



Qualified  
**BUYERS**  
Delivered  
To You

THE 2010 COLLECTION

**SYDNEY**

JAA INTERNATIONAL  
JEWELLERY FAIR

**BRISBANE**

JAA AUSTRALIAN  
JEWELLERY FAIR

**AUCKLAND**

NEW ZEALAND  
JEWELLERY FAIR



## EXPERTISE EVENTS JEWELLERY FAIRS

# Serving up Sales SUCCESS

TO ACHIEVE SUCCESS AND STAND OUT FROM COMPETITORS, COMPANIES NEED A MEDIA THAT DELIVERS TANGIBLE AND ACTIONABLE RESULTS.

Expertise Events has been organising successful and productive events for the jewellery industry in Australasia for over 18 years.

The JAA Jewellery Fairs in Australia are the only trade events in the country totally dedicated to servicing the unique needs of the jewellery industry. The inaugural New Zealand Jewellery Fair in 2009 evolved as a result of the local industry demanding a world-class alternative to other offerings available.

THE FAIRS GENERATE IMMEDIATE AND ON-GOING BUSINESS OPPORTUNITES.

Each event delivers a distinct audience of highly qualified buyers, and occupies a unique position in the event calendar for the year. The Fairs are renowned as quality resources for all trade buyers of jewellery products and supplies, and are marked as "must-attend" events for visitors and exhibitors alike.

FIRST CLASS EVENTS  
THAT WILL HELP YOUR  
BUSINESS GROW



SERVING UP SALES SUCCESS

EASY STEPS TO SUCCESSFUL EXHIBITING

JAA INTERNATIONAL JEWELLERY FAIR | SYDNEY

JAA AUSTRALIAN JEWELLERY FAIR | BRISBANE AND NEW ZEALAND JEWELLERY FAIR | AUCKLAND

SHAKE UP YOUR PROMOTION



# EXHIBITIONS: A Proven SELLING environment

Exhibitions are the only medium that stimulates the five senses, delivering a unique opportunity for visitors to fully experience your products in three-dimensional real-life while making a buying decision.

Exhibitions also represent the best return on your sales and marketing dollar. Why? Because exhibitions allow you to combine a number of activities, compressed into a few days, with a qualified audience – meet face-to-face, sell, research, generate attention for your products and services, and demonstrate your products unique benefits.

Most importantly, in a time when every dollar needs to be accounted for, exhibitions allow you to measure the impact of your marketing spend, something that can't be easily done with any other form of advertising.

## EXHIBITIONS DELIVER:

- **Audience access** – generate sales leads from qualified buyers
- **Meeting distinct needs** – launch new products, conduct market research, broaden or build your database
- **Creating buzz and atmosphere** – be part of the industry excitement and glamour
- **Providing resources and information** – in addition to exhibits, visitors have the opportunity to view feature displays and attend seminar programs designed specifically to be relevant to the industry
- **Secure and comfortable environment** – all attendees have passed a stringent set of guidelines to attend

## THE EASY STEPS TO EXHIBITING

### STEP 1 CONTACT EXPERTISE EVENTS' JEWELLERY TEAM

Our dedicated team work hard to make exhibiting easy for you, covering all aspects of sales, marketing, PR, customer service and operations. Your first contact will be our Exhibition Sales team to book your stand. They can be contacted by emailing [sales@jewelleryfair.com.au](mailto:sales@jewelleryfair.com.au) or telephoning +61 2 9452 7575.

### STEP 2 BOOK YOUR STAND

The Jewellery Fairs have options available to cater for every size of exhibitor, from space only for custom built stands to modular packages for traditional exhibition style booths, with upgrades and extra services available to enhance your Fair experience.

### STEP 3 PROMOTE YOUR PRESENCE

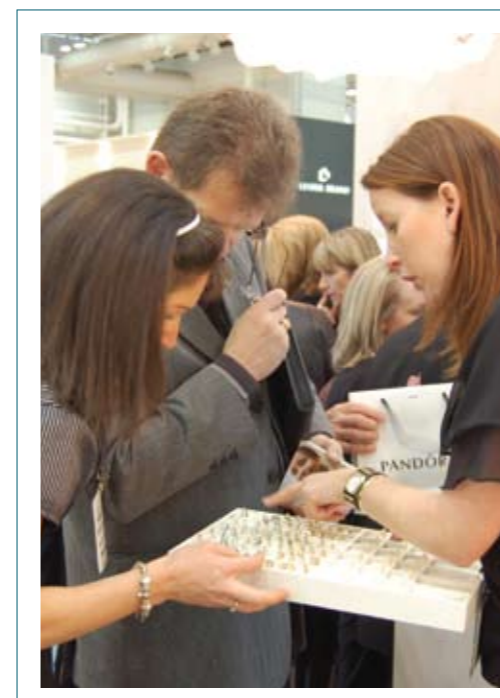
Take advantage of the exclusive sales and marketing opportunities available to all our exhibitors, and attract more buyers to your stand. Full details in 'Shake Up Your Promotion' section.

### STEP 4 USE OUR FREE SERVICES

We offer many additional support services to enhance your exhibition experience, including our monthly Exhibitips email newsletter and a comprehensive selection of books and guides to help you with your planning for the event. Sign up for Exhibitips or purchase one of our books by visiting [www.expertiseevents.com.au](http://www.expertiseevents.com.au)

### STEP 5 BE PART OF A UNIQUE SALES OPPORTUNITY

The Jewellery Fairs are the perfect climate for presenting your products and services in a secure and prestigious environment. Delivering qualified buyers who have undertaken a rigorous registration process to attend you are assured of a positive sales experience.



# BOOK YOUR SPACE

Contact the  
Jewellery Sales team at  
Expertise Events on:  
[sales@jewelleryfair.com.au](mailto:sales@jewelleryfair.com.au)  
or +61 2 9452 7575

EASY STEPS TO SUCCESSFUL EXHIBITING

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SHAKE UP YOUR PROMOTION

# JAA AUGUST INTERNATIONAL JEWELLERY FAIR 29-31, 2010

Sydney Exhibition Centre,  
Darling Harbour



The only truly international jewellery event in Australia, the JAA International Jewellery Fair (IJF) brings together the best designers, manufacturers, suppliers and buyers of fine and fashion jewellery, who expect for their business nothing but excellence.

IJF brings together the jewellery trade for the peak selling period of the retailing year. With more than 250 exhibitors, IJF is the only opportunity in Australia to see the broadest selection of quality products across all categories: fine, fashion and contemporary jewellery, gold, silver, platinum, diamonds, loose gemstones, watches, tools and supplies, packaging and displays, computer programs and security.

Buyers use the Fair to make their purchases prior to the busy Christmas retail season.

Feature displays are drawn from all aspects of the jewellery industry, used to create visitor interest and provide exposure to jewellery design in all its forms and variations. Displays such as the Visual Display Windows are created to be of interest to retailers and provide inspiration.

## KEY FEATURE DISPLAYS FROM RECENT SYDNEY FAIRS HAVE INCLUDED:

- Balgara Miniature Carousels
- JAA Jewellery Design Awards
- Diamond Guild Australia - Harpers Bazaar Design Awards
- Visual Display Windows in association with Sydney Institute of TAFE
- World Famous Diamonds – a Collection of Masterpiece Replicas

The **Discover Seminar Room** provides information on many different subjects of interest for visiting retailers. Guest keynote speakers from Australia and overseas are programmed together with guest speakers from our key industry associations and exhibitors to provide a varied and informative content. In 2009 the NCJV held a half-day accreditation seminar, gathering 70 valuers from around Australia to discuss the latest developments in valuations. Speakers were drawn from Australia and overseas, and it is proposed that this becomes a yearly event on the IJF calendar.

## IJF BRINGS TOGETHER THE BEST DESIGNERS, MANUFACTURERS, SUPPLIERS AND BUYERS OF FINE AND FASHION JEWELLERY

Visitor features developed in 2009 included **Brilliance Champagne and Oyster Bar**, **Lustre Tapas Bar**, **Perk Coffee Cart** and **Connect Networking Lounge**. Exclusively for exhibitors we introduced Food2U mobile meal service and The Lounge exhibitor sanctuary.

In 2010 these services will be further evolved to ensure they continue to meet both visitor and exhibitor needs.



*Diamond Guild Australia - Harpers Bazaar  
Design Awards. 2007*

## NEW FOR 2010 - CAREER LINKS



Industry career connections for young and established members of the trade.

As part of the Fair's ongoing commitment to the development of the industry and future generations we are proud to present CAREER LINKS, a career development initiative. This area connects job seekers with potential employers, and also hosts professionals to offer advice on education, resume preparation, interview skills and seeking job opportunities.



*World Famous  
Diamonds  
& Balgara Miniature  
Carousels*

[internationaljewelleryfair.com.au](http://internationaljewelleryfair.com.au)

# JAA AUSTRALIAN JEWELLERY FAIR

Brisbane Convention &  
Exhibition Centre, South Bank

## MARCH 13-14, 2010



**J  
A  
A** AUSTRALIAN  
JEWELLERY  
FAIR Brisbane

The JAA Australian Jewellery Fair is where new ranges are launched, talented cutting-edge designers showcased, services introduced, and trends revealed and interpreted for the coming year in the Australian jewellery market.

The Fair is firmly established as the only Australian event with a dedicated focus on the future outlook of the industry. Exhibitors and buyers use the Fair to plan their year ahead, with more than 100 exhibitors across categories ranging from fashion and contemporary jewellery, watches and important support products and services such as security, point-of-sale and merchandising.

### EXPLORES THE FUTURE DIRECTION OF THE INDUSTRY.

2009 saw the introduction of the **Emerging Talent display**, featuring the works of new graduates from Queensland College of Art, Griffith University and South Bank Institute of TAFE. We will be working with these schools again in 2010 to showcase the next generation of industry talent to visiting retailers.

The **Discover Seminar Room** hosts seminars featuring leading industry figures exploring issues and future trends of the industry.

New Visitor and Exhibitor amenities will be introduced into Brisbane, following their success at IJF in 2009.

CAREER LINKS will be launched at the Brisbane Fair.



[australianjewelleryfair.com.au](http://australianjewelleryfair.com.au)

# SEPTEMBER

## 25-26, 2010

ASB Showgrounds, Auckland

# NEW ZEALAND JEWELLERY FAIR



**NEW ZEALAND  
JEWELLERY  
FAIR**

At the New Zealand Jewellery Fair, visitors can discover the latest innovations in the jewellery industry, in a world class event dedicated to exploring the issues that influence the New Zealand marketplace. All on one level, the Fair sets a new standard of excellence.

With a variety of suppliers from around the globe, visitors have access to a comprehensive selection of the latest products, key trends and issues that directly impact their business.

This **fresh new approach** creates an effective business environment for both buyers and suppliers with exhibitors, products and suppliers not seen before in New Zealand, world class feature displays and seminars, and buying groups included on the Fair floor in impressive exhibition facilities.

The inaugural 2009 Fair hosted an impressive array of **feature displays**: World Famous Diamonds – a Collection of Masterpiece Replicas, Peter Minturn Goldsmith School student works and the JMF Emerging Talent Apprentice display of pieces. Plans are already underway for the 2010 event.

Complementing the feature displays was a **range of presentations** and talks of a calibre never experienced before in New Zealand – Karin Adcock telling the Pandora story; diamond experts Scott Sucher (World Famous Diamonds creator) and Bill Sechos (Gem Studies Laboratories); Outlook09 “Are you on the BrandWagon?” expert panel discussion; and industry trends discussed by Retail Edge Consultants.

The success of the 2009 Fair, and the positive reception from the jewellery industry in New Zealand has secured the Fair’s place on the calendar for 2010, with a promise of continued excellence in exhibitor displays and content.

### A NEW MIX IN THE FLOORPLAN

Exhibitors can experience the Fair with an updated floorplan featuring two precincts to choose from. The **Premium precinct** houses modular and custom built stands; while the **Streamline precinct** has stand options designed for those exhibitors wishing to tailor their stand spend. Both precincts receive the same exhibitor marketing benefits in the leadup to the Fair.

[nzjewelleryfair.co.nz](http://nzjewelleryfair.co.nz)

## IMMEDIATE AND ONGOING BUSINESS OPPORTUNITIES ARE GENERATED AT THE FAIRS.

Your business has the chance to present your products and unique selling points face-to-face with a qualified target audience. Innovative and distinctive marketing accompanies each event with a comprehensive visitor campaign encompassing trade magazine advertising, direct and e-marketing. Each event has a dedicated website with year round promotion of the event, plus a wide-ranging publicity campaign to promote all aspects of each Fair.

# Shake Up Your FAIR PROMOTION

## PROMOTIONAL SUPPORT

In addition to the broad advertising and promotional campaign for each event there are numerous opportunities for exhibitors to create their own distinct exposure at the Fairs to maximise results.

**Experience has shown that exhibitors who pre-promote prior to an event can expect their traffic to increase by around 33%.** By taking advantage of the many additional services on offer (most of which are free), exhibitors can expect to increase their return on their investment and maximise their success at the Fairs.

Additional services are ordered through the Marketing & Promotional pack sent to each exhibitor, offering the opportunity to enhance, promote and publicise your presence at the Fairs.

## SEMINARS, WORKSHOPS AND FEATURE DISPLAYS

An important feature of each of the Jewellery Fairs is encouraging discussion and sharing of information amongst industry peers.

At each Fair there may be opportunities for exhibitors to participate in seminars and feature displays.

Contact the team at Expertise Events if you have a concept for consideration at any of the fairs.



## DIRECTORY ADVERTISING

Visitors to each Fair are presented with a Fair Directory, a high-gloss publication produced to magazine standards by *Jeweller* magazine. The Directories are used as a reference guide long after the Fairs are finished. Ensure long-lasting visibility of your brand by advertising in the Directories.

## WEB BASED PROMOTIONAL OPPORTUNITIES

Each Fair has its own dedicated website, creating a year-round presence. When exhibiting at the Fairs, every exhibitor receives a free listing on the Fairs' website. Listings can be upgraded to include a hyperlink to your company's website. This drives traffic to your business, to start building contacts before the Fairs on your database.

Free web buttons for each Fair can be ordered to install on your website, to promote your involvement and presence at the Fairs. These free links assist buyers to plan their day.

Promotional ecards are designed for each Fair to send to your customers. These are an easy and effective way to remind your customers and prospects of your presence at the Fairs.

## MATCH N MEET

Enhance your exhibition experience by using our free online appointment system. Simply sign up and be included on this page of each Fair's website – visitors can then book an appointment time with you during the Fair. This creates a commitment to you from the customer, and enables you to build a dialogue with them prior to the Fair.

## PROMOTIONAL MATERIAL

We help you to promote your presence at the Fairs with free promotional material. This is produced in a variety of formats for each Fair, and has in the past included postcards, flyers and registration brochures, as well as stickers for invoices and envelopes. Each promotional piece has a space to provide you with the ability to personalise the promotional material with your company name and stand number.

## PUBLICITY

Collection Preview on the website highlights new and interesting products being promoted at the Fairs. Exhibitors can send us a photo and description for inclusion in the leadup to the Fairs. We also invite exhibitors to send us information to be included where possible in our pre-fair publicity.

## JEWELLERY FAIR SUPPORTERS

Our partnerships create strong working environments that ensure the Fairs are constantly evolving to be relevant to the needs of the industry.

The Australian and New Zealand Fairs are supported by *Jeweller* magazine, Nationwide Jewellers and Brinks Security.

In Australia, the events are endorsed by the Jewellers Association of Australia (JAA), Showcase Jewellers and Leading Edge Jewellers as official supporters. In addition we work closely with other industry bodies to develop Fair content – Gemmological Association of Australia (GAA), National Council of Jewellery Valuers (NCJV) and Gold and Silversmiths Guild of Australia (GSGA).

In New Zealand, key supporters are the Jewellers Association of New Zealand (JANZ), Jewellery Manufacturers Federation of New Zealand Inc. (JMF) and Peter Minturn Goldsmith School.

Australia & New Zealand:



Australia:



New Zealand:



**BOOK YOUR SPACE**

Contact the Jewellery Sales team at Expertise Events on:  
[sales@jewelleryfair.com.au](mailto:sales@jewelleryfair.com.au) or +61 2 9452 7575

## EXPERTISE EVENTS

Creators and organisers of Australia and New Zealand's premium Jewellery Fairs.

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 independently owned and managed exhibition and event group in Australia and New Zealand.



### EXPERTISE EVENTS

Events with a personal touch

Unit 4/1 Skyline Place, Frenchs Forest  
PO Box 6053, Frenchs Forest, NSW, 2086, Australia

Tel: +61 2 9452 7575

Fax: +61 2 9975 3707

[www.expertiseevents.com.au](http://www.expertiseevents.com.au)

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### EXHIBITION ENQUIRIES

If you are interested in exhibiting at our Fairs, or have any enquires, please email: [sales@jewelleryfair.com.au](mailto:sales@jewelleryfair.com.au)

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[www.internationaljewelleryfair.com.au](http://www.internationaljewelleryfair.com.au)

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[www.nzjewelleryfair.co.nz](http://www.nzjewelleryfair.co.nz)



essential  
experience