<table>
<thead>
<tr>
<th>BENEFIT</th>
<th>EXECUTIVE $795/YEAR</th>
<th>PREMIER $1,895/YEAR</th>
<th>DELUXE $3,295/YEAR</th>
</tr>
</thead>
<tbody>
<tr>
<td>RETAIL FIRM MEMBERSHIP MAILING LIST</td>
<td>✓ Monthly</td>
<td>✓ Monthly</td>
<td>✓ Monthly</td>
</tr>
<tr>
<td>PROFILE IN ALL DIRECTORIES (including Find a Vendor)</td>
<td>✓</td>
<td>✓</td>
<td>✓ Upgraded</td>
</tr>
<tr>
<td>ELECTRONIC COMMUNICATIONS</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Dedicated eblast</td>
<td>✓</td>
<td>✓ 5% discount</td>
<td>✓ 15% discount</td>
</tr>
<tr>
<td>- Listing in trade show eblasts</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>CONCLAVE (including registration, advertising, showcasing opportunities)</td>
<td>✓</td>
<td>✓ 10% discount</td>
<td>✓ 25% discount</td>
</tr>
<tr>
<td>Sponsorship Opportunities</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>- Conclave eNews Advertising</td>
<td>Based on availability</td>
<td>✓ 5% discount</td>
<td>✓ 15% discount</td>
</tr>
</tbody>
</table>

**SPECTRA**

- Member spotlight and article submission | Based on availability | ✓ Preferred Access | ✓ Priority Access |
- Advertising | ✓ | ✓ 5% discount | ✓ 15% discount |

**SPECTRA UPDATE**

- Member spotlight and article submission | Based on availability | ✓ Preferred Access | ✓ Priority Access |
- Advertising | Based on availability | ✓ 5% discount | ✓ 15% discount |

**PROMOTION ON AGS WEBSITE (Trending Now, Member News, and Member Calendar)** | Based on availability | ✓ Preferred Access | ✓ Priority Access |

**PROMOTION IN BRILLIANCE AND AGS BLOG** | Based on availability | ✓ Preferred Access | ✓ Priority Access |

**SOCIAL MEDIA PROMOTION (including Instagram Takeover)** | Based on availability | ✓ Preferred Access | ✓ Priority Access |

**EDUCATION**

- AGS Education Courses & Course Materials | ✓ | ✓ 10% discount | ✓ 25% discount |
- Content Leader – opportunity to present webinars, articles, and more | ✓ | ✓ | ✓ |

**MOBILE APP ADVERTISING** | Based on availability | ✓ 5% discount | ✓ 15% discount |

**AD RETARGETING** | Based on availability | ✓ 5% discount | ✓ 15% discount |

For more information regarding membership, contact membership@ags.org or 866.805.6500.
ALL PLANS INCLUDE

**Member News & Tools**
- AGS Go, mobile app
- AGS Retailer SourceHub
- Find A Vendor
- Job Board
- Official American Gem Society logos and Brand Standards Guide
- Social Media Content Portal
- *Spectra*, quarterly publication
- *Spectra Update*, semi-monthly publication

**Education & Networking**
- American Gem Society Professional Credentials and Designations
- AGS PRO (online education portal)
- Member Groups, including Regional Guilds and Young Titleholders
- Mentoring Program

**Business Solutions**
- Jewelers Mutual Group
- JM Shipping Solution

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