A close-up of a colorful surface

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**2024**

**So Easy Digital Kit**

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Description automatically generated with medium confidencePromote Your Presence

Below, we've supplied pre-generated emails, social media posts, and images crafted to **promote your presence** at the International Jewellery Fair. We understand the value of time, particularly in today's fast-paced world. We trust these digital resources will assist you in executing a successful marketing campaign, elevating your event presence, and optimising your ROI.

All text has been created to allow you to effortlessly insert details about your brand/business and what you'll be showcasing at the International Jewellery Fair. The images have been designed for easy incorporation of your logo, making co-marketing campaigns effective and straightforward.

<https://jewelleryfair.com.au/exhibitor-marketing/>

Social Media

|  |  |  |  |
| --- | --- | --- | --- |
| Suggested Social Media Posts | | | |
| Post Number | **Copy** | **Image Link** | **Suggested Date** |
| Post 1 | We're delighted to announce our participation at the International Jewellery Fair! Come see us at our <Stand XXXX>, at the prestigious International Convention Centre in Sydney on August, 17-19, 2024.  This event promises an unforgettable experience for the jewellery industry. This is your chance to explore, interact with us and suppliers, and immerse yourself in our latest products firsthand.  Register for FREE in advance to bypass the queues at <https://expertiseevents.eventsair.com/ijf24/visitor/Site/Register>  We look forward to seeing you there! | <https://jewelleryfair.com.au/exhibitor-marketing/> | Once your attendance is confirmed. |
| Post 2 | 👀 Have you seen the International Jewellery Fair Preview Magazine? Find it online and use it to plan your visit! It is offering a sneak peek into the industry's best products, educational sessions and networking opportunities.  Join us at <Stand XXXX> and enjoy the united industry present at the fair, providing all retailers access to an extensive cross section of the industry with thousands of product ranges and services available.  Secure your digital copy at <https://jewelleryfair.com.au/> | Images will be placed in Folder once Preview Magazine has been released. | Any time after the Preview Magazine has been released (TBC release date). |
| Post 3 | We would like to invite you to take a look at a sneak peek of what <BRAND> will be showcasing at the International Jewellery Fair.  Have you secured your passes for the Fair? Reserve your FREE registration and ensure <BRAND> is at the top of your agenda. The IJF, taking place on August, 17-19 at the International Convention Centre Sydney, is an event you won’t want to miss! | Video or a couple of images of your products/ services | Anytime |
| Post 4 | The International Jewellery Fair is right around the corner, and it's shaping up to be an amazing three days filled with action, education, networking, and, most importantly, inspiration.  Come by, say hello, and explore what we have to offer! <If you're hosting a specific educational session or live demo, be sure to highlight the time and details.>  Secure your FREE visitor badge at <https://expertiseevents.eventsair.com/ijf24/visitor/Site/Register> | <https://jewelleryfair.com.au/exhibitor-marketing/> | Between 11th August and 19th August, 2024. |
| Post 5 | The doors to the International Jewellery Fair are now open! Make sure to visit the International Convention Centre in Sydney and immerse yourself in the displays, networking, and educational opportunities.  We have some fantastic <deals and offers> available at our stand (Stand #X), so be sure to drop by and say hello! For further information and opening times, visit <https://jewelleryfair.com.au/> | An image of your stand at the event | During Event |
| Post 6 | And that’s a wrap for the International Jewellery Fair 2024! We would like to thank everyone who attended this incredible event. What an incredible three days it has been, and we are so thrilled to be a part of such an amazing industry. We can’t wait to be back in 2025!  <Brand/ Company Website> | An image of your stand at the event | Post Event |
| IF YOU ARE HOSTING AN EDUCATIONAL SESSION, DEMO OR SEMINAR | | | |
| Post Number | **Copy** | **Image Link** | **Suggested Date** |
| Post 7 | Come see us at this year’s International Jewellery Fair, where <Company> is delighted to be hosting daily <Educational seminars>. It is scheduled to take place from August 17 - 19, 2024, at the International Convention Centre, Sydney. Our session will focus on <What your session is based on>. | Image/ Video of your Business Brand/ Products/ Services/ Team. | Anytime |

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Email

|  |  |  |  |
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| Suggested Email Content | | | |
| Email Number | **Copy** | **Image Link** | **Suggested Date** |
| Email 1 | Dear <Name>,  We invite you to join us at the International Jewellery Fair (IJF) 2024! We're delighted to announce our participation at the #1 Jewellery Fair. Come see us at our <Stand XXXX>, at the prestigious International Convention Centre in Sydney on August, 17-19, 2024.  This event promises an unforgettable experience for the jewellery industry. This is your chance to explore, interact with us and suppliers, and immerse yourself in our latest products firsthand.  Register for FREE in advance to bypass the queues at <https://expertiseevents.eventsair.com/ijf24/visitor/Site/Register>  Enjoy the united industry present at the fair, providing all retailers access to an extensive cross section of the industry with thousands of product ranges and services available.  **OUR STAND**  <Insert details about your stand at IJF, including what will be on offer, your stand number, any hosted class sessions, etc.>  **IJF EVENT MAGAZINE**  We're thrilled to announce that the International Jewellery Fair Preview Magazine is now available online! Your indispensable guide to the event. Delve into a preview of the industry's finest products, educational sessions, and networking opportunities, exclusively available at IJF 2024. To view the digital version, simply visit the International Jewellery Fair Website at <https://jewelleryfair.com.au/>  We look forward to seeing you there!  For further details on what we'll have on offer, visit <insert company website>.  Kind regards,  <Company> |  | Anytime after the Preview Brochure has been released. |
| Email 2 | Dear <Name>,  That’s a wrap for the annual International Jewellery Fair, 2024!  We would like to thank everyone who attended this incredible event; what a couple of days it was, and we are so thrilled to have been part of this amazing industry.  <Insert some text about the event highlights from your perspective. Did you perhaps host a Live Demo or an Education Session?>  Whilst the Jewellery Fair is held annually, our doors are open all year round. So be sure to head to our website <brand website link> for our full range of products and services and reach out to our friendly team for any queries.  <Are you able to provide a special offer for those who attended and perhaps engaged with your stand at the International Jewellery Fair>.  If you couldn’t make it to this year’s Event, there is no need to stress! Our incredible range that was available at the fair is also available on our website - <Brand Website Link>.  Lastly, stay up to date with all that is going on in the <Brand/ Company> world by connecting with us on social media. <Facebook Link>  Thanks again, and we cannot wait to reconnect with you as a whole industry again next year at the International Jewellery Fair, 2025!  Kind regards,  <Brand/ Business> | Image/ Video of your Business Brand/ Products/ Services/ Team at the event. | Post Event |

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