



MEDIA RELEASE

FOR IMMEDIATE USE

Date: June 25, 2009

EXPERTISE EVENTS NEW OFFERINGS CASTS THE SETTING AT THE INTERNATIONAL JEWELLERY FAIR

Expertise Events announces a number of special enhancements that will reflect the high quality nature of the jewellery industry for **JAA International Jewellery Fair (IJF)** held on August 30 – September 1, 2009 at Sydney Exhibition Centre, Darling Harbour.

Following last year's feedback from exhibitors and buyers, the International Jewellery Fair has developed new catering solutions for the Fair.

In addition to the traditional café areas, two elite sections have been reserved for attendees to provide a networking environment that is both relaxing and entertaining.

The **Brilliance** Champagne and Oyster Bar will be available for bubbles and a break and the **Lustre** Tapas Bar will also be a great opportunity to taste and talk whilst sipping on a collection of International beers.

Exclusive to exhibitors who are too busy to leave their stands, will be mobile service carts circulating throughout the floor. The **Food2U** cart will provide quick meals and **Perk** will offer coffee and other beverages as often the amount of interest by buyers restricts the exhibitors from taking a break.

Also exclusive to exhibitors is **The Lounge**. This private area, located upstairs, has been designed for those exhibitors who have limited time away from their stands but require respite and relaxation from the frenetic action and demands of the buyers on the floor.

The **International Jewellery Fair** delivers a comprehensive mix of education, business strategy and inspiring jewellery design that reflects global and regional market needs.

"In line with our dedication to ensuring that the International Jewellery Fair is world's 'best practice', we have located an additional seminar room on the Exhibition floor", stated Gary Fitz-Roy, Managing Director of Expertise Events, organisers of the **International Jewellery Fair**.

The **Discover** seminar room will provide retailers and exhibitors with the latest information they need for their businesses.

‘From trend analysis and sales strategies to the latest advances in technical training, you will find all the information you need to prepare for 2010 and beyond’.

This year the **International Jewellery Fair** will provide a unique area for those first time exhibitors that have a niche or boutique business. The **New2** area is a collection of slightly smaller exhibitors who can now be discovered at the Fair.

‘The **New 2** section will allow smaller exhibitors a chance to be close to buyers and provides buyers with access to an exciting range of new niche jewellery never seen before at the Fair’, said Gary Fitz-Roy.

As always the **International Jewellery Fair** in Sydney provides world class security. All visitors must be registered prior to the event and full documentation is required. Security is the highest priority for the Fair organisers and for the safety of both visitors and exhibitors, all on site must also pass through security to enter the Registration Foyer.

Once again, visitors with a Buyer Card do not need to re-register for the Fair unless their company details have changed. The Buyer Cards are issued free to any registered attendee and is a photo ID issued to maximise security and minimise inconvenience.

‘The Buyer Cards are a perfect solution as it streamlines the entry process, allowing visitors to concentrate on the beautiful jewellery available.’

The International Jewellery Fair is the only truly International jewellery event in Australia.

‘The IJF brings together designers, manufacturers, suppliers and buyers of fine jewellery, all of who expect nothing the but best’, said Gary Fitz-Roy.

For visitor or exhibition information visit www.internationaljewelleryfair.com.au or call +61 2 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.internationaljewelleryfair.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.