

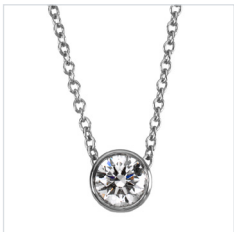
# JIC'S *Ultimate* PROPOSAL CONTEST



CALLING ALL RETAILERS!

## SIGN UP FOR JIC'S *ULTIMATE PROPOSAL CONTEST*

Join Jewelry Information Center (JIC) and its participating sponsors in the nationwide search for the best proposal story! The Third Annual *Ultimate Proposal Contest*, launching February 21, 2012, provides you with an opportunity to maintain customer relationships after the all-important engagement ring purchase. By encouraging customers to share their proposal stories, and reminding them to return for future jewelry purchases, you can leverage JIC's national contest to help generate sales while developing life-long customers. The *Ultimate Proposal Contest* is an exclusive benefit for JA Members.



### CONTEST BENEFITS:

Retailers that participate in the Contest will receive:

- National consumer visibility
- An opportunity to have one of your customers win a prize, including a five-day, four-night all-inclusive stay at any Sandals location and a Stuller platinum and diamond pendant
- A digital kit of turnkey promotional materials including:
  - Email template
  - Sign/Counter card
  - Website banner
  - Bag stuffer
  - Digital logo and link for contest promotion on your company website and social media platforms
  - Pre-written customizable press release
- Inclusion in promotions on social media and [www.JIC.org](http://www.JIC.org)



### PRIZE FOR PARTICIPATING RETAILERS (courtesy of GE Capital):

- A grand prize will be awarded to the retailer that refers the winning story. The grand prize is a deluxe espresso machine. Sure to create a memorable shopping experience., the espresso machine will be a perfect addition to your store.



Complete the form on reverse and follow instructions to mail or fax back to Jewelers of America, or visit [www.jewelers.org/contest](http://www.jewelers.org/contest)

# JIC'S ULTIMATE PROPOSAL CONTEST AGREEMENT

To participate in the Ultimate Proposal Contest ("Contest") – and be eligible for its many great prizes – you must be a member of Jewelers of America. Please complete this form and fax it to 866-907-1864 to register. The form is also available online at [www.jewelers.org/contest](http://www.jewelers.org/contest).

## Jewelers of America's Responsibilities:

As creator and sponsor of the Contest, Jewelers of America (JA) is solely responsible for all aspects of the operation and administration of the Contest as detailed in JA's "Ultimate Proposal Contest Official Rules for Contest Entrants," and in JA's "Sales Associate Ultimate Proposal Contest Official Rules."

## Participating Retailer's Responsibilities:

1. Promote the Contest to customers and community using at least one of the provided marketing materials.
2. Motivate entire staff to promote the Contest to their customers!

Visit [www.jewelers.org/contest](http://www.jewelers.org/contest) for further information, including:

- JA's "Commitment to Data Protection and Rules for Participating Retailers"
- JA's "Ultimate Proposal Contest Official Rules for Contest Entrants"

For privacy protection information, visit:

- [www.JIC.org](http://www.JIC.org) for Jewelry Information Center's ("JIC") privacy policy
- [www.jewelers.org](http://www.jewelers.org) for JA's privacy policy and further information regarding the collection and use of Entrant's personal identifying information

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Contact Name

\_\_\_\_\_  
Title

\_\_\_\_\_  
Name of Business

\_\_\_\_\_  
Website

\_\_\_\_\_  
JA Member ID#

\_\_\_\_\_  
Number of store locations

\_\_\_\_\_  
Street Address

\_\_\_\_\_  
City, State, Zip

\_\_\_\_\_  
Phone

\_\_\_\_\_  
Email

## QUESTIONS?

Please contact Amanda Gizzi at [agizzi@jewelers.org](mailto:agizzi@jewelers.org) or call 646-658-5811.

## RETURN THIS FORM

**Via mail:** Jewelers of America, Attn: UPC Form, 52 Vanderbilt Avenue, 19th Fl., New York, NY 10017

**Via fax:** 866-907-1864

**Online:** This form is also available online for electronic submission: visit [www.jewelers.org/contest](http://www.jewelers.org/contest)

The Contest will be live at [www.JIC.org](http://www.JIC.org) on February 21, 2012