



**J AUSTRALIAN
A JEWELLERY
A FAIR** Brisbane 09



MEDIA RELEASE FOR IMMEDIATE USE

Date: February 9, 2009

Exhibitors celebrate streamlined entry with more time on the Fair floor

Exhibitors of the Expertise Events Jewellery Fairs in Australia and New Zealand have responded positively to the new exhibitor identification system put in place by the event organiser. The new system has been designed to streamline the entry process on and off the Fair floor with an exhibitor card featuring photo identification. Developed due to exhibitor feedback and according to the results found in an active review of the procedures at each Fair, the process is the latest initiative dedicated to improving entry.

The Exhibitor ID Card is available for use as an exhibitor across all of the Expertise Events Jewellery Fairs in Australia and New Zealand. While it is optional, it is recommended that all exhibitors and their staff take advantage of the new process as it provides quicker and easier access by eliminating the need for a drivers licence to be shown to security each time exhibitors enter the premises. Four Exhibitor Cards will be issued per 9sqm of exhibition space booked, giving exhibitors and their permanent onsite staff members the opportunity to spend less time gaining entry and more time at their stands.

The Exhibitor ID Card (below) is the latest initiative by Expertise Events to streamline the entry process to all of their Jewellery Fairs. At last year's Sydney event, a Buyers Card with similar attributes to the Exhibitor ID Card was issued to all pre-registered visitors and a Welcome Foyer was incorporated to streamline the security and registration processes needed for events of this calibre.



The new Exhibitor Photo Identification system will commence at the JAA Australian Jewellery Fair Brisbane, March 15 – 16, 2009 before continuing on to the JAA International Jewellery Fair Sydney, August 30 – September 1, 2009 and the New Zealand Jewellery in Auckland, September 27 – 28, 2009. For more information about attending or exhibiting at any events visit the websites for each Fair.

Where & When: JAA Australian Jewellery Fair Brisbane
Brisbane Exhibition Centre, South Bank
March 15 – 16, 2008
Registration: Obtain a Registration Form from www.ajfbrisbane.com.au
Information: Visit www.ajfbrisbane.com.au or call 02 9452 7575.

Where & When: JAA International Jewellery Fair Sydney (IJF)
Sydney Exhibition Centre, Darling Harbour
August 30 – September 1, 2009
Registration: Obtain a Registration Form from www.ijfsydney.com.au
Information: Call + 61 2 9452 7575 or visit www.ijfsydney.com.au

Where & When: New Zealand Jewellery Fair
ASB Showgrounds, Auckland
September 27 – 28, 2009
Registration: Obtain a Registration Form from www.nzjewelleryfair.co.nz
Information: Visit www.nzjewelleryfair.co.nz or call + 61 2 9452 7575.

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MEDIA ENQUIRIES

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ABOUT EXPERTISE EVENTS Expertise Events creates memorable events that connect people and markets in a very personal way. Our exhibitions are created with passion and a personal touch, delivering unique experiences to our customers that are beyond their expectations. Expertise Events organises more than 30 superior events each year that exemplify the company's reputation as the leading Australian independently owned and managed exhibition and event group.

For events brought to you with a personal touch go to www.expertiseevents.com.au or call 02 9452 7575.

