

Vendor FAQ

What are the benefits of joining Jewelers Source early vs waiting?

- Jewelers Source will be “Free” until June 1st: Vendors will be charged for the package you select before getting on boarded, but the subscription payment period will not begin until June 1, 2021 so anytime you have in the platform before that will be “free”.
- More Exposure for Your Products: Being in the platform during the May beta-test time when select retailers will be given access to the platform and having all your products loaded before the big launch in June, will give your products much more exposure than those who sign up after launch.
- More dedicated time to perfect your Showroom: Get more time with the BOSS Logics Customer Success team to get all the help you need in loading your products and optimizing your showroom.
- JCK/Luxury Show Pre-show Promotion: Dedicated promotion around Luxury/JCK “typical” show dates following Memorial Day. Jewelers Source will be used when retailers are used to being on site to pre-plan and fill in any time sensitive sourcing needs.

Who is Jewelers Source by JCK marketed to?

Jewelers Source by JCK is actively marketed to an audience of over 50,000 trade-only professionals and over 25,000 JCK Magazine subscribers. To view our full audience reach, [click here](#).

How do we know the marketplace will be accessible just for industry buyers and not end consumers?

As with JCK events, Jewelers Source is open to the active jewelry trade only and registration will be required. Buyers who have attended a recent Reed Jewelry Group trade show as a buyer will gain immediate access. All others will not be able to gain access until all qualifications have been successfully met and our qualifications team has vetted and approved the buyer. There is no charge for buyers to access the platform.

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Is there a place for Industry Associations?

Yes! They can be included as Affiliations in the marketplace with topline navigation, a filter to search by all vendors affiliated with that association and a landing page to promote the association and all of its vendors. Buyers can easily filter to shop just from vendors within an affiliate groups. Reach out to Jim Fox or Sarin Bachmann if you are interested in becoming an affiliate within the marketplace.

Is there a place for service companies?

Yes! Service companies can be included in the “basic” package allowing for use of the sales meeting tool along with being included in the “Services” topline navigation page and your own showroom. You will also take advantage of a reduced set up fee since you will not be loading products into the marketplace.

How will Jewelers Source benefit me around the live JCK/Luxury Shows?

- Jewelers Source can be utilized for appointment setting for your at show appointments
- Virtual meetings can be set for post-show days for any buyers who couldn't attend
- There will be a “pop up shop” on the home page of Jewelers Source filtering by vendors in the live show JCK and Luxury show both during the original early June show dates and August live event dates
- Jewelers Source activation onsite next to matchmaking booth featuring vendors in the platform
- In-booth QR code for your Jewelers Source showroom

Does the marketplace work for loose gemstone dealers?

Yes! Not only do we have separate categories for that as we do in our live events, the platform has specific capabilities. Certificates can be loaded, and we have filters and settings for all of the stone properties. When a vendor subscribes to the lab report, certificates can be pulled for certain labs.

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Do my team and I have to be online 24/7?

No! The chat functionality will work similar to LinkedIn. Retailers can chat with you when you're available and it will send you an email notification to respond when you aren't available. You can also set your availability for meetings as well.

Can I see who is in my showroom?

You can get information on the number and type of buyers visiting your showroom but not their specific personally identifiable information. You can get see regional information and the users role (i.e. owner, buyer, etc.) within the analytics. We also include performance metrics on products, wishlists and media to help you optimize your showroom.

If I already have BOSS Logics Live platform what is the advantage of being a part of the Jewelers Source marketplace? Don't I have it already? Does it cost the same for me?

- As a current BOSS Logics Live vendor you already have the sales platform portion of Jewelers Source but you do not have the marketplace add-on and you are not a part of Jewelers Source by JCK and all the promotion and retailers using that part of the platform.
- The Jeweler Source marketplace gives you the opportunity to have NEW and existing retailers discover your products and your brand through their searches they will do when they are looking to source a new product. Retailers will be using the marketplace tools to search for products and brands when they need them throughout the year in between face to face trade shows, and being a part of the marketplace allows your products and brands to be a part of that buyer discovery and sourcing.
- BOSS Logic Live is great for having meetings with your current retailers, the Jewelers Source add on allows you the opportunity for your products and brands to be discovered by NEW retailers.
- Since you have the BOSS Live platform already you would not have to pay any set up fee (\$0) and you would not be paying the full package price, you would only pay the price of adding your showroom and/or brand(s) to marketplace (for a standard package that cost is only \$2000 per year for JCK/Luxury/JIS exhibitors who are already on BOSS Logics Live).

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How can I view pricing and package information?

We have created tiered pricing to help meet the needs of different vendors on the platform. There are also different plan options for the amount of time (quarterly vs annual). Reach out to your JCK (show or magazine), Luxury or JIS sales representative and they can talk you through the options that would be the best fit for you. If you do not currently have a dedicated sales representative, please contact Jim Fox, jfox@reedexpo.com | 203.840.5958