

Trade show tips

Before

- Professional jewelry thieves have been planning their trip to the JCK Las Vegas Show for months. YOU are among the targets they plan to find, follow, and rob. Does that change your security attitude?
- Share security guidelines with associates who have not attended the show before.
- Devise your story line so you know how to answer when other travelers or the taxi driver asks if you are going to the big jewelry show. Are you in the hardware business, fashion retail, or just a vacationer?
- No one plans to lose a packet of stones in the restroom or casino. It just happens. If you plan to carry merchandise with you, be sure you have sufficient insurance.
- Plan what you will carry into the show each day so you can avoid carrying a briefcase. To a criminal, every briefcase is a potential “pot of gold.”

During

- Hotel rooms are there for sleep, not transacting sales. Do your selling at the show.
- Casino security couldn't care less if you lose your jewelry case while playing the slots. When you are carrying jewelry, it's ALL business.
- Don't put a target on your chest for thieves prowling the town. When you leave the show floor, put away your badge.

After

- When you leave the show for the last time, tear up your badge. Don't hand a thief your identify.
- Keep security tight on your way to and through the airport. What's your story, again? Retail hardware or vacationer.

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