

International Jewellery Fair

IJF 2027 · FEATURE ZONE

JEWELLERY SECURITY & SAFETY ZONE

• THE JEWELLER'S SECURITY & SAFETY ZONE · IJF 2027

A dedicated destination at the International Jewellery Fair for solutions that stop theft, protect staff and safeguard high value stock.

August 14-16, 2027 · ICC Sydney Darling Harbour

EXHIBITOR PROSPECTUS

JEWELLERYFAIR.COM.AU

The Zone returns to IJF 2027

The New Home of Jewellery Protection

Rising smash and grab attacks, grab and run theft, showcase break-ins and staff safety concerns are driving jewellers to act, and to invest.

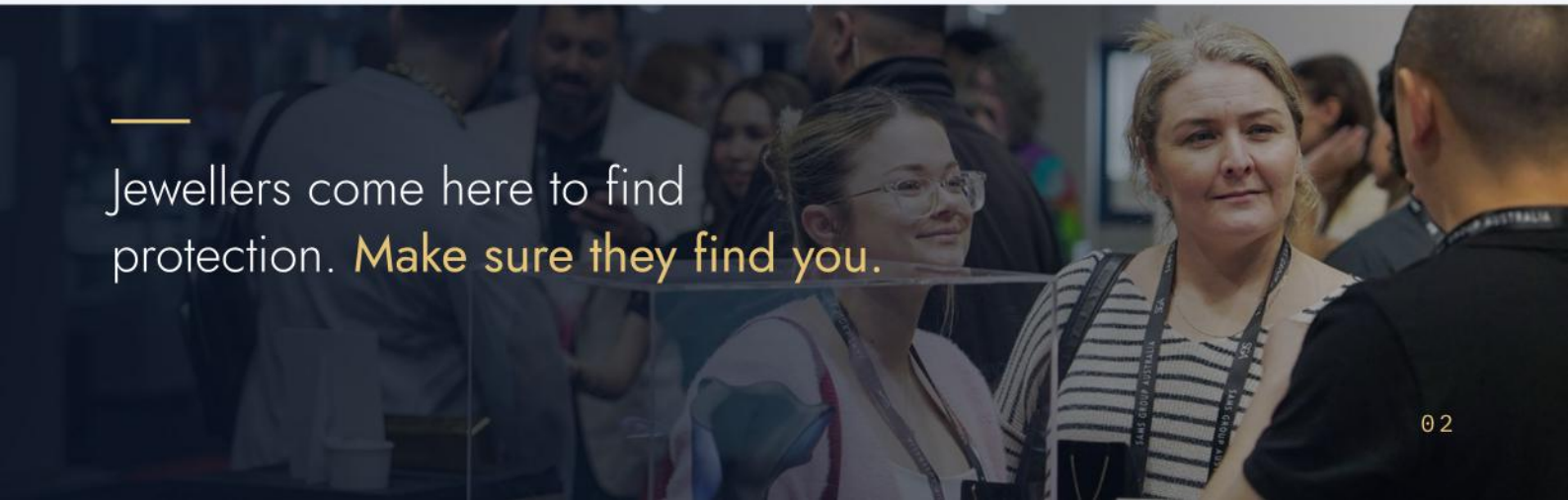
The **Jewellery Security & Safety Zone** was introduced out of direct industry demand and is positioned within the **International Jewellery Fair**, Australia's largest and longest running jewellery trade event.

The Zone returns in 2027 to connect your business with ready-to-buy retailers looking for solution partners, specialist technology and practical expertise.



YOUR BUYERS ARE LOOKING FOR SOLUTIONS TO

- **Smash and grab attacks**
- **Grab and run theft**
- **Showcase break-ins**
- **Staff safety concerns**



International Jewellery Fair

Your stand, inside Australia's premier jewellery event

The International Jewellery Fair is the largest and longest running jewellery and timepiece event across Australia and New Zealand, with more than 35 years of connecting retailers and manufacturing jewellers with the suppliers delivering the products, services and solutions they come to source.



35+
Years of industry connection

83%
of attendees are decision makers

12%
are decision influencers

81%
of attendees place an order at the fair

79%
likely to buy from an exhibitor they met, after the event

130+
businesses have exhibited at 10 or more fairs

3
days of face to face trade, August 14-16

Trend data from previous International Jewellery Fairs

INDUSTRY BACKED

Supported by Australia's leading jewellery buying groups, with member stores across Australia, New Zealand and Fiji - direct reach into a high value network of independent retailers motivated to improve the security and safety of their stores.

INDEPENDENT JEWELLERS COLLECTIVE

NJ 35 YEARS

Be the solution *they're looking for.*

Put your solutions in front of the jewellers who need them.

Who should exhibit

If you protect what jewellers value, this is your Zone

We are inviting suppliers who answer the most urgent needs in the jewellery market.

01 Security Glass Manufacturers	02 Security Doors & Shopfront Systems	03 Fog & Theft Smoke Machines
04 Display Case Security Specialists	05 Secure Goods & Order Transport	06 Surveillance & Monitoring
07 Loss Prevention & Inventory Security	08 Cybersecurity & Fraud Prevention	09 Operational Security, Safety, Emergency & Compliance



Connect. Show. Sell.

Meet jewellers, retailers and wholesalers face to face. Demonstrate your secure glass, fog systems, CCTV analytics, access control, safes and alarms live on the floor. Leave with orders, quotes and a pipeline of buyers ready to act.

Why exhibiting is

The right sales opportunity for you

Meet the industry who need your solutions and are ready to buy.

The Zone gives you direct access to a focused, high intent audience. Buyers are not browsing, they are actively looking for solutions, in a premium, purpose designed space built for serious conversations, real decision makers with urgent security needs.



01 Meet qualified buyers face to face

Build trust fast, demonstrate capability and convert interest into store visits, quotes and installs. Shorten sales cycles with jewellers actively seeking solutions.

02 Showcase technology that solves real problems

Put secure glass, fog systems, CCTV analytics, access control, safes and alarms in front of retailers who can see them working and buy with confidence.

03 Grow your brand, boost your sales

Stand out as a trusted security partner within the jewellery industry and build a pipeline of clients that continues long after the fair closes.

04 Launch new products

Introduce new ranges where they will be seen, handled and talked about by the people who matter most.



EXHIBITION SPACE

PICK YOUR STAND

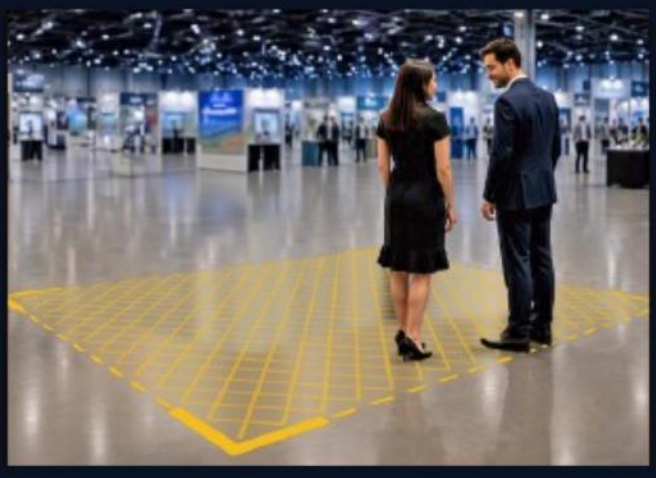


MODULAR PACKAGE



Walls, fascia sign, carpet and lighting. Turn up and trade.

SPACE ONLY



Indoor floor space for custom builds and equipment displays, excludes carpet.

Your brand, on the show floor

2027 JEWELLERY SECURITY & SAFETY ZONE ON THE EXPO FLOOR



A dedicated space on the event floor

Your stand sits inside a clearly branded destination within the International Jewellery Fair. Every retailer who walks the aisle arrives with a security need.

Exhibit alongside complementary specialists, so jewellers can plan a complete security upgrade, with you, in a single visit.

BEFORE · DURING · AFTER

Dedicated branding & advertising

- Zone branding across the show floor
- Your listing on the Zone page of the IJF website
- Zone promotion in IJF email campaigns
- Social media promotion of Zone exhibitors
- Online Exhibitor Directory and Preview Brochure
- Ready made assets in the So Easy Digital Kit

International Jewellery Fair

BE PART OF THE ZONE THAT PROTECTS THE JEWELLERY INDUSTRY



Secure your space →

August 14-16, 2027 ICC Sydney Darling Harbour





TO SECURE YOUR BOOKING, CONTACT THE EXPERTISE EVENTS TEAM

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SUPPORTED BY

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NJ 35 YEARS

Jeweller