

WHERE CONNECTION DRIVES THE INDUSTRY FORWARD



One Industry.
One Place.
Endless Connections.

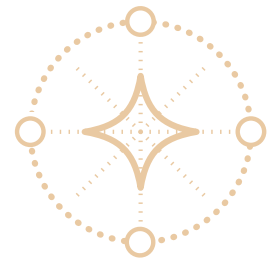
IJF 2027



August 14 - 16



ICC Sydney Darling Harbour



Australia's Gathering Place for the Jewellery Industry

For more than three and half decades, the International Jewellery Fair (IJF) has been where Australia's jewellery industry comes together.

Built on trust, relationships and a shared passion for the business of jewellery, IJF has become the annual gathering place for retailers, suppliers, buyers, manufacturers, designers, and industry professionals.

It is where new products are discovered, partnerships are strengthened, ideas are exchanged, and business opportunities begin.

With a proven history of bringing quality buyers and leading suppliers together under one roof, IJF remains Australia's most established and trusted jewellery trade event.

Be part of the gathering that connects the people, products and opportunities driving the industry forward.

The jewellery industry doesn't just meet at IJF. It connects, discovers and does business here.



Why the International Jewellery Fair?

Success in the jewellery industry depends on more than great products. It depends on being connected to the right people.

A Proven Industry Platform 35+ Years of Industry Connection

Built on long-standing industry relationships and a commitment to delivering commercial outcomes, IJF provides exhibitors with direct access to quality buyers, decision-makers and influential industry networks.

Trusted by the Industry 130+ Businesses have Exhibited for more than 10+ Years

Year after year, businesses return to IJF because it consistently delivers opportunities to build

relationships, launch products, generate leads and support long-term business growth.

More than 130 businesses have participated in 10 or more International Jewellery Fairs, a clear demonstration of the value the event provides.

More Than a Trade Fair

IJF is more than a marketplace. It is a gathering place for the industry, bringing together commerce, education, networking and collaboration in one destination.

From discovering emerging trends to strengthening supplier relationships, IJF helps businesses stay connected to the industry they serve.



Backed by the Industry Trusted by the Trade

The International Jewellery Fair is supported by the associations and industry bodies that drive the jewellery trade.

Proudly supported by Australia's three leading jewellery buying groups that represent more than 600 independent jewellery retailers across Australia, New Zealand and Fiji.

✦ **Independent Jewellers Collective**

✦ **Nationwide Jewellers**

✦ **Showcase Jewellers Group**

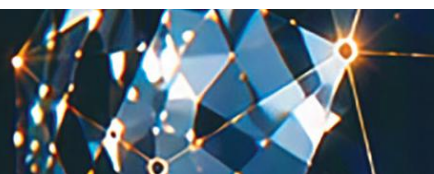
The support of the buying groups provides more than visibility. It provides confidence that exhibitors are positioned in front of quality retailers, active buyers and decision-makers.

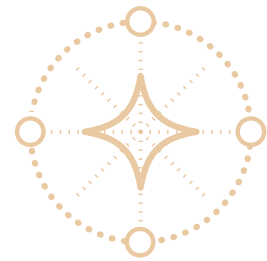


INDEPENDENT
JEWELLERS
COLLECTIVE



SHOWCASE JEWELLERS GROUP





Backed by the Industry

Industry-wide Support



IJF also delivers deeper industry connections through the support and participation of key industry associations. Recent events have featured the **Australian Opal Association**, the **Gemmological Association** and the **National Council of Jewellery Valuers** as part of the Industry Association Hub, creating a central place for knowledge, expertise, education and professional connection.

This industry-wide support reinforces IJF's role as more than a sales event. It is a trusted meeting place for the people, groups and associations shaping the future of jewellery in Australia.

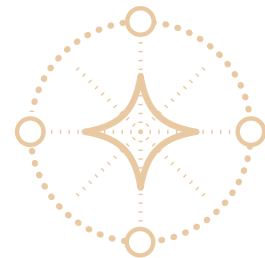
When you exhibit at IJF, you are not just booking a stand. You are placing your brand in the right environment, supported by the right networks, and connected to the right people.



Gemmological Association of Australia

GAA





Reach an Audience Built for Business

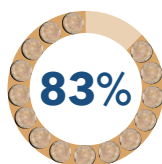
The International Jewellery Fair connects exhibitors with a targeted audience of jewellery industry professionals actively seeking new products, new suppliers and new business opportunities.

From retailers and manufacturers to valuers, consultants and emerging industry talent, IJF attracts a high-quality audience with genuine buying intent.

Who You'll Connect With

-  Jewellery Retailers
-  Jewellery Manufacturer
-  Jewellers
-  Gift Retailers
-  Consultants
-  Jewellery Students
-  Valuers and Graders

The Numbers that Matter



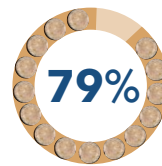
of attendees
are decision
makers

&

12%
are decision
influencers



of attendees place
an order at the fair



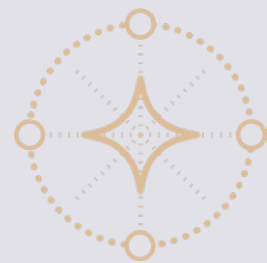
of attendees are
likely to purchase
from an exhibitor
they met at the fair
after the event

Visitors from **19** countries

*Trend data from previous
International Jewellery Fairs*

*The value of
IJF is not just who
attends, it is what
happens when
the right people
connect.*





Connect. Showcase. Sell.

Every conversation has the potential to become a partnership. Every introduction has the potential to become a customer. At the International Jewellery Fair, meaningful industry connections create real business opportunities.



Discovery

Launch new products, services, collections and put your brand in front of the right buyers looking for what's next.



Relationships

Meet qualified buyers face to face, strengthen existing partnerships and build new stockist and supplier connections.



Business

Generate immediate orders, build qualified leads and create opportunities that continue well beyond the fair.



Learning

Stay aligned to the industry trends, buyer needs and the conversations shaping the future of jewellery retail.



Visibility

Position your brand at the centre of Australia and New Zealand's jewellery industry gathering, with marketing exposure before, during and after the event.



*At IJF, connection
creates opportunity
and opportunity turns
into business.*

How We Deliver Your Sales Opportunities

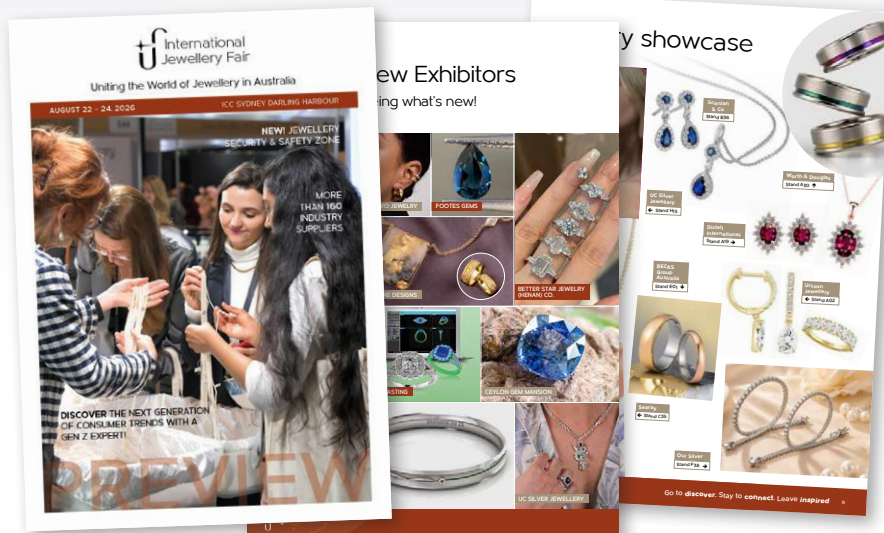
Exhibiting at IJF is not just a three-day event, it's a multi-channel brand opportunity. This is your chance for year round value through participating in the event.

As an exhibitor at IJF 2027, your brand benefits from an integrated marketing campaign that reaches thousands of qualified buyers and jewellery professionals across Australia, New Zealand, and beyond.

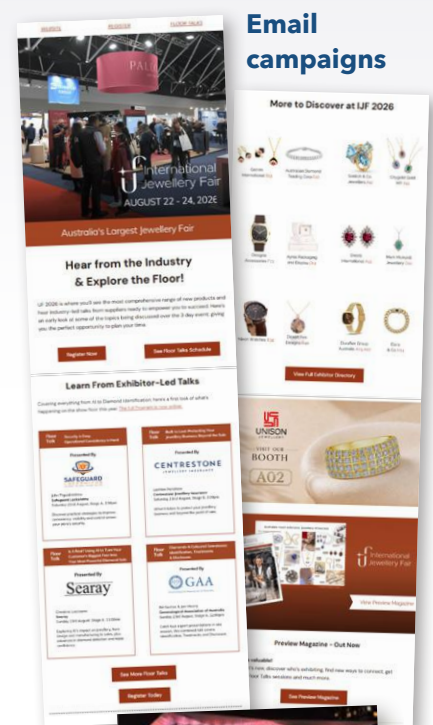
Campaign Opportunities:

- Email campaigns to a national jewellery database
- Social media promotions showcasing your brand and products
- Inclusion in the online Exhibitor Directory
- Direct mailed Preview Brochure to Australia and New Zealand's largest database
- VIP & exhibitor invites

Direct Mailed Preview Brochure



Email campaigns



VIP & Exhibitor Invites



Print Magazine Advertising



Marketing that Works for You

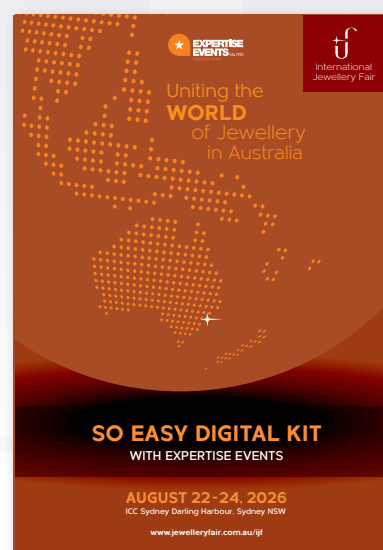
Exhibitors also have access to pre-written marketing templates, buttons and banners to help promote their presence at the fair. Together, these channels help

connect your brand with retailers, buyers and industry professionals before they arrive, while they are onsite, and after the fair concludes.

IJF Website



So Easy Digital Kit

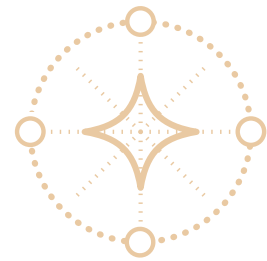


Digital Assets



Social Media Campaigns





Modular/Shell Scheme Packages

Flexible Options to Suit your Brand

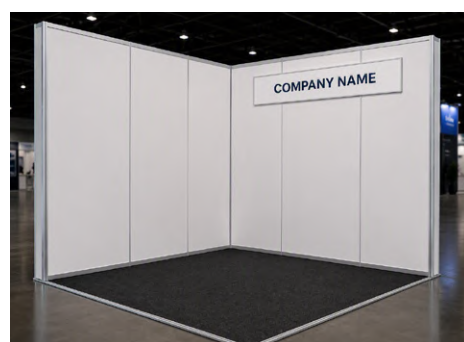
Take the hassle out of exhibiting with our Modular/ Shell Scheme Stand Packages. These stand packages include walls, lighting, carpet and company name signage, providing a clean and professional platform to showcase your brand.

Decorate your space with branding, showcases and products to make it your own.

Or take your stand to the next level with upgrades available to you. Customise your space with graphics, banners, additional lighting, or upgraded flooring.

Perfect for:

- Small to mid-size businesses
- New exhibitors
- Brands looking for convenience and simplicity

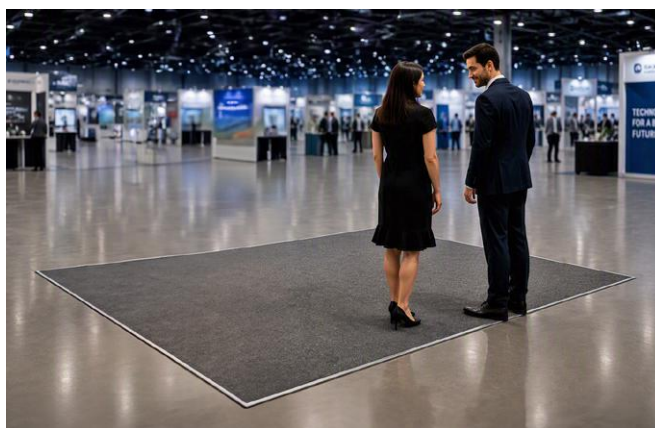




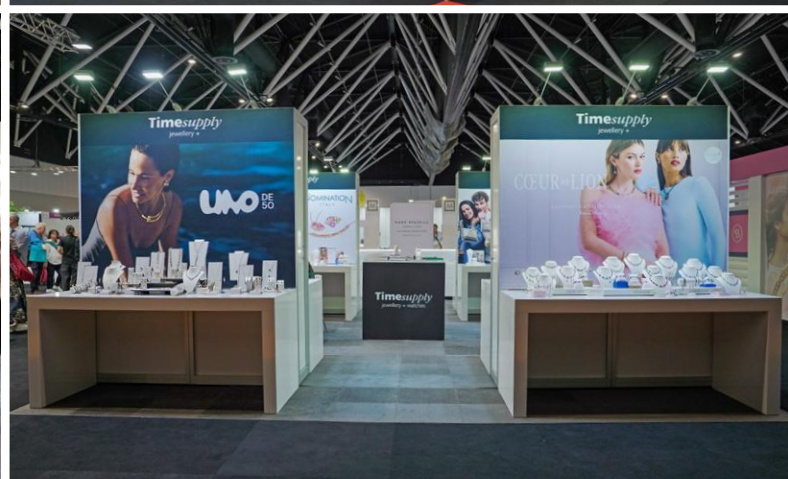
Space Only Packages

For those wanting complete creative control, the Space Only Package gives you a blank canvas to build a bespoke stand that aligns with your brand vision.

Bring your own custom design and stand builder to make a powerful impact on the show floor. This option includes floor space only – all walling, lighting, flooring and signage must be arranged independently.



*"It's not just about showing up – it's about **standing out**, **selling smart**, and seizing **every moment**."*



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