



Store of Tomorrow

Watch Bar Sponsorship

The Store of Tomorrow is an 1,800 sq. ft. model retail store built into the show floor – a hands-on attraction we expect nearly every retailer to walk through, regardless of what else they came to shop for. The Watch Bar Sponsorship styles your watches and watch accessories at a stylized men's bar experience, a lounge space men can hang out at while their wives shop.

Includes:

- Your watches and watch accessories at a full-size bar entirely dedicated to your brand.
- Sponsor signage at the Watch Bar
- Sponsor recognition on the main outer wall of Store of Tomorrow
- Sponsor recognition in the Show Guide
- Sponsor recognition in dedicated Store of Tomorrow email promotions
- Sponsor recognition on the AJS website

Requirements:

- High res logo in .AI .SVG or .PDF format. **Must be received no later than August 4, 2026.**
- Furnishings/fixtures shipped or delivered per the shipping information below

Flyer or Brochure

- Bring your flyer or promotional literature to the Store of Tomorrow exhibit any time during setup day, **Friday, August 21, 2026.**

- If you wish to ship promotional literature for the exhibit, please use the shipping information below.

Shipping Information

Advance Warehouse Shipping Address

Delivery window: July 23–August 14

Warehouse Hours: Monday–Friday, 9:00 AM–3:00 PM

Addressed to:

AJS Fall Show
“Store of Tomorrow” exhibit
Shepard Exposition Services
1790 Marietta Blvd
Atlanta, GA 30318

Direct to Show Site Shipment Address

Arrival: Friday, August 21

Addressed to:

AJS Fall Show
“Store of Tomorrow Exhibit”
Cobb Convention Center–Atlanta
2 Galleria Pkwy SE
Atlanta, GA 30339

[Download Shepard Shipping Labels](#)