



# Press at a Glance

July 27 - 30, 2008 ~ Jacob K. Javits Convention Center ~ New York, New York

## **JA New York Summer Show Press Room**

The Press Room features information from and about JA New York Summer Show exhibitors and serves as a lounge for visiting editors and reporters. Only qualified members of the press will be issued a press badge and admitted to the Press Room. 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 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.

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

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

Please mail to:

Bratskeir & Co.  
400 Lafayette Street, 5<sup>th</sup> Floor  
New York, NY 10003

Or, fax your request (212-982-5401) to the attention of Meg Robinson.

Pre-registered agency personnel may pick up their badges at the Press Room (4 A/B Terrace) starting at 9:30 a.m. 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.

## **PLEASE NOTE THESE RULES AND REGULATIONS**

We create a comprehensive promotion campaign to help you promote your firm's participation to your customers. However, we will not 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.**