



THE
INSTORE
JEWELRY SHOW

2025

SPONSORSHIP PROSPECTUS

SEPTEMBER 28 - 29, 2025 | ROSEMONT, IL
DONALD E. STEPHENS CONVENTION CENTER
PRE-SHOW CONFERENCE BEGINS SEPTEMBER 27

#INSTOREShow | theinstoreshow.com

YOU'VE SECURED YOUR BOOTH SPACE - WHAT'S NEXT?

The INSTORE Jewelry Show offers exhibiting companies unique sponsorship opportunities to maximize your brand's exposure at the show. Keep your company top of mind so your focus at the show can be on your bottom line.



ON-SITE OPPORTUNITIES

Saturday Welcome Reception **\$7,500***

Sponsor The INSTORE Jewelry Show Welcome Reception — a fun and intimate gathering for retailers and exhibitors designed to kick off the show! Enjoy an open bar and lite bites as you gather with industry friends - both old and new. Saturday, September 27th, 4:30 to 6pm — immediately following the complimentary Pre-Show Conference Program, on site at the Convention Center.

SPONSORSHIP INCLUDES:

- All Welcome Party announcements will include your company logo as a sponsor, in print and digital executions
- The party will have a dedicated promotional page on the show's website. It will include your sponsor logo and booth number.
- Full page ad for your company in the INSTORE Show Guide
- Your logo included on all show signage promoting the party
- Sponsor tags for your team to wear at party
- Push notifications from app inviting attendees to your sponsored party
- Logo on party napkins
- Company name, product placement and booth number on dedicated eblast to pre-registered retailer list on (date TBD), highlighting all Saturday and Sunday party sponsors.



**This sponsorship can be shared by two exhibiting companies.*

Saturday Pre-Show Conference Lunch Sponsor **\$7,000**

Host up to 100 retailer attendees for lunch during the pre-show conference day, Saturday, Sept 27, at The INSTORE Jewelry Show.

Enjoy the prestige of being the sole sponsor of the lunch AND take 3-5 minutes to greet a captive audience of your clients and prospects.

Lunch includes a boxed sandwich or salad, dessert, soft drinks and coffee. Mix and mingle during lunch hour and share collateral with lunch attendees via table drop or in person exchanges.

SPONSORSHIP INCLUDES:

- 3-5 minute lunch greeting
- Logo and booth number on beverage napkins (logo client supplied)
- Logo and sponsorship acknowledgement on all promotion geared toward the Pre-Show Conference Program
- Logo placement on dedicated Pre-Conference Program promotional page on show site with sponsorship mention
- Sponsor signage outside lunch room (art client supplied)
- Lunch for 2 company representatives with premium seating
- Push notifications from the show app regarding your sponsored lunch
- Access to lunch registration list



Sunday Show Floor Happy Hour **\$10,000***

On Sunday afternoon, all show goers can mingle right on the floor during a relaxed Happy Hour featuring refreshments from the open bar and passed appetizers. Attendees will have a chance to grab a drink and quick bite, while they roam the exhibit hall and shop!



Sponsorship Includes:

- All Happy Hour announcements will include your company logo as a sponsor, in print and digital executions
- The party will have a dedicated promotional page on the show's website. It will include your sponsor logo and booth number.
- Full page ad for your company in the INSTORE Show Guide
- Your logo included on all show signage promoting the party
- Sponsor tags for your team to wear at party
- Push notifications from app inviting attendees to your sponsored party
- Logo on party napkins
- Company name, product placement and booth number on dedicated eblast to pre-registered retailer list on (deployment date TBD), highlighting all Saturday and Sunday party sponsors.

**This sponsorship can be shared by two exhibiting companies.*

Hotel Key Cards **\$3,675**

Must be booked by: August 1, 2025

Promote your brand from the moment attendees arrive – and each time they come and go from their rooms! Your logo and booth number will be front and center on the hotel key cards for guests staying in the show's official host hotel, the Hilton Rosemont Chicago O'Hare.

Sponsored Speaking Opportunity **\$3,200**

5 Available

Want to connect with The INSTORE Jewelry Show audience on a deeper level?

This opportunity is for you. You have the floor — and the audience — for a full 25-minute presentation. INSTORE readers respond best to information that teaches them something that can improve their businesses. With that said, the content you choose to share will be up to you.

Details

25-minute total (includes Q&A) speaking opportunity in our dedicated Education Area, an open forum with seating and a stage for presentation. AV included. Seating for 100 guests plus plenty of additional standing room. Choice of one time slot on Sunday or Monday.

Opportunity includes:

- Full page ad in the Show Guide
- Push notification on show app before session time
- Eblast to pre-reg list promoting session on date of choice
- Client may distribute client-supplied collateral
- Client may supply business card drop (optional)



Meter Board Sign - Single or Double Sided

Single Sided **\$1,045**

Double Sided **\$1,360**

This show-floor billboard stands nearly 8' tall and over 3' wide. They're big, beautiful, high-impact signs that are strategically placed in and around the show for maximum exposure. Placement is decided by show management.

On the Floor Showcases **\$1,575**

3 Available

Display up to 10 pieces of your line in a tower showcase that will be displayed on the show floor. Located in a high-traffic area on the show floor, attendees are sure to see your jewelry. A sign with your company name and booth number will draw traffic to your booth. Exhibitor may decorate and must supply own displays.

Aisle Sign Banners **\$2,625**

7 Available

Own an aisle! Attendees refer to the aisle signs as they navigate the show. Get your name in front of them first by reserving a 3' x 5' aisle sign banner leading them directly to you. There are 7 aisles in the show, so quantities are limited and the banners are placed on a first-come first-served basis. The cost to produce the banner and the labor to install and dismantle the banners is included in this price.

Badge Lanyards **\$2,675**



Provide us with custom lanyards* featuring your company name/logo and every attendee will be wearing your brand. Lanyards will be available at the Registration Desk when attendees and exhibitors pick up their badge.

**Sponsor to supply a quantity of 2,500 custom lanyards with two bulldog clips. Lanyards must have the two bulldog clips so the badges don't easily flip over.*



Show Bag **\$2,675**



See your logo displayed on the official show bags attendees will receive to use during and after the show.

You supply the bags and we'll be glad to hand them out for you in the registration area.

Registration Handout with Badge **\$2,100**

Show Exclusive! Your promotional material will be handed out to each attendee when they pick up their badge at the Registration Desk.

Exhibitor must supply the handout. Quantity 1,000.

Floor Decals **\$1,045**

This can't-miss sponsorship positions your brand right under the nose - and feet - of every buyer on the main floor.

These four-color, 3' x 3' floor decals, directly increase your visibility by blanketing the floor with your branding. Price includes decal production (quantity 4) and removal. Placement is decided by management.

The items below will be required for fulfillment. Four 3' x 3' floor decals provided by the show.

Show Bag Inserts **\$1,000**

Do you have a promotional sheet you would like to distribute at the show? We'll include it in the Show bags for each attendee. Provide us with one 8.5" x 11" promotional sheet* of paper and we'll insert it into the show bags prior to an attendee picking them up.

** The promotional piece cannot be bigger than an 8.5" x 11" piece of paper. Multi-page catalogs are not accepted. Quantity needed: 1,000 copies.*

Sunday Show Floor Bar Tickets

50 Tickets **\$625**

**Add your logo for a small additional fee*

Cold drinks and warm conversation make The INSTORE Jewelry Show Bar the perfect destination. Pre-purchase tickets now and have them ready to hand out onsite to your top clients and prospects. Tickets are good for cocktails, beer, wine and soft drinks.

Bar hours are Sunday, Sept. 27 from 2:00 – 6:00 pm

Buy your tickets now and we will deliver them to your booth on opening morning.



DIGITAL OPPORTUNITIES

Mobile App **\$2,625**

Show Exclusive! Our mobile app packs all the information attendees need - exhibitor lists, floor plans, show specials, education schedules, speaker profiles and a whole lot more. Every time users reference the event app, they'll see your banner.

Custom E-Blast **\$1,025**

With this marketing opportunity, exhibitors are able to promote their company to the entire pre-registration list with a custom message (provided by the exhibitor) sent directly from The INSTORE Jewelry Show.

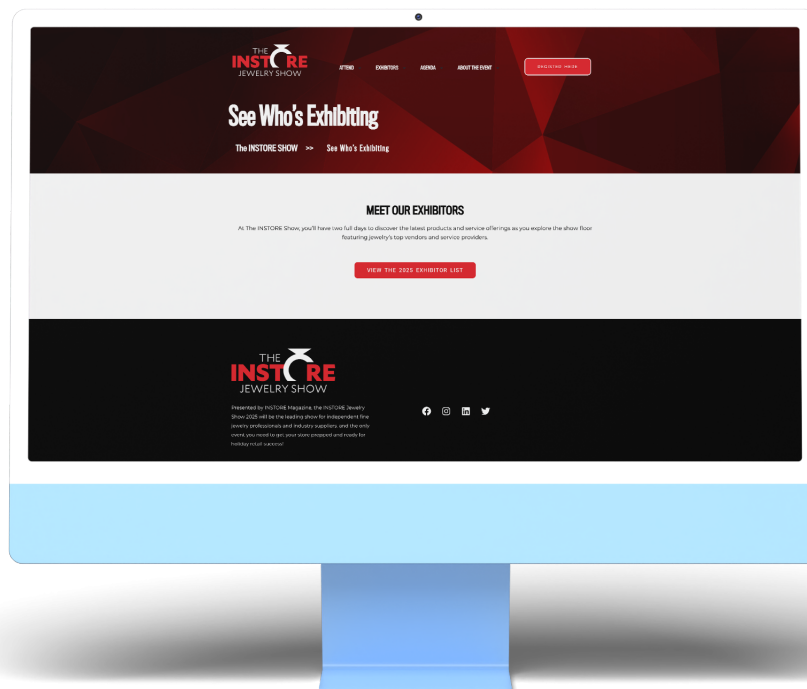
Available July 15th – September 28. Only two custom eblasts can be sent each day, so space is limited. Once purchased, your INSTORE representative will contact you to schedule your custom e-blast.



Digital Banner Ads on theinstoreshow.com **\$1,025/month**

Headline Banner Ad

Kick start your show marketing with a *run of site* banner ad on theinstoreshow.com — the destination for all show attendees to access registration, exhibitor list, floor plan, agenda, education and so much more. Available for up to 4 advertisers in equal rotation. Art is client-supplied.



SHOW GUIDE ADVERTISING

The printed Show Guide is the go-to resource for attendees onsite for all event details, conference programming and exhibitor information. The guide will be seen by jewelry store owners, managers and buyers at the show and becomes an excellent resource for researching future purchases. This year's guide will also be available in digital format, too! Ask your sales rep today about creating a special Show Guide ad package for additional pre- or post-event exposure.

ADVERTISING NET RATES

Spread

▶ \$3,200



Full Page

▶ \$2,175



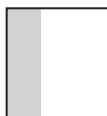
1/2 Page

▶ \$1,450



1/3 Page

▶ \$1,035



BOOKING DEADLINE

August 10, 2025

ARTWORK DEADLINE

August 17, 2025



**NEW
THIS
YEAR**

We've added a **VIP Buyer Program** designed to reward top retailers for buying at the show. The new incentive program will include up to \$500 in gift cards, lunch, swag bag and more!

OPPORTUNITIES AT-A-GLANCE

SPONSORSHIP	MULTIPLE OPPORTUNITIES	EXCLUSIVE
ON-SITE OPPORTUNITIES		
Saturday Welcome Reception <i>*Can be shared by two exhibiting companies</i>		\$7,500*
Sunday Show Floor Happy Hour <i>*Can be shared by two exhibiting companies</i>		\$10,000*
Hotel Key Cards		\$3,675
Sponsored Speaking Opportunity	\$3,200	
Aisle Sign Banners	\$2,625	
On the Floor Showcases	\$1,575	
Badge Lanyards		\$2,675
Show Bags		\$2,675
Registration Handout with Badge		\$2,100
Meter Board Sign Double-Sided	\$1,360	
Meter Board Sign Single-Sided	\$1,045	
Floor Decals	\$1,045	
Show Bag Inserts	\$1,000	
Sunday Show Floor Bar Tickets (Qty: 50+)	\$625	
DIGITAL OPPORTUNITIES		
Mobile App		\$2,625
Custom E-Blast	\$1,025	
Digital Banner Ads	\$1,025/month	

THE **INSTORE** JEWELRY SHOW

Take your participation in this year's show to the next level with a high-impact sponsorship!

Contact your INSTORE representative to learn more and secure your opportunity today.

KRISTA COLLINS WALTERS

Associate Publisher & Director of Sales

P: 212-981-0230

E: krista@smartworkmedia.com

LORI GADOLA

Sales Representative

P: 212-981-0233

E: lori.gadola@smartworkmedia.com

MEHER VESAVEVALA

Representative – Asia

P: +91 9821136069

E: mehernavaz@smartworkmedia.com