

**COMPLETE ONE ENTRY FORM FOR EACH SUBMISSION.**  
 Visit [www.jckonline.com/jewelerschoice.com](http://www.jckonline.com/jewelerschoice.com) for more information.

**One winner will be awarded in each category, chosen by the jewelry retail community.**

Your Name: \_\_\_\_\_

Company (to appear in contest & in print): \_\_\_\_\_

E-mail: \_\_\_\_\_

Address: \_\_\_\_\_

City/State: \_\_\_\_\_

Country/Zip: \_\_\_\_\_

Phone/Fax: \_\_\_\_\_

Designer's Name: \_\_\_\_\_

**Brief Description of Jewelry (50 words or less)** (attach additional sheet to entry form if necessary): Please write legibly. The information you provide will be used in your product description online and possibly in print.

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Suggested Retail Price: \$ \_\_\_\_\_

**PLEASE SELECT YOUR PRODUCT & PRICE CATEGORY.**

You may enter as many product categories as you see fit, however, a separate application form, photo and fee must be submitted for each entry. Submit photos of finished jewelry only. **Semi-mounts must be shown with center stone.** All products submitted must be commercially available. No prototypes or CAD drawings will be accepted. Price categories are based on suggested retail. Please read our list of product qualifications in the rules and regulations to the left before entering your piece.

**Diamond Jewelry**

- Under \$2,500
- \$2,501-\$5,000
- \$5,001-\$10,000
- Over \$10,000

**Colored Diamond Jewelry**

- Under \$2,500
- \$2,501-\$5,000
- \$5,001-\$10,000
- Over \$10,000

**Colored Stone Jewelry**

- Under \$2,500
- \$2,501-\$5,000
- \$5,001-\$10,000
- Over \$10,000

**Tanzanite Jewelry**

- Under \$2,500
- \$2,501-\$5,000
- \$5,001-\$10,000
- Over \$10,000

**Pearl Jewelry**

- Under \$2,500
- \$2,501-\$5,000
- \$5,001-\$7,500
- Over \$7,500

**Created/Synthetic Stone Jewelry**

- Under \$1,000
- Over \$1,000

**Platinum Jewelry**

- Under \$2,500
- \$2,501-\$5,000
- \$5,001-\$10,000
- Over \$10,000

**Gold Jewelry**

- Under \$500
- \$501-\$1,500
- \$1,501-\$5,000
- Over \$5,000

**Mixed Metal Jewelry**

- Under \$500
- \$501-\$2,000
- \$2,001-\$5,000
- Over \$5,000

**Contemporary Jewelry**

- Under \$500
- \$501-\$1,000
- \$1,001-\$2,000
- Over \$2,000

**Silver Jewelry**

- Under \$500
- \$501-\$1,000
- \$1,001-\$2,000
- Over \$2,000

**Fashion/Bridge Jewelry**

- Under \$500
- \$501-\$1,000
- \$1,001-\$2,000
- Over \$2,000

**Watches**

- Under \$1,000
- \$1,001-\$5,000
- \$5,001-\$10,000
- Over \$10,000

**Men's Jewelry**

- Under \$500
- \$501-\$1,000
- \$1,001-\$2,000
- Over \$2,000

**Best Necklace Design**

- Under \$2,500
- \$2,501-\$5,000
- \$5,001-\$10,000
- Over \$10,000

**Best Ring Design**

- Under \$2,500
- \$2,501-\$5,000
- \$5,001-\$10,000
- Over \$10,000

**Best Bracelet Design**

- Under \$2,500
- \$2,501-\$5,000
- \$5,001-\$10,000
- Over \$10,000

**Best Earring Design**

- Under \$2,500
- \$2,501-\$5,000
- \$5,001-\$10,000
- Over \$10,000

**Best Bridal Design**

- Under \$2,500
- \$2,501-\$5,000
- \$5,001-\$10,000
- Over \$10,000



**ENTRY REQUIREMENTS**

- Complete one entry form for each product. Make certain all fields are complete & accurate before submitting.
- All entries must be **pre-paid** – by check, or credit card (see below).
- Material Requirements:
  - 1) Photo Submission: All photos must be submitted on CD along with your entry form. We require tif/jpeg files, **300 dpi for reproduction at 8 x 10 inches MINIMUM.**
  - 2) Please include a color print for color reproduction and to ensure we use the correct image.
  - 3) Photos should only contain one piece of jewelry, no lines or collections.
  - 4) You can submit up to 4 different photos of the product you're entering, highlighting your piece from various angles. Please indicate your number one choice for the product category, the other three photos will only be visible to retailers when they click on your photo to enlarge.
  - 5) **The photographs and copy you supply will be used in all Jewelers Choice Online & Print Products.** We suggest you have a professional photograph taken of your piece, and proof all copy before submission. We cannot change copy after the contest begins.

**ENTRY/PROCESSING FEE:**

- 1 entry: \$495 net each
- 2 entries: \$475 net each
- 3 entries or more: \$450 net each

# of products \_\_\_\_\_ x entry fee of \$ \_\_\_\_\_ each = \$ \_\_\_\_\_

**PAYMENT MUST BE SUPPLIED WITH APPLICATION.**

We can accept check or credit card:

- Enclosed is my check for \$ \_\_\_\_\_ made payable to JCK Jewelers Choice Awards
- Please charge my credit card in the amount of \$ \_\_\_\_\_

Name on Credit Card \_\_\_\_\_

Credit Card # \_\_\_\_\_

Expiration Date \_\_\_\_\_

Billing Address \_\_\_\_\_

Billing City \_\_\_\_\_ Billing State \_\_\_\_\_ Billing Zip \_\_\_\_\_

Signature \_\_\_\_\_

Date \_\_\_\_\_

**ALL SUBMISSIONS MUST BE RECEIVED no later than Tuesday, September 25th.**  
**ALL FIELDS MUST BE ANSWERED TO QUALIFY.**

**Please submit your complete package to:**

JCK Magazine, Attn: Jewelers Choice Awards, 360 Park Avenue South, 17th Floor, New York, NY 10010

Applicant Signature \_\_\_\_\_ Date \_\_\_\_\_

Applicant Phone Number \_\_\_\_\_ E-Mail \_\_\_\_\_

- Yes, I'd like to receive additional information from JCK and our promoting sponsors.

## THE 2010 JCK JEWELERS CHOICE AWARDS CONTEST RULES

### Eligibility:

Open to businesses engaged in the design and manufacture of jewelry for retail distribution. Persons submitting entries on behalf of a participant business must be 18 years of age or older, and properly authorized to enter on behalf of such business. Employees (and their immediate families and household members) of Reed Elsevier Inc. ("Sponsor"), its parents, affiliates, subsidiaries, advertising and promotion agencies, or co-sponsors are not eligible. Void where prohibited by law.

### Preparation of Entries:

Complete and submit one entry form for each product entered, accompanied by up to four (4) photographs of the entered product. All photos must be submitted on CD in tiff/jpeg format 300 dpi for reproduction at 8 x 10 inches MINIMUM. If you submit more than one photograph per entry, you must identify your first choice for display on the product category page. If you fail to do so, Sponsor may select the home page image from all submitted photos in its discretion. Color printouts accompanying submissions are recommended to ensure use of correct image(s) for voting. Photos must contain only the single piece of jewelry being submitted, (with the exception of the 3 Platinum Ring Bridal Set Category where you should show all three pieces) and must not include any materials, watermarks or other identifying information as to source of the jewelry. Photographs depicting any materials other than the single piece of jewelry will subject the entry to disqualification in Sponsor's discretion. Once a submission is made, no additional or replacement photography or copy will be accepted. All entries must be commercially available and meet the specific product category qualifications listed below, or be subject to disqualification.

### Product Category Qualifiers:

Basic FTC guidelines apply. All products must be commercially available, prototypes and/or CAD drawings will be disqualified. Submit photos of finished jewelry only. Semi-mounts should be shown with center stone so people can see the design, but indicate in the description if the price is for the semi-mount only and place it in the appropriate price category based on the semi-mount price.

### Specific product category guidelines include:

- Diamond Jewelry: All treatments must be disclosed. Lab created stones will not be accepted.
- Colored Diamond Jewelry: Lab created stones will not be accepted. All treatments must be disclosed.
- Colored Stone Jewelry: All treatments must be disclosed. Lab-created and synthetic stones will not be accepted and may only be entered in Synthetic Stone Jewelry.
- Tanzanite Jewelry: Coated and stimulant stones will not be accepted
- Pearl Jewelry: All treatments must be disclosed.
- Created/Synthetic Stone Jewelry: Jewelry containing lab-created or synthetic stones.

- Gold Jewelry: Minimum of 14 karat. Yellow, white, rose, and multi-tone all qualify.
- Platinum Jewelry: Designs must be 100% Platinum. Must be 850 parts or higher, no palladium or 585 accepted in this category.
- Silver Jewelry: Must be Sterling (.925) or fine silver (.999).
- Other Metals Jewelry: Category consists of tungsten, titanium, and stainless.
- Mixed Metal Jewelry: Must contain minimum of two metals
- Best Bridal Design: Category consists of anniversary bands, engagement rings, wedding bands, commitment rings and three-ring wedding sets.

#### Submission Procedures:

Submit entries to: JCK Magazine, Attn: JCK Jewelers Choice Awards, 360 Park Avenue South, 17th Floor, New York, NY 10010. Entries must be received by Friday, September 25, 2009. All entries must include: (1) Completed and signed entry form (complete all fields); (2) Entry photographs on CD; and (3) Entry fees. Late and incomplete entries will be disqualified.

#### ENTRY/ PROCESSING FEES:

- 1 entry: \$495 net each
- 2 entries: \$475 net each
- 3 entries or more: \$450 net each

You may submit as many entries as you'd like, and may enter a piece in multiple categories. Each entry per category shall require a separate order form and fee (e.g., a single piece entered in both the diamonds and gold categories will require a separate form and fee for each category).

#### Voting:

Winners will be determined via voting by jewelry retailers on a secure JCK Jewelers Choice Awards web site. Submitted photography will be posted for viewing/voting by November 2, 2009, and voting will take place during the period from approximately November 2<sup>nd</sup> through December 15<sup>th</sup>, 2009. All voting will be anonymous. Any attempts to compromise the anonymity of voting will result in disqualification. The top three (3) vote getters in each category will be considered "finalists."

#### Finalists:

The three (3) highest vote recipients (finalists) in each category may be required to submit the actual piece for physical inspection. Participants will be notified of their placement in January and may be required to submit actual pieces shortly thereafter. Jewelry must be sent via insured, registered mail, postage prepaid, return receipt requested, or insured overnight courier. Failure to submit jewelry may result in disqualification. Any piece that, upon inspection, is determined not to qualify for the category in which the piece was entered will be disqualified from that category.

#### Awards:

From among finalists, the highest vote recipient in each category will receive the 2010 JCK Jewelers Choice Award for such category. Other finalists will receive "finalist" recognition. The company receiving the most votes as the retailers' overall favorite will receive the prestigious Grand Prize Award.

Award winners will receive the following:

- All JCK Jewelers Choice Award winning pieces will be featured within the March 2010 issue of JCK Magazine.
- All winners and finalists will be featured in JCK's "Best of the Best" Jewelers Choice supplement which mails with the April issue of JCK.
- All winners and finalists will receive a JCK Jewelers Choice Award logo and collateral materials for use in promoting the winning piece.
- The photograph of the Grand Prize winner, will be shown on the cover of the March 2010 issue of JCK Magazine.

#### Notification of Winners:

Winners will be notified in January. At that time, they will be required to send their winning piece to be photographed for March publication.

#### Additional Terms:

Entries that do not comply with any of these rules will be disqualified. By submitting your entry, you grant Sponsor the right and license to reproduce, publish, distribute and display your entry materials, and portions thereof, in any of its JCK publications in all media, and advertising the same, and you represent and warrant: (a) that the work depicted in your entry is your own original creation, that Sponsor's use and publication of your entry materials will not infringe upon or otherwise violate any copyright, trademark, patent, trade secret or other intellectual property right, any right of publicity, privacy or other personal right or any law, rule or regulation; (b) that the information provided on your Payment Form and Entry Form is accurate and complete; (c) that you have obtained all necessary license and releases from persons depicted in, or involved in creating (including photographers), your entry materials and listed on your Entry Form so that Sponsor will not incur any obligation or liability to them based upon its use or publication of your entry materials. Entry materials (other than actual jewelry pieces) will not be returned. Sponsor is not liable for lost, stolen, illegible, misdirected, damaged or mutilated entries. Entry fee is non-refundable and will not be returned (even if your entry is determined to be ineligible or disqualified) unless competition is cancelled or postponed by Sponsor. Sponsor reserves the right to cancel or postpone all or portions of the competition for any or no reason. If you have submitted an entry for a cancelled or postponed portion of the competition, Sponsor will refund your entry fee for that entry within thirty (30) days of any decision to cancel or postpone, and the licenses granted by you under this paragraph for the affected entries will terminate. In addition, Sponsor reserves the right to combine selected categories. Winners will be required to sign and return an affidavit of eligibility and publicity/liability release within thirty (30) days of notification or may be disqualified. Taxes and other expenses on the awards are the sole responsibility of the winners.