

JEWELERS OF AMERICA PRESENTS THE

16TH ANNUAL

GEM

Awards



Be a part of

THE FINE JEWELRY AND WATCH
INDUSTRY'S PREMIER AWARDS GALA

JANUARY 19, 2018

CIPRIANI 42ND STREET | NEW YORK, NY



JEWELERS OF AMERICA

www.jewelers.org/gemawards



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6:30PM COCKTAILS
8:00PM DINNER & PROGRAM

ABOUT GEM AWARDS

GEM Awards, hosted by Jewelers of America, is the fine jewelry and watch industry's premier accolade gala that recognizes the outstanding achievements of individuals and companies whose work raises the visibility and status of fine jewelry and watches. Each January, GEM Awards are presented in several categories including the prestigious GEM Award for Lifetime Achievement. GEM Award nominees in additional categories are voted on by a panel of esteemed jewelry industry professionals, whose votes are sent live to a third party company and tabulated before the winners are announced live during the GEM Awards ceremony. GEM Awards, established in 2002, celebrates industry greats and those with an unmatched commitment to excellence. Proceeds from GEM Awards help Jewelers of America continue its efforts to enhance consumer confidence in the jewelry industry.

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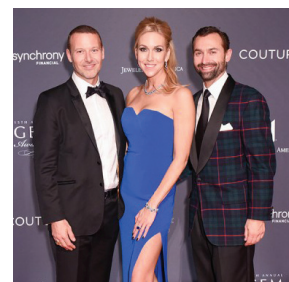
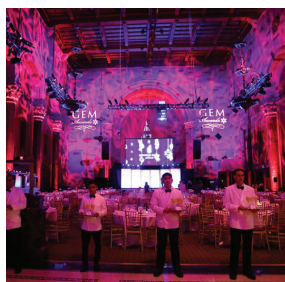
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Join us TO HONOR THE RECIPIENT OF THE
GEM AWARD FOR **LIFETIME ACHIEVEMENT**



Sally Morrison

SALLY MORRISON has been a major force in the evolution of innovative marketing in the fine jewelry category. Sally developed some of the industry's most iconic marketing and PR campaigns for De Beers, World Gold Council, and now, Gemfields. "A Diamond is Forever," "Love Gold," and "Real is Rare," are some of the memorable, meaningful campaigns that Sally has led over the past fifteen years. Sally has worked throughout her career not only to make fine jewelry appealing to consumers – particularly young consumers – but to provide critical marketing support to fine jewelry suppliers and retailers, as well as young designers. Sally has also made broad and meaningful contributions in spearheading industry action around social responsibility and responsible sourcing across her career.

Sally was educated at Wadham College, Oxford. She began her career communicating meaningful messages and garnering excitement through high-profile marketing and events as vice-president, External Affairs of amfAR, and as a senior vice president of Miramax Films.

In 2002, when she became the director of the Diamond Information Center at JWT, the marketing agency for De Beers, she re-energized the diamond category through her ability to make an emotional connection with audiences, and her innate understanding of how the spotlight of celebrity can drive consumer enthusiasm for a product. During her time with De Beers – first as director, then director-in-charge, at JWT, and chief marketing officer, Forevermark – Sally was instrumental in developing influential marketing campaigns and publicity standards that became a contemporary model for fine jewelry brands. Under Sally's guidance, De Beers became a presence at events that were cultural touchpoints; she ensured that diamonds were a relevant, requisite part of popular culture.

In 2012, she was appointed the World Gold Council's managing director of Jewellery and Marketing. The launch of LoveGold.com re-invigorated the 18-30 year old consumer around the world with an inspiring offering of fine jewelry. In the three years after its launch, the brand built an engaged social community with a global footprint of over one million followers, and created over 150 pieces of exclusive editorial content.

In 2016, Sally led the creative development of the "Real is Rare" campaign for the Diamond Producers Association, translating the emotional value and symbolism of diamonds for the millennial generation.

In 2017, Sally joined Gemfields as Director of Sales and Marketing, Americas and immediately began creating heat around precious colored gemstones that translated into editorial and consumer interest. Sally put Gemfields at the heart of the 2017 Red Carpet buzz by dressing fashion-world favorite and Oscar nominee Ruth Negga; and created vibrant collaborations with select designers who are helping to re-introduce responsibly sourced rubies and emeralds to the fine jewelry consumers of today and tomorrow.

Join us TO HONOR THE RECIPIENT OF THE
GEM AWARD FOR **JEWELRY STYLE**



Photo Credit: Abbey Drucker Photography

Debra Messing

DEBRA MESSING is best known for her role on NBC's Emmy Award-winning and Golden Globe-nominated comedy series *Will & Grace*.

This summer, Messing will begin production on NBC's 12-episode revival of *Will & Grace* with the entire original creative team. *Will & Grace* will premiere this fall on Thursday, September 28, 2017.

Recently, Messing starred in ABC's three-hour remake of *Dirty Dancing*, as Marjorie Houseman. *Dirty Dancing* aired on May 24, 2017.

Previously, Messing starred in the NBC series *The Mysteries of Laura*, which premiered in 2014. In 2012 and 2013, Messing starred as Julia Houston in NBC's *Smash*, a musical drama about the creation of a new Broadway show. In 2014, Messing made her own Broadway debut in the Tony Award-nominated production of John Patrick Shanley's *Outside Mullingar*. Other theater credits include Donald Marguiles' Pulitzer Prize finalist *Collected Stories*, and Paul Rudnick's Off-Broadway play *The Naked Truth*.

Messing's film work includes the box office hits *Along Came Polly* and *The Wedding Date*. Messing starred in *The Women* and the family comedy, *Nothing Like The Holidays*. She also co-starred in Woody Allen's *Hollywood Ending*, and *The Mothman Prophecies*. Messing won a Best Featured Actress Award for her work in the 2015 Indie drama *Like Sunday Like Rain*.

Messing is the Global Health Ambassador for Population Services International (PSI) focusing on HIV/AIDS. She has traveled extensively in Africa in this role and in 2010 testified before the House Foreign Affairs sub-committee on Africa and Global Health. She was also a key speaker at the 2012 AIDS conference in Washington, D.C. Other charities Messing supports include HRC (Human Rights Campaign), Everytown for Gun Safety, and Joyful Heart Foundation. She was honored with The Trevor Life Award for her contributions to the LGBT community.

Messing attended Brandeis University and received her MFA from NYU. She resides in New York.



Irene Neuwirth • IRENE NEUWIRTH JEWELRY

Nikos Koulis • NIKOS KOULIS JEWELS

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Congratulations
TO THE 2018 GEM AWARDS NOMINEES
MEDIA EXCELLENCE



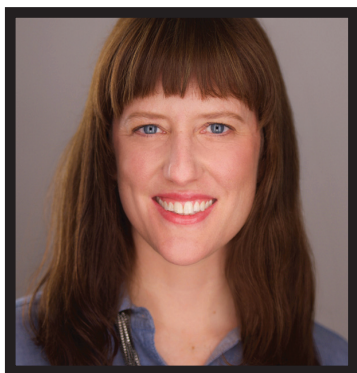
Benjamin Clymer • **HODINKEE**

Benjamin Clymer is the Founder and CEO of HODINKEE, a robust online magazine featuring in-depth reviews, critiques, and reports on watches of a particularly high quality. Dubbed “The High Priest of Horology”, Ben is widely considered to be a leading voice in the wristwatch industry and is regularly quoted in major publications including *The New York Times*, *Reuters*, *Forbes*, *Departures*, *GQ*, and *The Financial Times*. Coupling beautiful and compelling editorial content with a world-class e-commerce experience, HODINKEE has become the premiere destination for lovers of the beautiful, rare and horologically – fascinating—both editorially and on the wrist.



Marion Fasel • **THE ADVENTURINE**

Marion Fasel is founder and editorial director of TheAdventurine.com. The online magazine is a reflection of her work over the last 20 years as a jewelry editor, author and expert. Marion has written eight books on the history of 20th century jewelry including the *Bejeweled: Great Designers*, *Hollywood Jewels: Movies, Jewelry, Stars* and *Bulgari Serpenti Collection*. She was responsible for *InStyle's* award-winning jewelry and watch coverage for almost two decades. Marion has also acted as a consultant, curated and contributed to numerous exhibitions including *Cartier & Aldo Cipullo: New York City in the 70s* and *Hollywood Jewels* staged at the Academy of Motion Picture Arts & Sciences.



Michelle Graff • **NATIONAL JEWELER**

Michelle Graff is the editor-in-chief of *National Jeweler*. She is in charge of NationalJeweler.com and its popular daily newsletter. She also oversees the publication's two annual print editions she helped to revive, *The State of the Majors* and the *Retailer Hall of Fame*. Michelle began her editorial career working as a news editor at the *Marietta Daily Journal* and then as a focus/strategies editor at the *Atlanta Business Chronicle*. She joined *National Jeweler* in late 2007 as the senior editor covering diamonds, traveling to Israel, Africa, Dubai and Belgium to learn about the jewelry industry. She was promoted to editor-in-chief in 2013.



In 2011, Tao Group opened Beauty & Essex in New York City with a faux pawnshop retail store at its entrance. In collaborating with the group, Lauren Kaminsky Goldman became curating partner of the retail storefront ByGoldGirl where she decks out cases with jewelry and curiosities to astound guests before they discover the glamorous restaurant right behind the “pawn shop’s” back door. Beauty & Essex’s successful formula has led to opening other locations in Las Vegas and Hollywood. Now, as a third-generation pawnbroker and chief operating officer and president of EZ Pawn Corp., Lauren uses ByGoldGirl to educate the public about pawn-brokering in hopes of altering negative stereotypes from past generations.

Founded in Philadelphia in 1916, Govberg Jewelers is one of the nation's most specialized purveyors of luxury timepieces, offering an unrivaled selection by leading watchmakers, a pre-owned inventory of remarkable breadth and a knowledgeable team to cultivate meaningful client experiences. Under the leadership of Danny Govberg, the company underwent a tremendous transformation over the past 30 years. Danny's insatiable passion for watches and technology inspired the evolution of Govberg's service offerings across many platforms, merging the traditional charm of brick-and-mortar retail and the interests of the tech-savvy luxury consumer in an intriguing fashion. Today, the jeweler operates three exquisite locations and WatchBox by Govberg, a cutting-edge mobile application offering asset management, watch education, collection exploration and a dynamic community.

Moda Operandi is the only place to preorder looks straight from the unedited runway collections of the world's top designers—months before they are available anywhere else. Moda Operandi Boutique offers a highly-curated selection of in-season items from both established and emerging designers, ready to ship now. And for those who want a personal touch, Moda Operandi's private showrooms in London and New York City offer a bespoke shopping experience that includes unprecedented access to favorite designers and hand-selected recommendations from expert stylists. In homage to the history of couture, Moda Operandi has established a retail renaissance where the time-honored institution of luxury meets an innovative point of view on fashion.



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ABOUT JEWELERS OF AMERICA

Jewelers of America (JA) is the national trade association for businesses serving the fine jewelry marketplace with the primary purpose of improving consumer confidence in the jewelry industry. Since 1906, JA has been advancing the fine jewelry industry through advocacy in public, government and industry affairs; and has been the leader in the development of high ethical, social and environmental standards among the jewelry trade. JA represents the largest network of jewelry retailers and suppliers in the U.S. JA Members are among the most professional and trustworthy jewelers in the U.S. and commit annually to JA's Code of Professional Practices.

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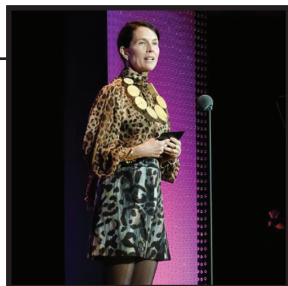


“The GEM Awards is a fun and festive evening that celebrates everything I love about our industry—friendship, passion, and creativity. I look forward to it every year!”

MARC BRIDGE

Ben Bridge Jeweler

Join us IN CELEBRATING OUR 2018 GEM AWARD RECIPIENTS



More than 500 jewelry and fashion industry professionals will join Jewelers of America in honoring the recipients of the 2018 GEM Awards at the legendary Cipriani 42nd Street in New York City. A highly-anticipated celebration, the GEM Awards delivers a magical evening with a diverse group of industry leaders, influencers, celebrities and design and media luminaries. It is an industry event like no other. *The GEM Awards is where everyone will want to be on January 19th.*

Let Your Brand Shine! BE A 16TH ANNUAL GEM AWARDS SPONSOR

GEM Awards Sponsorships deliver opportunities and benefits that are unparalleled.

- ✦ Show your support for the 2018 GEM Award Honorees.
- ✦ Enhance your brand visibility to a captive, targeted audience.
- ✦ Be included in Jewelers of America event marketing, social media and public relations initiatives.
- ✦ Leverage your investment with the opportunity for new partnerships beyond the event.

“

The GEM awards was a great experience for me. As a **first time sponsor** it exceeded my expectations. Looking forward to next year's GEM Awards!

”

JOSE BATISTA
Rio Diamond



“ Signet Jewelers has been a **sponsor and proud supporter** of GEM Awards since the inaugural GEM Awards in 2003. By supporting GEM Awards, we celebrate leading brands, programs and products as well as the positive awareness generated by consumer media. Importantly, the success of GEM Awards helps support a number of valuable member programs for Jewelers of America, which enables them to continue to work on behalf of the entire jewelry industry to ensure consumer confidence in the products we all sell. ”

DAVID BOUFFARD
Signet Jewelers



“ Glamorous show-business events like the Oscars are great for getting a look at millions of dollars of ultra-high-end jewelry, but I swear that the place to see the most exciting fine jewelry is at Jewelers of America's GEM Awards. ”

WENDY BRANDES
Wendy Brandes Fine Jewelry





SPONSORSHIP OPPORTUNITIES

Complete and return the Order Form, or contact Matthew Tratner at (646) 658-5805 or mtratner@jewelers.org.

For event information, visit gemawards.jewelers.org or contact Amanda Gizzi at (646) 658-5811 or agizzi@jewelers.org.

COCKTAIL HOUR RECEPTION SPONSOR* • \$30,000

- ✦ One GEM Awards gala table (10 seats)
- ✦ Journal Ad: One-page, 4-color advertisement in the GEM Awards gala journal
- ✦ Signage will be on the bar, screen, and around the cocktail area
- ✦ Opportunity for product display in the cocktail area
- ✦ Verbal recognition at the GEM Awards gala
- ✦ Printed recognition in the GEM Awards gala journal

RED CARPET SPONSOR* • \$30,000

- ✦ One GEM Awards gala table (10 seats)
- ✦ Journal Ad: One-page, 4-color advertisement in the GEM Awards gala journal
- ✦ Logo on the step-and-repeat
- ✦ Verbal recognition at the GEM Awards gala
- ✦ Printed recognition in the GEM Awards gala journal

PREMIER GEM PACKAGE • \$30,000

- ✦ Two Tables (20 seats) at GEM Awards gala with Premier Package table positioning
- ✦ Journal Ad: Two-page, 4-color advertisement in GEM Awards gala journal
- ✦ Banner Ad on www.jewelers.org for one month
- ✦ Verbal mention at the GEM Awards gala
- ✦ Company logo will appear: onscreen at GEM Awards, in GEM Awards gala journal as Premier Sponsor, on the GEM Awards website for one year, and in "The JA Report," JA's monthly member e-newsletter (one time)

Sponsorships or purchases for GEM Awards are not tax deductible as charitable contributions.

**Specialty sponsorships are one-of-a-kind and available on a first-come, first-serve basis.*

PATRON GEM PACKAGE • \$17,000

- ✦ One table (10 seats) at GEM Awards gala with Patron Package table positioning
- ✦ Journal Ad: Full-page, 4-color advertisement in GEM Awards gala journal
- ✦ Company logo will appear: onscreen at GEM Awards, in GEM Awards gala journal as Patron Sponsor, on the GEM Awards website for one year, and in "The JA Report," JA's monthly member e-newsletter (one time)

BENEFACTOR GEM PACKAGE • \$12,000

- ✦ One table (10 seats) for GEM Awards gala with Benefactor Package table positioning
- ✦ Journal Ad: Full-page, black/white advertisement in GEM Awards gala journal
- ✦ Company name will appear: onscreen at GEM Awards, in GEM Awards gala journal as Benefactor Sponsor, on the GEM Awards website for one year, in "The JA Report," JA's monthly member e-newsletter (one time)

TABLE GEM PACKAGE • \$7,500

- ✦ One table (10 seats) for GEM Awards gala with Table Package table positioning

INDIVIDUAL TICKETS • \$600

JOURNAL ADVERTISING RATES

- Two-page, 4-color advertisement spread: \$6,500
- Full-page, 4-color advertisement: \$3,500
- Full-page, black-and-white advertisement: \$1,500
- Half-page, black-and-white advertisement: \$750

Ad deadline December 6, 2017 | Journal Size 8.5" x 11"



“ We love seeing our friends and colleagues– all together – at this festive event! The evening of the GEM Awards is a wonderful opportunity to celebrate our passionate, multi-faceted community. Wouldn't miss it for the world. ”

TEMPLE ST. CLAIR



ORDER FORM & AD SPECS

Complete and return this form, or contact Matthew Tratner
at (646) 658-5805 or mtratner@jewelers.org.

For event information, visit gemawards.jewelers.org or
contact Amanda Gizzi at (646) 658-5811 or agizzi@jewelers.org.

SPONSORSHIPS & PACKAGES

COCKTAIL HOUR RECEPTION SPONSOR*	\$30,000	\$
RED CARPET SPONSOR*	\$30,000	\$
PREMIER GEM PACKAGE	\$30,000	\$
PATRON GEM PACKAGE	\$17,000	\$
BENEFACTOR GEM PACKAGE	\$12,000	\$
TABLE GEM PACKAGE	\$7,500	\$

INDIVIDUAL TICKETS • \$600 EA.

_____ tickets x \$600 = \$_____

JOURNAL ADVERTISING RATES *Ad materials due December 6, 2017*

Two-Page, 4-color advertisement spread	\$6,500	\$
Full-Page, 4-color advertisement	\$3,500	\$
Full-Page, black-and-white advertisement	\$1,500	\$
Half-Page, black-and-white advertisement	\$750	\$
TOTAL		\$_____

CONTACT INFORMATION

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Company Name _____

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PAYMENT** ☐ Check ☐ Visa ☐ MasterCard ☐ American Express

Cardholder Name _____

Card Number _____ Expiration Date _____ CSV _____

Signature _____

*Specialty sponsorships are one-of-a-kind and available on a first-come, first-serve basis.

**Sponsorships or purchases for GEM Awards are non-refundable and are not tax deductible as charitable contributions.

AD SPECS



2-PG SPREAD (4C only)
17.25" x 11.25" w/ bleed
17" x 11" trim size
16" x 10" no bleed



FULL-PAGE (4C or b&w)
8.75" x 11.25" with bleed
8.5" x 11" trim size
7.5" x 10" no bleed



HALF-PAGE (b&w only)
7.5" x 4" no bleed

Ad materials due December 6, 2017.

Advertisers should submit ad files via:

Mail (CD-ROM or DVD): Jewelers of America,
Attn: Amanda Gizzi, 120 Broadway, Suite
2820, New York, NY 10271
or Email (under 5MB): agizzi@jewelers.org

File format accepted:

PDF compatible with Acrobat 7.0 or higher

Other Specs:

- At least 300 dpi
- Color ads saved as CMYK color
- Black & white ads saved as grayscale or black only
- All fonts embedded
- Include crop marks on ads with bleed
- Include with disc or in body of email:
name of advertiser, contact name &
phone number
- Color proofs can be mailed to address
above for color ads

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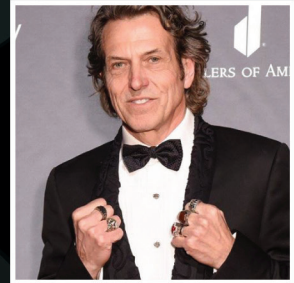
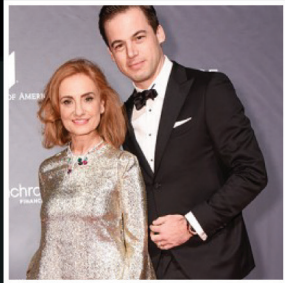
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