

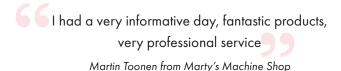
POST SHOW REPORT



2023 EVENT OVERVIEW

The International Jewellery Fair was held at ICC Sydney, Darling Harbour from Saturday 19 August through to Monday 21 August 2023. This year celebrated the coming together of the industry with the theme of #MORE. More of everything you love and need in the industry: MORE ideas, MORE inspiration, and MORE information.

Hands-on workshops, expert-led session talks, demonstrations, buying, networking, free gifts, and lots of activities on the floor, this year's event delivered on its promise to be better than ever! We cannot wait to see you again next year at Australia's biggest jewellery event on August 17 to 19, 2024. Save the date NOW!





The best fair I have done, the current environment is allowing people to look for newness and support, it's a fantastic place to network

Josh Zarb from Independent Jewellers Collective



Always great to come to the fair and engage
with our existing customers and a nice way to present to
our new customers and showcase our jewellery

Karen Ridikas from Couture Kingdom

Dates:

Saturday, 19 August 2023 – Monday, 21 August 2023

Exhibition Opening hours:

Saturday 19 August / 10am – 6pm Sunday 20 August / 10am – 6pm Monday 21 August / 10am – 3pm

Location:

ICC Sydney Exhibition Centre, Darling Harbour





EVENT OVERVIEW

Despite the market struggles in the luxury retail industry, the International Jewellery Fair 2023 welcomed thousands of visitors, with many exhibitors and visitors alike commenting on the buzz, renewed confidence and positive vibes felt around the floor. UF equally retained its record of attracting quality buyers with 2023 bringing predominantly business owners and decision makers of small to medium sized retail businesses within the jewellery, watch and gift categories.















Zac Fitz-Roy
General Manager
Expertise Events

The results speak for themselves – we have already rebooked a great number of exhibitors returning in 2024!





of businesses have between 1–19 employees



of visitors were the final decision maker or influencer when it came to making a buying decision for their business



of businesses had a turnover between \$50K and \$2m

TYPES OF PRODUCTS BOUGHT

| Gemstones | 42% |
|-----------|-----|
| Chains | 39% |
| Earrings | 34% |
| Diamonds | 29% |
| Other | 5% |

Total is greater than 100% as visitors could select more than one product.

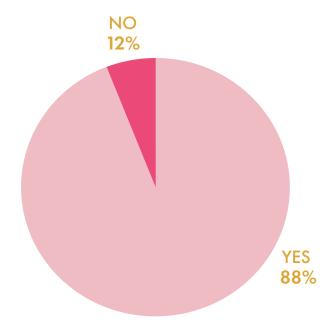




IJF POST SHOW STATISTICS 2023

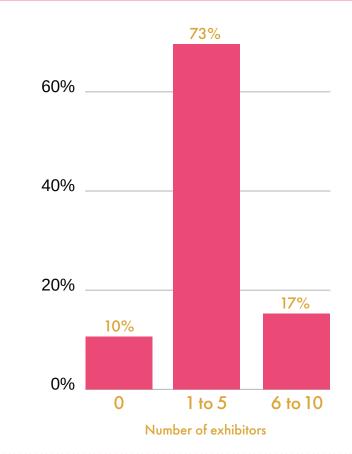
Have you attended the International Jewellery Fair in previous years?

One of the major objectives, emerging from COVID, was to deliver a new audience, ensuring succession for those who closed or retired – our data indicates that objective was achieved.



How many exhibitors did you order from at this year's fair?

90% of visitors placed orders whilst at the fair.

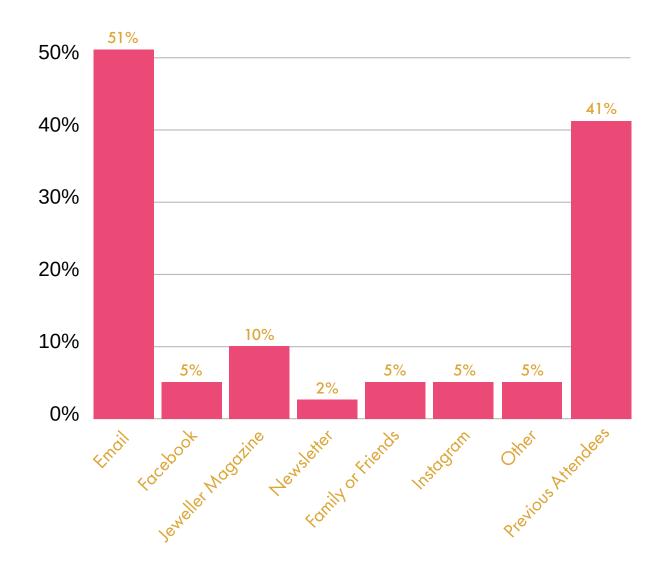




IJF POST SHOW STATISTICS 2023

How did you hear about the fair?

The Expertise Events Jewellery Visitor Database continues to prove to be the most valuable contributor in driving attendance at the Fair, with Jeweller Magazine also providing strong support.



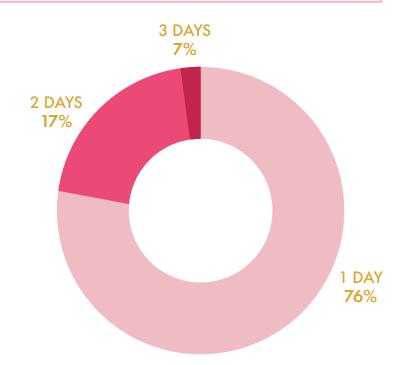
Total equals greater than 100% as visitors could choose more than one category



IJF POST SHOW STATISTICS 2023

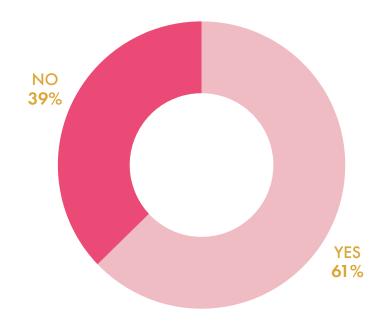
How many days did you attend the fair?

Multi-day attendance has increased from previous years, likely due to increased time spent placing orders rather than browsing, and savouring the opportunity to reconnect after years apart.



Did you purchase from any suppliers that you have not previously bought from before?

Purchasing from new suppliers occurred for just under two thirds of attendees, who established new accounts with suppliers for thousands of retail stores.







Over 4000 registrations for the event

Attendance numbers on
Saturday and Sunday were
within of each other













MARKETING ACTIVITIES

Print Advertising

Print campaigns were run in industry trade publications including Jeweller Magazine. This included a mix of full-page advertising and editorial features.





Email Marketing

Regular communications were sent to our extensive visitor database of over 16,000 industry contacts.



Onsite Event Directory

A quality booklet was produced by Jeweller Magazine, containing all key event information, including the Exhibitor List, IJF educational talks, giveaways and more. This was placed in the hands of every visitor to the Exhibition.



Advertising at other industry-related events

Videos were played, event banners were displayed and promotional material was handed out at events including the Australian Jewellery Fair and the Nationwide members conference in Fiji to promote attendance at the event.



MARKETING ACTIVITIES

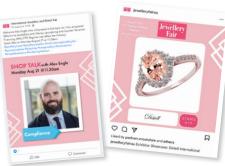
Jewellery Fair Website

The Jewellery Fair website included an online Exhibitor Directory where exhibitors could upload images and documentation for visitors to view or download and is a reference point after the fair as well.



Social Media Advertising

Ads were also run across Facebook and Instagram leading into and during the event to further drive awareness and registrations.



Digital Assets

Digital asset 'Buttons & Banners' were provided to all Exhibitors, and easily available to download directly from the Jewellery Fair website. These included email signature banners, web banners and social media assets, and could be used by Exhibitors to promote their own participation with the event.



Digital Advertising

A variety of banner ads, eNewsletter ads and more were booked across third-party website Jeweller Magazine online.



Preview Guide

A Preview Guide brochure was mailed out to prospective visitors approximately 4 weeks out from UF23 providing them with key information and inviting them to the event.



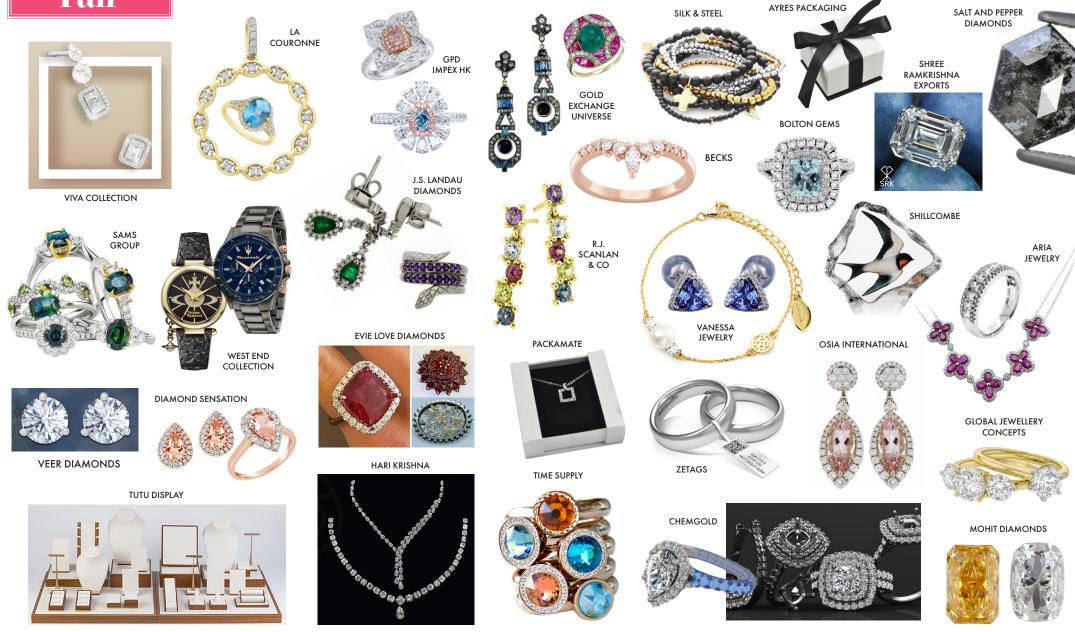
A2 Poster

An A2 Event poster was mailed out to prospective visitors approximately 6 weeks out from IJF23 providing them a reminder the event was quickly approaching.





EXHIBITOR PRODUCT HIGHLIGHTS



Jewellery Fair

2023 HIGHLIGHTS



SILK & STEEL















To experience more highlights from the event follow us on social @jewelleryfairau





Thank you for being a part of the International Jewellery Fair 2023. For information regarding future events contact the Expertise Events team on 02 9452 7575 or via jewelleryfair@expertiseevents.com.au







THIS YEAR WE HAD SO MUCH

#MORE

So much more to do and see - more exhibitors, more brands, more space, more catering options, more buying groups, more inspiration, more networking, more appeal than ever!

AUGUST 19-21, 2023 · JEWELLERYFAIR. COM. AU

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