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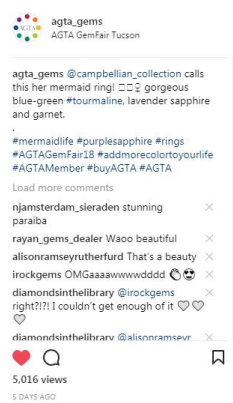
**AMERICAN GEM TRADE ASSOCIATION GEMFAIR™ TUCSON 2018
INCREASES BUYER COMPANY ATTENDANCE BY 10%**

Tucson, AZ (February 7, 2018) – The 36th edition of the American Gem Trade Association (AGTA) GemFair™ Tucson 2018, held annually at the Tucson Convention Center, came to a close on Sunday, February 4. AGTA reported an increase in buyer company attendance by 10%, representing over 90 countries, who flocked to explore the show’s offerings of the newest and top classic gemstones and cultured pearls and jewelry from over 300 exhibitors.

“The AGTA GemFair™ is a favorite amongst buyers and that is evident in the growth we see each year,” says AGTA CEO Douglas K. Hucker. “There is an excitement on the floor, from both buyers and exhibitors, that radiates from a crowd that is truly passionate about gemstones. As we continue to increase the show’s offerings with elements such as expanded topics in education and our Gembassador program, we only see that energy grow.”

AGTA GemFair™ is more than a trade show; it is a colored gemstone and cultured pearl experience. All exhibitors are AGTA members from whom attendees can peruse the finest and most comprehensive collection of gemstones and pearls in existence around the world.

This year’s Gembassadors™, Hannah Becker of @Diamonddoodles, Benjamin Guttery of @ThirdCoastGems and Becky Stone of @DiamondsInTheLibrary, navigated the floor to share some of the show’s boldest treasures on their own Instagram accounts as well as through takeovers of AGTA’s Instagram Account.



Instagram Takeover from our Gembassadors

“AGTA does a great job attracting quality buyers and the show was very busy for us all six days. We had a lot of interest in sapphires of all color ranges including Padparadscha, pink and purple sapphires. We also had a lot of inquiries for our phenomenal gemstones like alexandrite and opal.”
– Niveet Nagpal of Omi Gems.

Additionally, GemFair offers a significant learning experience. Over the course of six days, AGTA presented over 38 different seminars, a Tools and Technology Pavilion which is unique to any other show, a CAD Design Studio, “At the Bench Live” presentations, sponsored by MJSA, GIA, AGL, Gubelin and Guild Laboratories for onsite gemstone report services, and other special exhibits, including the Smithsonian Institution, Extraordinary Cultured and Natural Pearls and the AGTA Spectrum Awards™.

A special highlight, which is perhaps the most widely anticipated occasion of the show, was the annual AGTA Spectrum Awards™ Gala, a sold-out event honoring the 2017 winners. The last award of the year, the Buyers’ Choice Award, was awarded to Joel Price for his amazing 100.66 ct. harlequin black Opal. For a full list of winners, please visit <http://www.agta.org/awards/index.html>

About AGTA: The American Gem Trade Association (AGTA) is an association of United States and Canadian trade professionals dedicated to promoting the long term stability and integrity of the natural colored gemstone and cultured pearl industries. The Association pursues its goals through the combined use of educational programs, publicity, industry events, government and industry relations, and printed materials for both the trade and consumer. The AGTA is well-known in the gemstone and jewelry industries for maintaining the highest ethical standards.

About Tucson: At the AGTA GemFair™ Tucson, in the safe, secure comfort of the Tucson Convention Center, is the world's leading colored gemstone and cultured pearl tradeshow; truly a not-to-be-missed event! If you are currently enjoying success with colored gemstones and cultured pearls in your business, then you know how important it is to join us in Tucson for the AGTA GemFair™. If you are looking to jump on board the colored gemstone revolution there is no better opportunity to see the finest loose colored gemstones and cultured pearls, as well as a stunning selection of designer and manufactured jewelry.

MEDIA CONTACT:

Megan Whitmire
Marketing Manager
Press@AGTA.ORG
t: 800.972.1162
f: 214.742.7334
w: www.agta.org

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