

# Record Number of Buyers Register for The SMART Show Chicago



Pre-registrations up big over previous show

Info Chicago, IL | Published on: February 12, 2014

**Summary** **The SMART Jewelry Show today announces that pre-registration for retailer attendees is currently running 44 percent higher than last year, pointing towards yet another record attendance level for the innovative trade show, which has attracted more retailers each year since its debut in 2009.**

**Details** The SMART Jewelry Show today announces that pre-registration for retailer attendees is currently running 44 percent higher than last year, pointing towards yet another record attendance level for the innovative trade show, which has attracted more retailers each year since its debut in 2009.

"We're thrilled at the buzz the 2014 show is generating among jewelry retailers," says Jim Reed, show director. "Every year, attendance at our show has increased. We're excited to see that trend continue, and even more excited that this year is looking stronger than ever."

With six weeks left to register for the Smart Show Chicago, Reed expects this year's numbers to continue to extend their lead on previous installments of the show.

"We've got some exciting new changes coming this year, with our on-the-floor SMART Block Party on Sunday night, a bunch of exciting new shopping incentives, and of course, a new spin on our best-in-the-business educational program."

## SmartWork Media

INSTORE / INDESIGN / INVISION  
12 West 37th Street, Suite 502  
New York, NY 10018-7544, USA  
Phone: (212) 981-9625  
Fax: 212-981-0247

[www.instoremag.com](http://www.instoremag.com)  
[www.facebook.com/instoremag](http://www.facebook.com/instoremag)  
[www.twitter.com/instoremag](http://www.twitter.com/instoremag)

[www.invisionmag.com](http://www.invisionmag.com)  
[www.facebook.com/invisionmag](http://www.facebook.com/invisionmag)  
[www.twitter.com/invisionmag](http://www.twitter.com/invisionmag)

THE SMART JEWELRY SHOW  
1580 S. Milwaukee Avenue,  
Suite 104  
Libertyville, IL 60048, USA  
Phone: (847) 918-9495  
Fax: (847) 918-9498

[www.smartjewelryshow.com](http://www.smartjewelryshow.com)  
[www.facebook.com/smartjewelryshow](http://www.facebook.com/smartjewelryshow)  
[www.twitter.com/smartjewelry](http://www.twitter.com/smartjewelry)

## SPOKESPEOPLE

**Aaron Mahan**  
Marketing Manager  
[aaron@smartworkmedia.com](mailto:aaron@smartworkmedia.com)  
 [aaronmahan](https://twitter.com/aaronmahan)

## About SmartWork Media

Over the last decade, SmartWork Media's business publications have earned more than 50 national and international awards, including the 2012 Jesse H. Neal Award from American Business Media for best overall business publication won by INSTORE, our magazine for independent jewelry store owners. We're proud of our awards, because they show how we truly sweat the details to make magazines that don't just inform readers, they inspire them. See our complete list of awards at [smartworkmedia.com/awards](http://smartworkmedia.com/awards).

Now in its seventh year, The SMART Jewelry Show Chicago takes place

April 18 - 20, 2015, with a full-day education conference on April 17. This one-of-a-kind jewelry events provide independent retail jewelers the world-class speakers, interactive education and exciting buying opportunities they need to grow their businesses smartly. The SMART Jewelry Show is presented by INSTORE and INDESIGN magazines. Learn more at [www.smartjewelryshow.com](http://www.smartjewelryshow.com).

powered by  pr.co