

JEWELERS OF AMERICA PRESENTS THE



BE A PART OF
THE FINE JEWELRY AND WATCH
INDUSTRY'S PREMIER AWARDS GALA

MARCH 13, 2026
CIPRIANI 42ND STREET | NEW YORK, NY



JEWELERS
OF AMERICA

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. Established in 2002, 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 the GEM Awards judges, whose votes are sent live to an independent firm to determine the winners. The winners are announced live during the GEM Awards ceremony. Proceeds from GEM Awards help Jewelers of America continue to provide valuable programs, benefits, education and advocacy for their members.

2026 GEM AWARDS COMMITTEE

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SCENES FROM LAST YEAR





SPONSORSHIP OPPORTUNITIES

Visit [jewelers.org/gemawards](https://www.jewelers.org/gemawards) to purchase sponsorships, tickets or ads.
For event information, contact Amanda Gizzi at events@jewelers.org or call (646) 658-5811.

Join us in celebrating our 2026 GEM AWARD RECIPIENTS

The leading jewelry, gem and watch industry professionals will join Jewelers of America in honoring the recipients of the 2026 GEM Awards at the legendary Cipriani 42nd Street in New York City. A highly-anticipated celebration, GEM Awards delivers a magical evening with a diverse group of industry leaders, influencers, celebrities, designers and media luminaries. It is an industry event like no other. The GEM Awards is where everyone will want to be on March 13, 2026.

LET YOUR BRAND SHINE!

BE A 24TH ANNUAL GEM AWARDS SPONSOR

GEM Awards sponsorships deliver opportunities and benefits that are unparalleled.

- Show your support for the 2026 GEM Awards 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.



// JCK & Luxury have been a proud sponsor of the GEM Awards for many years now. The focus of the GEM Awards, celebrating those in our industry that drive consumer awareness and love for jewelry, is in line with an important mission to us at JCK & Luxury, doing all we can to support increased consumer demand for jewelry which in turn helps our wonderful jewelry industry continue to thrive. //

SARIN BACHMANN • Group Vice President, RX Jewelry Portfolio

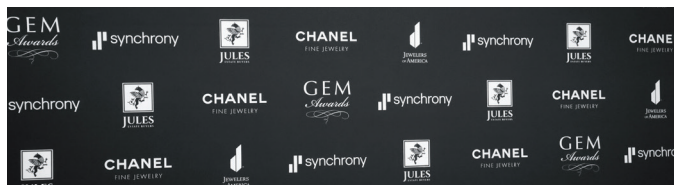
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CORNERSTONE SPONSOR

\$43,000

- Two tables (20 seats) at GEM Awards gala with Cornerstone premium table positioning
- Two-page, 4-color advertisement spread in the GEM Awards gala journal
- Logo on the GEM Awards step-and-repeat
- Verbal recognition at the GEM Awards gala
- Printed recognition in the GEM Awards gala journal



RED CARPET SPONSOR*

\$37,000 • SOLD

- One table (10 seats) at GEM Awards gala with Red Carpet premium table positioning
- One-page, 4-color advertisement in the GEM Awards gala journal
- Signage will be on the step-and-repeat, screen and around the Red Carpet area
- Verbal recognition at the GEM Awards gala
- Printed recognition in the GEM Awards gala journal



COCKTAIL RECEPTION SPONSOR*

\$37,000 • SOLD

- One table (10 seats) at GEM Awards gala with Cocktail Reception premium table positioning
- 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 displays or branded photo booth experience
- Verbal recognition at the GEM Awards gala
- Printed recognition in the GEM Awards gala journal



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



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PREMIER SPONSOR

\$35,000

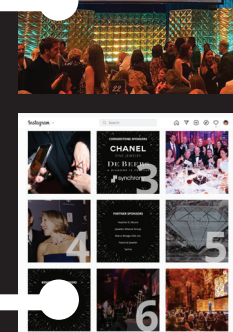
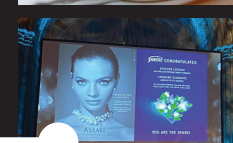
- Two tables (20 seats) at GEM Awards gala with Premier premium table positioning
- Two-page, 4-color advertisement spread in the GEM Awards gala journal
- Verbal recognition at the GEM Awards gala
- Company logo will appear: onscreen at GEM Awards, in GEM Awards gala journal as Premier Sponsor and on GEM Awards digital platforms



PATRON SPONSOR

\$22,000

- One table (10 seats) at GEM Awards gala with Patron premium table positioning
- Full-page, 4-color advertisement in the GEM Awards gala journal
- Company logo will appear: onscreen at GEM Awards, in GEM Awards gala journal as Patron Sponsor and on GEM Awards digital platforms



BENEFACTOR SPONSOR

\$18,000

- One table (10 seats) at GEM Awards gala with Benefactor premium table positioning
- Full-page, black-and-white advertisement in the GEM Awards gala journal
- Company name will appear: onscreen at GEM Awards, in GEM Awards gala journal as Benefactor Sponsor and on GEM Awards digital platforms

All sponsors receive an ad in the GEM Awards Journal!

In addition to the printed journal distributed to attendees at the gala, you'll receive maximum exposure with the digital version displayed on-screen at cocktail hour and during dinner – plus a QR code card placed on the cocktail bars and at every guest's seat. Not to mention additional distribution before and after the event through Jewelers of America's email and social channels.



SPONSORSHIP OPPORTUNITIES

Visit jewelers.org/gemawards to purchase sponsorships, tickets or ads.
For event information, contact Amanda Gizzi at events@jewelers.org or call (646) 658-5811.

PARTNER SPONSOR

\$9,000

- Two tickets to GEM Awards gala
- One-page, 4-color advertisement in the GEM Awards gala journal
- Company name will appear: onscreen at GEM Awards and in GEM Awards gala journal as Partner Sponsor

TABLE PACKAGE

\$11,000

- One table (10 seats) for GEM Awards gala with table positioning
- Brand recognition on table

INDIVIDUAL TICKETS

\$1,000

JOURNAL ADVERTISING RATES

- Two-page, 4-color advertisement spread **\$6,500**
- Full-page, 4-color advertisement **\$3,700**
- Full-page, black-and-white advertisement **\$1,600**
- Half-page, black-and-white advertisement **\$800**

Ad deadline: January 27, 2026 | Journal Size 8.5" x 11"

Ad materials due: February 6, 2026

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

- Tickets are transferable but non-refundable.



Specialty packages available!

Contact us for more information!



// I love attending the GEM Awards because of the connection it creates within our community. For me, designing and creating jewelry is a very solitary practice and I don't often take the time to reflect on the work. The GEM awards has become the time to do that and they always make it so special, from the room, to the food and drink to the presentations. It's a wonderful night. //

LAUREN HARWELL GODFREY
Harwell Godfrey

Join us to honor the recipients
of the GEM AWARD for

LIFETIME ACHIEVEMENT



MARK & CANDY UDELL LONDON JEWELERS

MARK AND CANDY UDELL are the dynamic husband-and-wife duo at the helm of London Jewelers, one of America's most iconic and enduring family-owned luxury jewelry retailers. Together, they have transformed a single-store operation, founded in 1926, into a multi-store luxury powerhouse known for innovation, craftsmanship and unparalleled customer service.

Mark Udell, Chief Executive Officer, officially joined the family business in 1973 after graduating from the University of Miami and gaining early retail experience at Mayor's Jewelers in Florida. A third-generation jeweler and grandson of founder Charles London, Mark brought a lifelong passion for watches and fine jewelry to the business. Under his leadership, London Jewelers expanded from its original Glen Cove location into a prestigious network of boutiques across Long Island and New Jersey. His industry expertise and deep relationships with top-tier brands—including Rolex, Patek Philippe, Cartier, Bulgari, Van Cleef & Arpels and David Yurman—have positioned London Jewelers as a benchmark in U.S. luxury retail, with 18 stores.

That same year, Mark married his college sweetheart, Candy, who joined him in the family business and now serves as President of London Jewelers. A graduate of Hofstra University, Candy brought creative flair and strategic vision to the company. She has played an essential role in merchandising, branding, advertising and store design—helping to shape the company's identity and elevate its customer experience. Her leadership has been pivotal in launching meaningful philanthropic initiatives, including founding the Rescue Paw Foundation and designing the Paw Jewelry Collection, with proceeds supporting animal welfare efforts.

The Udells' shared leadership has driven major milestones for London Jewelers, including the 2025 opening of the world's first Rolex Boutique in East Hampton, the continued expansion of their flagship store in Manhasset and the opening of their fifth store in The Mall at Short Hills in New Jersey.

Beyond business, the Udells are dedicated philanthropists, supporting more than 100 local charities annually through London Jewelers. Their efforts span healthcare, education, the arts, animal welfare and community safety.

Today, Candy and Mark are proudly mentoring the fourth generation—their daughter Randi, son Scott and nephew Zachary—to carry forward the values that have defined London Jewelers for nearly a century: integrity, innovation, excellence and treating every customer like family.

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ABOUT JEWELERS OF AMERICA

Jewelers of America is the most trusted and influential voice of the jewelry industry. With a mission to empower and unite its members, Jewelers of America provides expert guidance, education and advocacy to promote excellence, integrity and success in an evolving marketplace. Since 1906, Jewelers of America has been advancing the fine jewelry industry, setting high ethical standards and fostering professional growth for their members. Jewelers of America represents a large, diverse membership of retailers and suppliers in the United States, who commit annually to the organization's Code of Professional Practices.

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// GEM Awards is a perfect way to celebrate and honor some of the best and brightest people in our industry. There is always a great diverse group of industry leaders in attendance. Reconnecting with friends and colleagues, downloading on the recent crucial holiday season and crafting a vision for the year to come are all things I look forward to doing at GEM Awards every year. //

MATTHEW ROSENHEIM • Tiny Jewel Box



ORDER FORM & AD SPECS

Visit jewelers.org/gemawards to purchase individual tickets online.
To order sponsorships or ads, complete this form and return by email or in the mail to:
Email: events@jewelers.org
Mail: Gen. Post Office, Box 29625, New York, NY 10087-9625

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

SPONSORSHIPS & PACKAGES

CORNERSTONE SPONSOR	\$43,000	\$
RED CARPET SPONSOR*	\$37,000	\$ SOLD
COCKTAIL RECEPTION SPONSOR*	\$37,000	\$ SOLD
PREMIER SPONSOR	\$35,000	\$
PATRON SPONSOR	\$22,000	\$
BENEFACTOR SPONSOR	\$18,000	\$
PARTNER SPONSOR	\$9,000	\$
TABLE PACKAGE	\$11,000	\$

INDIVIDUAL TICKETS • \$1,000 EA.

_____ tickets x \$1,000 = \$ _____

JOURNAL ADVERTISING RATES

Two-page, 4-color advertisement spread	\$6,500	\$
Full-page, 4-color advertisement	\$3,700	\$
Full-page, black-and-white advertisement	\$1,600	\$
Half-page, black-and-white advertisement	\$800	\$
TOTAL		\$ _____

CONTACT INFORMATION

Name _____

Company Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

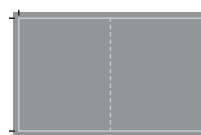
Email _____

Complete this form and return by email or mail.
A Jewelers of America representative will be in touch to
collect payment information to complete the order.

Email: events@jewelers.org
Mail: Gen. Post Office, Box 29625, New York, NY 10087-9625

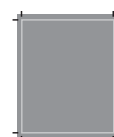
**Individual tickets can be purchased online
at jewelers.org/gemawards.**

JOURNAL AD SPECS



2-PAGE SPREAD

- 17.25" w x 11.25" h with .125" bleed and crop marks
- 17" w x 11" h trim size



FULL-PAGE

- 8.75" w x 11.25" h with .125" bleed and crop marks
- 8.5" w x 11" h trim size



HALF-PAGE

- 7.5" w x 4.75" h, no bleed

Ad space commitments due Jan. 27, 2026
Ad materials due Feb. 6, 2026

Advertisers should submit ad files via:

Ad materials under 5MB can be emailed to events@jewelers.org. For files over 5MB, email a link to download using a file-sharing service like Dropbox, Hightail or WeTransfer.

File specs:

Hi-Res, PDF (Acrobat 7.0 or higher) files accepted. Files must be at least 300 dpi, CMYK (NO spot colors or RGB) and have all fonts embedded. All two-page spreads and full-page ads MUST have 1/8" bleed on all sides and crop marks.

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- Tickets are transferable but non-refundable.

PRESENTED BY



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Cipriani 42nd Street | New York, NY

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