

AGTA **news**

American Gem Trade Association

High Energy and Attendance at the 2016 AGTA GemFair™ Tucson

February 10, 2016, Dallas TX - The 2016 AGTA GemFair™ Tucson was held at the Tucson Convention Center February 2 – 7, 2016. With initial attendance numbers showing a significant increase in attending companies, and the positive energy flowing through the entire show, it is safe to say that this was one of the strongest GemFair's in recent history.



Opening Day at AGTA GemFair™ Tucson

"This was one of the best shows we've ever had," stated Douglas K. Hucker, AGTA CEO. "The buzz about this show started a few months ago, and continued straight through to closing day. I honestly can't remember a show where everyone I saw, from exhibitors to buyers, walked around with a smile on their face all day long. This type of positive, infectious energy is one of the reasons why GemFair Tucson remains firmly entrenched as one of the favorite shows around!"

More buyers took advantage of GemFair preregistration with higher levels than previous years. Opening day registration was overflowing with attendance, and with a new registration system in place, the crowds were quickly badged and ready to go. Beaming exhibitors were overjoyed due to the demand for color they were witnessing from buyers. Attendance numbers proved that new buyers were eager to see what the buzz of colored gemstones and GemFair was all about. "80% of my business at the show this year was new business," stated Simon Watt of Mayer & Watt, Maysville, KY.



Buyers packed the seminar rooms with attendance this year!

AGTA GemFair™ seminars had a strong attendance and presence during the show. “The AGTA seminar series is an extremely important part of GemFair,” said David Baker, AGTA Membership & Education Manager. “Buyers and exhibitors alike plan their schedule around the many diverse seminars they want to attend, and this year alone we had almost a 30% increase in attendance.”



3D Space Pro working with a happy exhibitor at the CAD Design Pavilion

The AGTA CAD Design Pavilion returned to GemFair for its third year to increased traffic and participation. This pavilion allows buyers to take their colored gemstone purchase, design a new piece, and leave with a wax mold all in one convenient location. The popularity of this pavilion has resulted in the possibility of expansion in 2017. The Tools, Technology and Supplies Pavilion was quite successful as well, with exhibitors ready to sign-on for next year already, “The 2016 AGTA Tools and Technology Pavilion Show was the single most productive and most profitable show in our 11 year history. I attribute this not only to the quantity of the buyers we met, but also the quality of the buyers we met that made this such an amazing success for us” said Robert James of International School of Gemology.

AGTA debuted the newest educational promotion tool, the *Cultured Pearls Playbook*. The brochure educates the end-consumer on different varieties of pearls, the history and care of pearls. The brochures were featured in a Show Special at the AGTA Booth, and at-show pricing will be available until the end of February. For more information contact Charles Murrell, AGTA, at 800-972-1162 or charles@agta.org.



Coyote Classic Golf Tournament and Coyote Classic 5K

Once again, the AGTA GemFair™ featured many exclusive buyer benefits, as well as a plethora of networking and special events. With the exclusive Food Truck Café, featuring the “Best Food Truck in Tucson” winner, GemFair attendees had a wide array of cuisines to choose from for lunch, and then the opportunity to be treated each day with complimentary sweet treat and hors d’oeuvres. Attendees also had access to onsite laboratories, onsite FedEx services and outstanding customer service. The Coyote Classic Golf Tournament returned after a 2-year absence, with golfers excited to hit the links for a great cause, and in combination with The Coyote Classic 5K, AGTA was able to donate \$10,000 to the Arizona Law Enforcement Torch Run for Special Olympics. The AGTA wishes to extend heart-felt thanks to the participants, sponsors and donors for making this donation possible.



Buyers viewing the Spectrum Display

The 2016 AGTA Spectrum Awards™ winners were showcased at GemFair, where winners had the opportunity to display their award-winning designs for the final award of the competition, the Buyer’s Choice Award. This

year's winner, Bella Campbell, Campbellian, New York, NY, was revealed at the AGTA Spectrum Awards™ Gala, Saturday, February 6th.

After AGTA GemFair™ Tucson, it is even more apparent that the importance of color has made an impact on retail jewelers and industry buyers, and that the confidence in buying from an AGTA member is a significant part of their purchasing decision.

Look for AGTA at the Colored Gemstone and Pearl Pavilion at the Smart Show in Chicago, April 16th through 18th, and at the JCK Las Vegas Show, May 28th through June 1st. The 2017 GemFair Tucson will be January 31st through the 5th. For more information go to <http://www.agta.org/tradeshows/index.html>.

The American Gem Trade Association is a not-for-profit Association serving the natural colored gemstone and cultured pearl industry since 1981. Headquartered in Dallas, Texas, The AGTA serves the industry as "The Authority in Color."