



POST SHOW REVIEW

56 YEARS

OF JEWELLERY INSPIRATION

2-5 September 2012, Earls Court 2

Celebrating the most talented, innovative British and International jewellery designers, wholesalers and manufacturers. International Jewellery London is the UK's most established, premier, jewellery focused event.

VISITOR ATTENDANCE 9,030 

VISITOR BREAKDOWN	2011	2010
UK Visitors	8,307	8,306
International Visitors	723	626
Diamond Club VIP Buyers	194	159
Press attendance	97	112

EXHIBITOR BREAKDOWN	2011	2010
UK Companies	360	366
International Companies	220	145
Countries Exhibiting	28	30
New Companies to IJL	179	132

WHY EXHIBIT?

More than a third of IJL's attendees are independent jewellery retailers – more than any other UK trade event

- Jewellery focused buyers attend from 65 different countries.
- IJL has the largest selection of jewellery-specific exhibitors and more leading, high-end manufacturers than any other UK trade event.
- 84% of visitors are very likely to visit IJL again in 2012.
- 32% of all visitors DO NOT attend any other jewellery trade event.
- IJL has the largest VIP programme of any UK jewellery trade event. Attracting close to 200 Owners, CEOs or Directors of the country's top jewellery retail stores.
- 76% of all visitors have influence, or are directly responsible for, purchasing.

TOP 3 OBJECTIVES FOR VISITORS ATTENDING IJL:

1. Keep up to date / see what's new
2. Find a new supplier
3. Find ideas / inspiration

2011 EXHIBITOR JUDITH WADE, TI SENTO

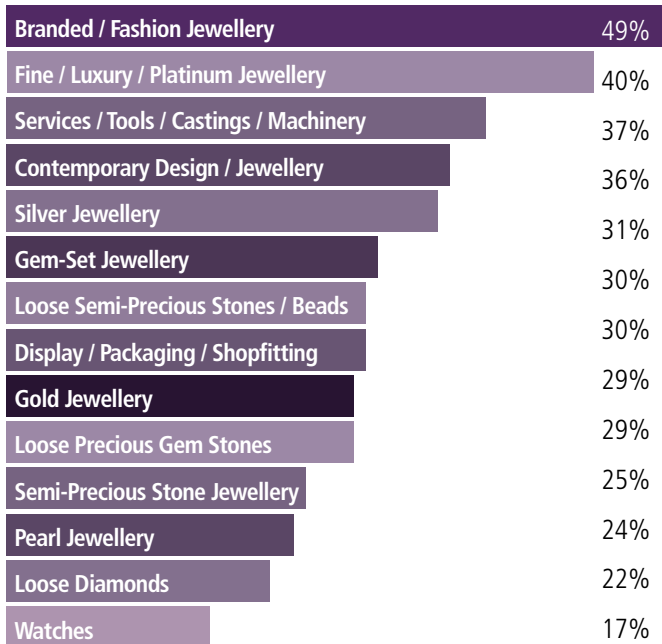
"IJL gives us a chance to network with our contacts. It attracts good quality buyers and retailers. The whole show has been fantastic and has gone really well for us. I would absolutely recommend IJL to a colleague as it is a great opportunity to do good business. It is the only dedicated jewellery show in the UK and really brings the industry together."

EVENT SUPPORTERS



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WHAT ARE VISITORS INTERESTED IN BUYING?



*Visitors can choose more than one option

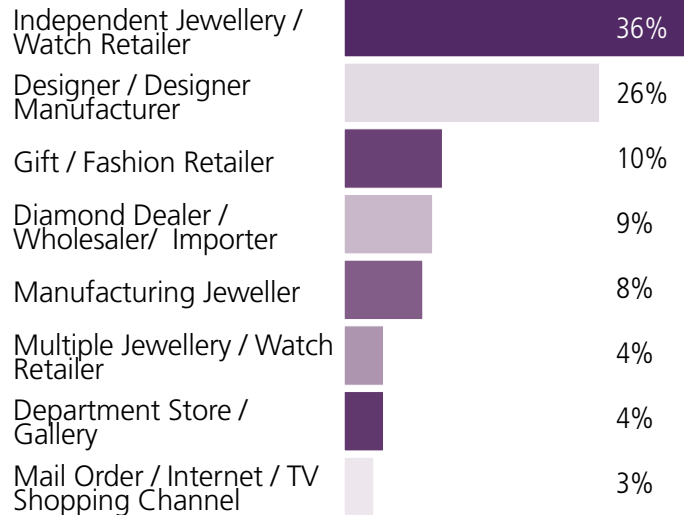
UK MARKETPLACE

The NAG report the 7,500 UK stores consist of 6,000 independents and 1,500 multiples. The number of jewellery buyers are increasing in the UK market, as the buyer profile becomes more fragmented with owners and buyers from contemporary, fashion and gift retailers, department stores, internet, TV shopping channels, hotels and boutiques joining the 'jewellery buying' sector.

HOW TO PARTICIPATE

Stand prices start from just £277 per m². Call our team today to discuss your participation at IJL 2012. Phone **+44 (0)20 8910 7173/7140 or 7758** for international enquiries, email ijlteam@reedexpo.co.uk or fill in our online form at www.jewellerylondon.com/enquiry

MEET A QUALITY AUDIENCE AT IJL



2011 DIAMOND CLUB ATTENDEE NEIL DUNWELL, WILKINS

"A must do! Excellent suppliers and manufacturers. Plus some really niche designer jewellers. IJL is timed very well for the coming busy Christmas trade and is simply ideal for jewellery buying."

