



## **AGTA Reports Increased Attendance and Buying Activity at GemFair Tucson**

February 10, 2011 – Dallas, TX: Buyers flocked to the annual American Gem Trade Association (AGTA) GemFair™ Tucson to source gemstones and pearls, learn about new trends and network at nightly events. AGTA reported an increase in buyer attendance despite weather issues nationwide affecting travel to the event. Buyer attendance was up 5% over 2010, building on a 7% increase from the previous year.

“It was nice to see an increase in traffic, but the real success of the show was the atmosphere on the show floor, with a significant upswing in buying activity,” stated Douglas K. Hucker, AGTA CEO. “Colored gemstones and pearls are hot and profitable, and buyers know that the AGTA GemFair™ Tucson is the place to find the best quality and finest dealers in these categories.”

Buying activity was strong for both loose and finished goods in all price points. “We had a steady flow of enthusiastic buyers at our booth throughout the show, even with the weather issues,” said Niveet Nagpal of Omi Gems. “Many people told us that they now realize the importance of adding color to their merchandising mix in order to grow their business and increase profitability.”

Designers in the Spectrum of Design Pavilion also reported good traffic and sales. Exhibitor Paula Crevoshay exclaimed that “We had more traffic at the AGTA show than we ever had! The show proved to be the most successful from the last 30 years.”

Next up, AGTA will host a Colored Gemstone and Pearl Pavilion at the upcoming Smart Show in Chicago, April 2-4. The AGTA GemFair™ at the JCK Las Vegas Show, June 2-7, has a new date pattern where GemFair will open the day before the main JCK Show and remain open the day after the JCK Show closes. AGTA GemFair™ Tucson’s dates for 2012 will be January 31 – February 5.