

SJTA

THE ATLANTA JEWELRY SHOW®

MARCH 2010 ATLANTA JEWELRY SHOW GENERATES STEADY TRAFFIC, BUSINESS INCREASES FOR EXHIBITORS

ATLANTA (March 18, 2010) –Atlanta Jewelry Show exhibitors reported brisk order-writing and steady traffic during the March 6-8, 2010 edition at the Cobb Galleria Centre, Atlanta, GA. From increased re-orders to new opening orders, the show's attendance -- which tracked evenly with the 2008 edition, and far ahead of the 2009 spring "snow" show -- came ready to buy.

"We were very pleased with the positive feedback we heard on the show floor," said Carol Young, executive director, Southern Jewelry Travelers Association (SJTA), producers of the semi-annual Atlanta Jewelry Show. "Reports from exhibitors of solid business, coupled with feedback on the show's selection, educational offerings and services, are the best possible testimonials for the programs and promotions we launched for the March edition. And, we're already using your comments we've received to help fine-tune our offerings for the August 2010 show."



"Our business is up and we're here to buy more jewelry. This is such a friendly, relaxing show to work. And, we finally had the chance to meet eight vendors we've been working with for some time, but never met face-to-face. The show gave us the opportunity to put a face with the name and that's wonderful," said Joseph Grimes, Your Family Jeweler, Plant City, FL.

"We've found a lot of new products at price points that work for our store," added Timothy and Karen Bounds, Mountain Jewelers, Newland, NC. "And, you just can't beat the staff here. Everyone is so nice and helpful."

Exhibitors were pleased with the show's level of traffic and business.

"We've been absolutely slammed," said A. J. Tosityali, Benchmark and Sara Blaine. "We're delighted with the business we're writing and the quality of buyer we're seeing."

"Normally, the Southern market is a bit tentative with a new product or line, but this show audience has embraced us from the beginning. This is our second Atlanta Jewelry Show and we're getting plenty of

new orders, as well as re-orders, and are very pleased with the pace of business we're seeing," said Paul-Philippe d'Auriac, CEO, Debbie Brooks.

"The show has exceeded our expectations. We're doing phenomenal business and there were some points during the day when we could have used more hands working in the booth," added Mary Finnegan, Kit Heath, Inc., a new exhibiting company in the show.

"Buyers are not just looking at this show, they're here to buy. And, as long as there is value in what they're seeing – especially in the bridal category, they're buying. We're also seeing customers starting to step-up price points and that's a good sign," said Yogesh Madhvani, Simplex Diam, Inc.



SJTA complemented the show's solid product selection with popular features like the "Tanks on Us" program that rewards retailers who pre-register and attend with a gas card. The SJTA Rewards program continues to grow as new improvements are added – ranging from even more reward options to the ability to book reward flights and hotels in real time. As a result, the program continues to attract new participants who enjoy earning SJTA Reward points on every order placed at the show that can, in turn, be redeemed for products ranging from electronics and to housewares, travel packages, music and much more.

Another popular show feature for buyers and exhibitors alike, the New Exhibitor Meet & Greet was held on Sunday morning, March 7 in the Registration Concourse. As part of the show's complimentary Buyer Breakfast, this event gives buyers the chance to discover and meet the show's newest exhibitors as they present brief overviews on their companies and the products they're featuring at the show.



A full-scale educational program also drew retailers looking for tips and strategies to stay strong in today's economic climate. Among the most popular programs were Social Media sessions led by Lynn Switanowski-Barrett, President and Founder of Creative Business Consulting Group. She led in-depth programs on Facebook, Twitter and other social networks – offering hands-on tips and techniques for jewelry retailers to use to create brand loyalists and community members who will shop their stores and tell others to do so as well. In addition, the Platinum Guild International (PGI) hosted a special "Day of Platinum" during the show, featuring courses designed to help retailers take advantage of the many profitable opportunities the lucrative platinum market delivers.

On Sunday evening, March 7, retailers and exhibitors gathered at the Renaissance Waverly Hotel to enjoy a festive evening --- Southern style -- at the **SJTA SALUTES THE SOUTH BUYER GALA**. Celebrating the South and her states, the Southern party theme delighted partygoers with live music, drinks, a wide array of southern fare (including fried chicken, boiled peanuts, Moon Pies and more!), and special guest appearances by Rhett, Scarlet and others.



Pictured Left:

Rhett and Scarlett extended the finest in Southern hospitality to buyers and exhibitors as they arrived at the Gala.

Pictured Right: (L-R): Libby Brown, SJTA; Steve Berkowitz, Sterling Reputation; Carol Young, SJTA; Steve Bender, Aurabella and SJTA Executive Board President;

The next Atlanta Jewelry Show will be held August 7-10, 2010.

Headquartered in Atlanta, GA, the Southern Jewelry Travelers Association is the nation's oldest association for independent jewelry representatives and the official sponsor and producer of the Atlanta Jewelry Show. For more information, write to SJTA at 4 Executive Park Drive, Suite 1202, Atlanta, GA 30329. Phone: 1.800.241.0399 or 404.634.3434. Fax: 404.634.4663. Email: info@atlantajewelrysthows.com. Website: www.atlantajewelrysthows.com.
