications

[michelle@lastwordcomm.com](mailto:michelle@lastwordcomm.com)

Tel: (646) 302-5521 | Fax: (212) 924-0566

Pre-registered agency personnel may pick up their badges at the Press Room (1C02) starting at 9:30 AM. on opening day and any time during show hours.

Pre-registration of advertising and public relations agency personnel is mandatory. No agency personnel will be registered on-site at the show.

### Rules and Regulations

We create a comprehensive promotional campaign to help you promote your firm's participation to your customers. However, we cannot sacrifice the show's security in favor of publicity, and therefore have established regulations to protect security interests:

- Daily consumer newspapers, radio, and/or television personnel are not allowed to attend the show UNTIL THE LAST DAY.
- Only editorial personnel may be invited.
- No reference to JA New York Shows must ever be made to the general public in daily consumer press, on television, or on radio until AFTER the show has concluded.
- Your show ads MUST appear ONLY in the jewelry trade press. Consumer media coverage during the show only invites security problems.