

2017 Smart Jewelry Show in Chicago To Be Postponed Until 2018



Venue scheduling conflicts led to the decision

Info New York, USA | Published on: July 5, 2016

Summary **One of the country's major jewelry trade shows, the Smart Jewelry Show, will be postponed until 2018 due to venue scheduling conflicts.**

Details NEW YORK (July 5, 2017) — Due to an earlier than normal date pattern and venue scheduling conflicts, SmartWork Media has announced that the Smart Jewelry Show in Chicago scheduled for April 1-3 2017 will be postponed to 2018. SmartWork Media will announce future dates as soon as they become available.

"We know there are many jewelers in the Midwest who have come to rely on the Smart Show as an essential part of their annual event calendar, and we're sorry to disappoint them," said SmartWork Media CEO Matthijs Braakman. "But with the date and location challenges we were facing, we simply couldn't see a way to produce a show that effectively served both our attendees and exhibitors. We believe that the decision to postpone, while difficult, gives us a golden opportunity to energetically re-invent the Smart Show in 2018 and future years."

In our effort to continue to offer world-class innovative educational opportunities for independent fine jewelry retailers we have partnered with the following events this fall.

- * 25 in 5 at Centurion South Beach Oct. 17th centurionsouthbeach.com
- * Ack the Deck, Colorado Springs, September 10th through 11th ultimatejewelrysalesbootcamp.com
- * The Edge Retail Academy in Shelton, CT Oct. 16th becka@edgeretailacademy.com.

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About SmartWork Media

SmartWork Media produces market-leading media products for retailers in the jewelry and eyecare industries. Over the last decade, SmartWork Media's business publications have earned more than 65 national and international awards, including a Jesse H. Neal Award. Products include INSTORE

magazine (serving more than 22,000 North American jewelers), INDESIGN magazine for designer jewelry, INVISION magazine for eye care professionals and The SMART Jewelry Show Chicago. SmartWork Media is based in New York, NY.

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