Atlanta Jewelry Show

BOOTH TYPES & PACKAGES

FALL AJS
August 22-23, 2026

Booth Assignments

Returning Exhibitors

If you participated in the previous show, you will be assigned your prior booth location unless you request a change on the Exhibit Space Request form.

New or Former Exhibitors

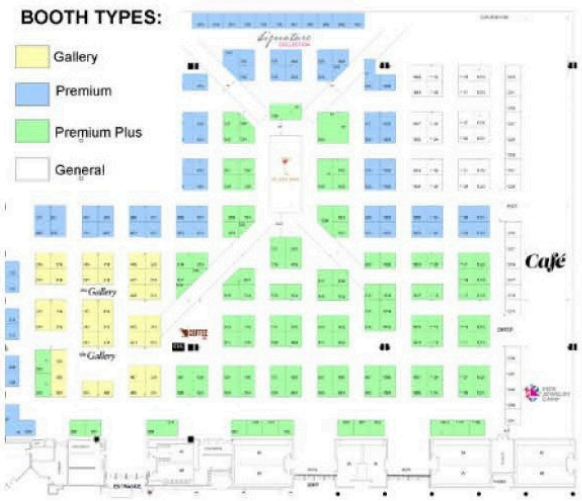
First time exhibitors and returning exhibitors who did not participate in the previous show must select 'Relocation Requested' on the Exhibit Space Request form. Verbal requests cannot be accepted. Please include notes indicating preferred floor location or proximity to other exhibitors.

Booth Offering Process

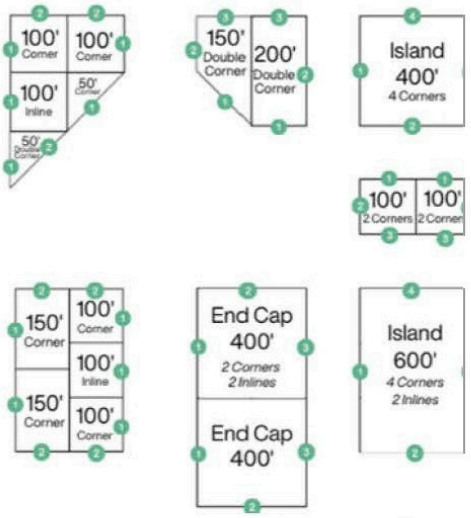
An Atlanta Jewelry Show team member will email available booth options. You will have 24 hours to make your final selection. Previous exhibitors have the first right to retain their prior booth or choose a new location. If none of the available options work for you and you choose to cancel, any payments made will be refunded. Once a booth location is confirmed, you will receive an invoice and Exhibition Agreement by email.

Booth space allocations are prioritized according to the amount of booth space requested and the length of SJTA Membership.

Booth Configurations



1 BOOTH =
10' X 10' =
100 SQ. FT.



Custom Booths

Approval Process

Custom booth layout diagrams and renderings must be submitted to AJS Management for approval 45 days prior to show opening.

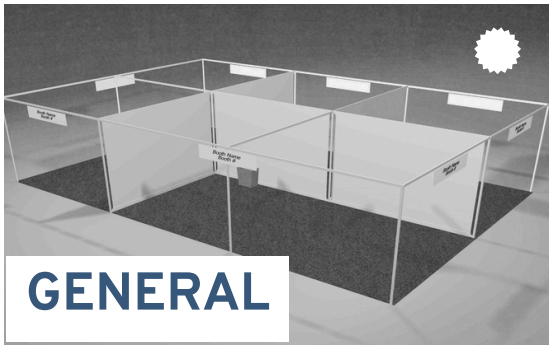
Please Note

- Structures and structural materials cannot be mixed between Shepard and your custom contractor.
- If you do not need the metal frame structure, email Shepard customer service in advance to avoid labor charges onsite to remove it.

Booth Packages

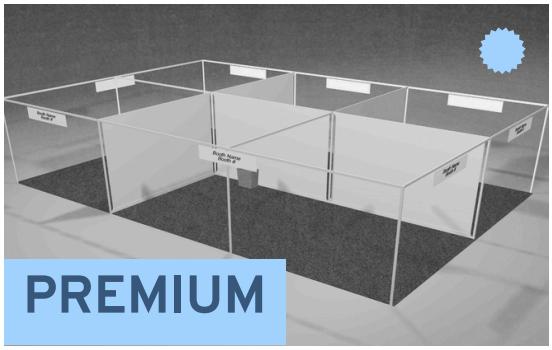
See booth types color key & locations map on previous page.

All prices on this page are for new exhibitors.
Returning Exhibitors, please check with Judy Lince
for "return exhibitor" pricing.



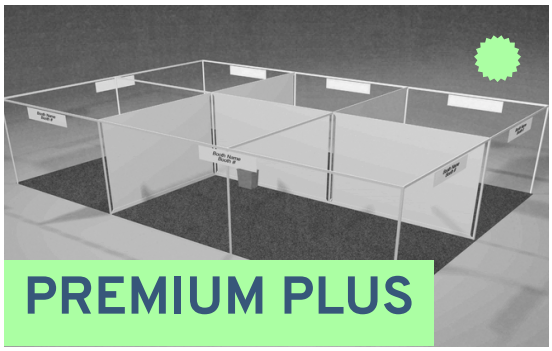
Inline: $3,245 • Corner: $3,640

- 8' high white tension fabric on white frame
- "Tuxedo" carpet (black carpet with white speckles)
- One-time cleaning before show opens
- One (1) wastebasket
- 48" X 12" booth sign
- Crossbar(s) (if desired)
- 24-hour vault security
- Wi-fi access
- Print and online exhibitor listing
- Three (3) exhibitor badges per company



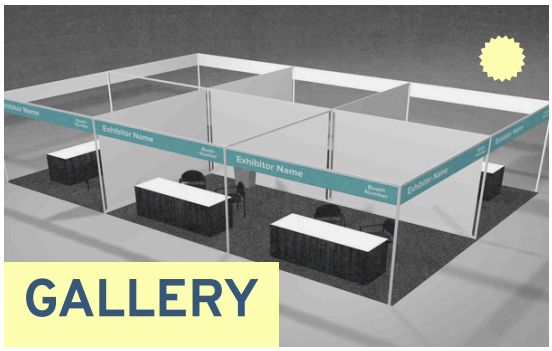
Inline: $3,545 • Corner: $3,940

- 8' high white tension fabric on white frame
- "Tuxedo" carpet (black carpet with white speckles)
- One-time cleaning before show opens
- One (1) wastebasket
- 48" X 12" booth sign
- Crossbar(s) (if desired)
- 24-hour vault security
- Wi-fi access
- Print and online exhibitor listing
- Three (3) exhibitor badges per company



Inline: $3,745 • Corner: $4,140

- 8' high white tension fabric on white frame
- "Tuxedo" carpet (black carpet with white speckles)
- One-time cleaning before show opens
- One (1) wastebasket
- 48" X 12" booth sign
- Crossbar(s) (if desired)
- 24-hour vault security
- Wi-fi access
- Print and online exhibitor listing
- Three (3) exhibitor badges per company



Inline: $4,045 • Corner: $4,445

- 8' high white tension fabric on white frame
- Black carpet with 1/2" padding
- One-time cleaning before show opens
- One (1) wastebasket
- 48" X 12" **custom** booth sign
- Crossbar(s) (if desired)
- 24-hour vault security
- Wi-fi access
- Print and online exhibitor listing
- Three (3) exhibitor badges per company
- Two (2) side chairs
- One (1) 6' black-draped table
- 1 Product Shot in Show Guide | 3 Show Place Pieces | Product Shot Promotional Email

Gallery location requests granted upon review.

Note: Electrical services are not included in booth fees

Booth Types

Inline Booth

- One side open to aisle.
- Height limit: 8' back and side walls.

Corner Booth

- Two sides open to aisle.
- Height limit: 8' back and side walls.

End Cap Booth

- Three sides open to aisles.
- Height limit: 8' back and side walls.

Double Corner Booth

- Three sides open to aisle.
- Height limit: 8' back and side walls.

Custom Layouts

Exhibitors requesting alternative configurations must receive advance approval from show management 45 days prior to show setup day.

Questions?

If you have any questions at all, we're here to help! Please contact either:

- Judy Lince at judy@atlantajewelryshow.com
- Kristin Kopaz at kristin@atlantajewelryshow.com

Perimeter Island Booth

- **Three Sides Open:** Perimeter island booths must remain open on all aisle-facing sides.
- **One Full Wall Allowed:** One full-height (up to 8 feet high) wall is permitted along the non-aisle-facing side of the booth. This wall must not obstruct neighboring exhibits or create an enclosed appearance.
- **Sidewalls Limited to 8 Feet:** Sidewalls or structures along the open sides may not exceed 8 feet in height.
- **No Enclosed Layouts:** Booths may not use walls or display structures to create a closed or boxed-in feel. The overall design must support visibility from multiple angles on the show floor.

Island Booth

- **Four Sides Open:** Island booths must remain open on all four sides and are typically 20X20 or larger.
- **360-Degree Visibility:** Booth design must accommodate clear sightlines from every angle.
- **Height Allowance:** The entire cubic content of the space may be used up to the maximum allowable height of 8'.
- **No Perimeter Blocking:** Structures, signage, or display walls may not form a perimeter barrier or create a closed-off appearance.
- **Approval Required for Variations:** Any custom configurations outside of these guidelines must be submitted in advance for show management approval.

Branding and Signage

Standard company identification signs are included with booth packages. Inline booth signage may not exceed eight feet in height. Ceiling banners are available through our Exhibitor Marketing Package.

To maintain a professional show environment, handwritten signs, close out or clearance language, pricing or percentage off banners, and signs taped or pinned to pipe and drape are not permitted unless approved in advance by Show management.

Show Floor Standards & Best Practices

To create an open, professional, and enjoyable experience for everyone on the floor, exhibitors are asked to observe the following guidelines.

Booth Access
All booth entrances should remain open and easy to enter, allowing buyers to move freely in and out without physical barriers.

Demonstrations
Any demonstrations should be positioned at least three feet back from the aisle to maintain safe and comfortable traffic flow.

Sound Levels
Audio, demonstrations, or equipment should be kept at a reasonable volume and may not exceed eighty five decibels, out of respect for neighboring exhibitors and conversations on the floor.

Lighting
Lighting should be directed within your own booth space and not spill into adjacent exhibits or aisles.

Line of Sight
Display elements should be arranged with consideration for neighboring booths, avoiding structures or signage that block visibility across the floor.

Booth Visibility and Presentation
Booths are expected to remain fully open, visible, and welcoming during all show hours. Opaque coverings or closures that block visibility into the booth, particularly on open sides, are not permitted unless approved in advance by show management. A professional appearance throughout the show benefits everyone.

Badges
All exhibitors and staff are required to wear official Show badges at all times. Badges are nontransferable and replacement fees apply if lost.

Sales and Solicitation
Exhibitors are expected to conduct sales and promotional activity within their contracted booth space. Soliciting in aisles or public areas, hosting unsanctioned offsite events, or approaching attendees outside the booth environment undermines the buying experience and is not permitted.

Professional Conduct
Interactions with attendees should be respectful and contained within the booth. Actively following or approaching customers in aisles or public spaces is not allowed. These guidelines help preserve a comfortable and professional atmosphere for buyers.

Shared Booth Presence
Products or branding from non-exhibiting companies may not be displayed or represented without prior approval from Show management.

Literature Distribution
Promotional materials and giveaways should be distributed within your contracted booth space unless prior approval has been granted or the activity is part of a sponsorship.

Show Close and Teardown
Booths must remain intact and staffed until the official close of the Show. Early teardown disrupts the buying environment and may result in financial penalties, loss of future booth placement, or removal from future events.

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