



## **Join AGTA and Receive Free Spectrum Awards Entry**

The American Gem Trade Association (AGTA) produces the annual AGTA Spectrum Awards™ competition to recognize excellence in jewelry design and lapidary work while creating excitement and exposure for colored gemstones and cultured pearls. AGTA also encourages anyone involved with colored gemstones and pearls to become a member of the association for the numerous benefits and resources it provides. With that in mind, **anyone who joins AGTA in the next month will receive a free entry into the Spectrum Awards competition – a \$195 value.**

Since the AGTA Spectrum Awards™ started almost thirty years ago, they have grown to become the benchmark by which many designers measure themselves. Entrants have an opportunity for an incredible amount of exposure whether they win or not. Entering a piece into the competition assures that it will be seen by many influential consumer and trade editors, as well as stylists. And if a piece wins, it is generally highlighted in numerous magazines and blogs.

There are many benefits for designers who join AGTA, not the least of which is the opportunity to participate in AGTA's outreach efforts on the Red Carpet and in television and movie productions. The AGTA Collection™ program has resulted in dozens of high profile placements at the Academy Awards®, the Golden Globes, the Emmys, and on television shows like *America's Got Talent*. If it is exposure you are looking for, then joining AGTA is a wise move.

AGTA Spectrum Awards™ **entries are due in Dallas by September 23, 2011** or at our New York drop-off on October 4, 2011. For complete AGTA Spectrum and Cutting Edge Awards information and entry form please visit [www.agta.org](http://www.agta.org) or call 800-972-1162.