



American
Gem Trade
Association



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**American Gem Trade Association GemFair™ and U.S. Antique Shows to Co-
Locate in Las Vegas**
Partnership will Mutually Benefit Exhibitors and Attendees

New York, NY - The American Gem Trade Association (AGTA) and U.S. Antique Shows are pleased to announce that their Las Vegas events will be co-located at the Las Vegas Convention Center, beginning in June of 2019. AGTA GemFair™ Las Vegas is a destination event that is integral to the vitality of businesses for thousands of retailers, brands, manufacturers and designers, while for over two decades, the Las Vegas Antique Jewelry and Watch Show has been the largest trade-only event serving the antique and estate jewelry and watch industry. The co-location of these two indispensable industry events will serve to augment and enhance their respective markets through increased access to global buyers, and compellingly cohesive exhibitions.

"We carefully researched all facets of this partnership prior to making the decision to align with U.S. Antique Shows at the Las Vegas Convention Center," explains Douglas K. Hucker, CEO of the AGTA. "Through on-going conversations with our members, as well as multiple discussions within the board and in committees, we came to the conclusion that it's time for an evolution for AGTA GemFair™ Las Vegas. The collaboration with Emerald Expositions was a logical choice; not only is the move mutually beneficial to both of our exhibitors and attendees, but there is also a commonality in the perspectives and goals of each of our organizations."

"We are thrilled to join forces with the AGTA during Las Vegas Market Week," said Gannon Brousseau, Senior Vice President of Emerald Expositions' Jewelry Group. "As a group, we carefully weigh all decisions that potentially affect the industry as a whole. We firmly believe that AGTA's vendors and buyers are crucial to the success of our industry, and our Las Vegas Antique Jewelry and Watch Show vendors cater to a unique and varied group of qualified buyers. There is tremendous cross-promotional appeal between these two autonomous yet complementary events, and this partnership will ultimately contribute to the prosperity of the entire trade."

"There are paradigm changes going on in the industry. We see an exciting future for our exhibitors and buyers; the synergy of AGTA GemFair™ Las Vegas and the Las Vegas Antique Jewelry and Watch Show is incredible. We will have a show that is easy to work, and one where a store owner can find profits at every booth," enthused Jeffrey Bilgore, President of the AGTA Board of Directors. "Establishing our independence in Las Vegas provides us with so many opportunities for growth and improvement, and partnering with a like-minded organization like Emerald Expositions allows us to

provide a vital and affordable show experience for our members, and to expand our resources in strategic and consequential ways."

Further information about the 2019 events will be released in the coming months. Vendors or buyers interested in more information about AGTA GemFair™ Las Vegas should contact Mary Lou Keen at marylou@agta.org or (214) 742-4367, while anyone interested in The Las Vegas Antique Jewelry and Watch Show should visit <https://www.usantiqueshows.com/>. Press who would like to obtain an interview with AGTA or Emerald Exposition Decision Makers can contact michelle@LastWordComm.com or at (646) 302-5521.

About American Gem Trade Association:

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

About U.S. Antique Shows:

U.S. Antique Shows, producer of the industry's most anticipated events, serves the unique needs of the antique and antique jewelry marketplace with shows in Las Vegas, Miami and New York. The group's events offer a broad range of antiques as well as vintage and estate jewelry and watches, and annually draws more than 50,000 consumers and 3,000 dealers from 28 countries worldwide.

U.S. Antique Shows are owned by Emerald Expositions, the largest operator of business-to-business trade shows in the United States, with its oldest show dating back over 110 years. The company operates more than 50 trade shows, including 31 of the top 250 trade shows in the country as ranked by TSNN, as well as numerous other events. Emerald Expositions' events connect over 500,000 global attendees and exhibitors and occupy over 6.5 million NSF of exhibition space. The company has been recognized with many awards and accolades that reflect industry leadership as well as the importance of its shows to the exhibitors and attendees they serve.

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