

# AUSTRALIA'S NO.1 JEWELLERY EVENTS



## Your family of events designed for you in 2013

time efficient • qualified audience • security • network • launch products  
make immediate sales • research your market • raise your profile

[jewelleryfair.com.au](http://jewelleryfair.com.au)



**EXHIBITIONS  
GET RESULTS**

Supported by:



Jeweller



Organised by:





*The JAA Jewellery Fairs have established themselves as the preeminent trade events for the Jewellery industry in Australia, attracting the best designers, manufacturers, suppliers and buyers in search of business excellence.*

**Whether you're seeking to launch new products, raise your profile, accelerate sales or expand your business network, the 2013 Fairs are gearing up to help you deliver results!**

## What's New in 2013

**Great changes and improvements will be initiated next year to ensure that your industry Fairs are the "places to be" in 2013.**

### Extended Trading Hours

In response to both exhibitor and visitor demand, all Fairs will open an hour earlier in 2013. Instead of 10am, the new opening time will be 9am resulting in extended trading hours.

### Branding for the Future

The JAA Australian Jewellery Fairs are sporting a new look! Expertise Events has designed and implemented a new 'family' identity – reflected on the front cover of this brochure – along with a new creative look and feel which will be carried through our broad range of marketing collateral to promote the Fairs to visitors in 2013.



### New Feature Sections

Next year the Sydney Fair floor-plan will undergo a major change to incorporate five new dedicated sections that will be in prominent locations on the floor and themed with carpet colour, fascia colour and entrance aisle signage. These changes are based on post-fair feedback which reflected visitors' need to be able to find products with ease and, where possible, similar product categories in the same area. It also acknowledges some of the speciality areas that should be independent.

*Therefore, we are introducing...*



Feature pavilion areas will vary between shows





## Other 2013 Initiatives

A number of exciting plans have been finalised including securing the involvement of Swarovski (see below) and we are currently looking at bringing a major international jewellery and luxury goods expert to Australia on a speaking engagement.

### Swarovski International Design Competition

In a first for Australia, we are pleased to announce that we have secured a major jewellery design competition by Swarovski Gems. This will include a major launch function at the Sydney Fair with parades, music and celebration. This will really place the Australian Jewellery industry on to the international stage and we are delighted to have this as part of our 2013 plans. Stay tuned for updates on this exciting venture.

**SWAROVSKI GEMS™**

### Welcome Cocktail Party

On the night before the Sydney Fair, exhibitors will be invited for welcome drinks and the announcement of the 20-Year Club. This will be a free event with tickets issued based on space size booked. In addition, the Melbourne and Brisbane Fairs will host 'happy hour' on the opening night of the first day providing a relaxed atmosphere to end the day and allowing for networking opportunities as well as some business being written.

### Loyalty Awards

On the opening morning of the Sydney Fair, those exhibitors who have been at every Fair for the last 20 years (in 2013 the Fair will celebrate its 22nd year!) will be presented with an award for their long-term support in the foyer before opening.

### Consumer Media

On the last day of each Fair, a Media Morning Tea will be held including access to the Fair floor. We recognise that it is important for the industry to raise its profile so magazine and newspaper fashion editors will be targeted to attend. You never know... you could be the spotlight of a story in the weeks and months after!

**The above are just some of the plans we have for 2013, aimed to improve and keep our events relevant to the changes in the Jewellery industry.**

Expertise Events is committed to ensuring that the Fairs continue to meet and exceed market demand as we prepare to present you with a compelling portfolio of definitive Jewellery events in 2013. With your participation, we hope to achieve great things in 2013!

## TURN-KEY STANDS AT AFFORDABLE COSTS

To assist exhibitors we are offering walk-on, modular stand packages that bridge the gap from modular to custom-stands with built-in cabinets, furniture and lighting. These will give exhibitors' stands that special feeling at an affordable cost and come in a variety of colours and options. They will be released shortly.



## EXHIBITOR ENQUIRIES

**David Mordecai** +61 2 9452 7572  
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## 2013 calendar



February 2 – 4

Melbourne Convention & Exhibition Centre  
South Wharf

co-locating in 2013 with **reed gift fairs**  
trusted home of retail



March 17 – 18

Brisbane Convention & Exhibition Centre  
South Bank



September 1 – 3

Sydney Convention & Exhibition Centre  
Darling Harbour

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