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Contact: Michelle Orman

Michelle@LastWordComm.com

(646) 302-5521

**JA New York Summer Show Joins NY NOW at Summer 2019 Event
*4-Day Show and Co-Location will Extend Retail Outreach***

New York, NY—The JA New York Show is pleased to announce that they will be co-locating with the NY NOW show for their summer event, beginning in August of 2019. In addition to expanding buyer outreach to include more than 18,000 synergistic retail partners, the move also means the JA New York Summer show will now be a 4-day event. The first co-located event will take place August 11-14, 2019, the traditional date pattern of the NY NOW summer show, at the Jacob Javits Center in New York City. The JA New York Show will continue to be its own distinct entity, with both shows cross-honoring all retailer badges—one badge—two shows.

“We made the decision to partner with NY NOW based on the strength of their market attendance as well as the many inherent reciprocal benefits to both of the show’s retailers and exhibitors,” explains Drew Lawsky, Group Show Director of Emerald Expositions. “Our ability to market our fine jewelry exhibitors to non-traditional jewelry stores, many with international reach, will increase our exhibitors’ ability to grow their businesses. Additionally, we feel the retailer attendance of both JA New York and NY NOW will be thrilled with the heightened offerings at the co-located events.”

“Partnering with the JA New York Shows for our summer show will provide added value to both our exhibitor and retail partners,” said Kevin O’Keefe, Senior Vice President of NY NOW. “Our fine and handcrafted jewelry exhibitors will now have the ability to market their work to more traditional, fine jewelry stores, and those of our existing retailer who carry fine jewelry will gain access to a much greater breadth of product offerings. It truly is a win-win!”

The NY NOW show is the leading market for home and lifestyle products. Recently referred to by Adam Glassman, Creative Director of *O Magazine*, as “The Super Bowl of all shows,” NY NOW features three collections—HOME, LIFESTYLE and HAND-MADE. Focusing on new and on-trend products, NY NOW is traditionally attended by retailers and press who are interested in sourcing the most current collections from thousands of brands from across the globe.

About JA New York

The JA New York jewelry show is the premier international jewelry event that brings exhibitors and retailers from around the world together in the glamorous backdrop of New

York City. The JA New York shows date back to 1906 when its predecessor, the American National Retail Jewelers of America (ANRJA) was founded. The legacy of the ANRJA show has been carried through JA New York, as it celebrates 113 years of excellence and service to the jewelry industry. The JA New York Shows are also the only shows affiliated with Jewelers of America, the largest and most respected jewelry retailer association in the U.S.

JA New York is owned by Emerald Expositions, a leading operator of business-to-business trade shows in the United States. The company currently operates more than 55 trade shows, as well as numerous other face-to-face events. In 2017, Emerald's events connected over 500,000 global attendees and exhibitors and occupied more than 6.9 million NSF of exhibition space.

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