Public Relations Opportunities

Spring 2018 ● March 11-13 ● Jacob K. Javits Convention Center ● New York, NY

JA New York Spring Show Press Room (1D05-06)
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 Saturday, March 10 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
646-302-5521, FAX: 212-924-0566

Pre-registered agency personnel may pick up their badges at the Press Room (1D05-06) 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 can 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.**

Media Tips

Spring 2018 ● March 11-13 ● Jacob K. Javits Convention Center ● New York, NY

The JA New York Spring Show plays host to an extensive roster of media from both trade and consumer press, including a number of influential bloggers. Below are a few key tips for working with the media that will help you both maximize your presence at the show, and aid you in maintaining those important relationships in the future:

- When a member of the media comes by your booth, they may ask to take pictures of your product with their phone or snap and shoot cameras. These will be used merely as a reference. If you want future editorial coverage, allow them to take these pictures! Have a CD or memory stick of images of your jewelry handy to offer them as a take-away.

- All media who attend the JA New York Spring Show pick up their badges in the press room. Please make a point to leave 15-25 copies of your press kit in the press room (see "sample press kit" online for guidance on creating a press kit).

- If you're launching a new or special collection at the show, please inform the PR Agency of Record for JA New York Shows, Michelle Orman from Last Word Communications. Michelle and her team will be sure to communicate your message to appropriate media.

- There are different types of media who attend the JA New York Spring Show. Editorial media (both for print and online outlets) are the people who have the power to give you **free** editorial placements on their pages. Be nice to them! Be friendly, and understand that they have the ability to give your brand increased credibility.

- Keep the relationship going after the show! If you connected with an editor at the show, drop him/her an email afterwards to say thank you for stopping by. Moving forward, feel free to email these contacts with **low resolution images** of new jewelry approximately once a month, in order to stay top-of-mind without becoming a nuisance!

- If an editor wants to pull your product for an editorial shoot, make sure you are able to provide the product on or before the date they've requested the piece(s). The worst thing you can do is promise and not deliver; this is a sure way to get "black listed" from future editorial opportunities.

- When an editor pulls product for editorial, he/she should be able to provide you with an insurance certificate or letter of responsibility to cover the wholesale replacement value of your product. He/She will also let you know when the item will be shipped back.

- When sending product for editorial coverage, make sure to include a self-addressed label or some other clear indication of where the piece needs to be returned, including your telephone number and email address. If you don't receive the product back on the expected date, feel free to email or call the editor to inquire about the status. **Do not** ask when you'll be receiving pieces before the promised delivery date.

- If you're hosting a special event outside of the JA New York Spring Show and you would like to garner some media attention for your event, please inform Michelle Orman from Last Word Communications. She and her team will convey your message to appropriate media outlets.