



MEDIA RELEASE
FOR IMMEDIATE USE
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Modern new logo set to strengthen IJF's position

Expertise Events, as organisers of the **JAA International Jewellery Fair (IJF)**, are pleased to unveil a new Fair logo. Reflecting the modern, innovative, avant-garde and cutting-edge flair of IJF, the new logo will be used extensively on all promotional material for the world-standard event held at the **Sydney Exhibition Centre, Darling Harbour, August 30 – September 1, 2009.**

“Created from a process of constant evaluation and evolution, we felt further adjustments to the logo were necessary to ensure the positioning of IJF was represented correctly to the market”, Gary Fitz-Roy, Managing Director of Expertise Events.



The contemporary style of the new logo (above) breaks-away from traditional fair logos with a unique blend of modern design and jewellery values. The design was inspired by the exciting atmosphere of the Fair with the tilted lettering representing the buzz on the Fair floor and the green circles, a modern impression of gemstones. With its inclusion of jewellery inspired imagery and its differentiation from traditional branding, the fresh new logo will cut-through a crowded marketplace.

As the country's largest elite event for jewellery retailers and manufacturers, IJF brings together the best designers, manufacturers and suppliers to present the latest, most up-to-the-minute products, trends and information from around the world. See the broadest selection of quality jewellery from international destinations, conduct business with the most qualified buyers and sellers, and gain exposure to industry training, market insights and world renowned jewellery feature displays and awards.

To register or obtain further information visit www.ijfsydney.com.au or call 02 9452 7575.

Where & When: International Jewellery Fair Sydney (IJF)
Sydney Exhibition Centre, Darling Harbour
August 30 – September 1, 2009

Information & Registration: Call + 61 2 9452 7575 or visit www.ijfsydney.com.au

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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.