

## MEDIA

### PUBLIC RELATIONS OPPORTUNITIES

#### 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

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.