

ULTRA LUXURY SHOWS

FROM DIAMONDS TO DEGAS



With the PALM BEACH SHOW GROUP

Scott Diament @ScottDiament

Scott Diament G.G.GIA

President/CEO Palm Beach Show Group

- Born in New York
- Graduated FAU at age 20 in small business management & Finance
- Became G.I.A Graduate
 Gemologist in 1995

- Opened Provident
 Jewelry with partner
 Robert Samuels in
 1993
 - Has six high end jewelry stores throughout South Florida

- Launched the Palm Beach Show Group with partners Rob Samuels & Kris Charamonde in 2001
- Runs eight events throughout the U.S. in five major cities in 2016

IN THE BEGINNING



OPENED IN DOWNTOWN WEST PALM BEACH WITH PARTNER ROBERT SAMUELS



BEGAN PARTICIPATING IN TRADE & CONSUMER SHOWS IN 1995 FOR THE PURPOSE OF MEETING CUSTOMERS



THE BIG IDEA ASSESSED WHAT IT TAKES TO SELL
MERCHANDISE IN A BOOTH & EVALUATED HOW
DEALERS PERCEIVED SHOW



RECOGNIZED A GAP IN THE MARKET FOR A HIGH END LUXURY SHOW IN THE PALM BEACH MARKET WITH ANNOUNCED CONSTRUCTION OF CONVENTION CENTER



CHALLENGES

- Selected President's Day Weekend High Point of Palm Beach Social Season
- Date pattern mandated a very short set up time
- Contractors: "Can't Be Done" or "Too Costly"
- European Wall System Designed
- Logistical advantages



























Targeted Marketing & Advertising



City & Venue Selection



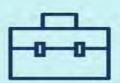
Event Details & Design

STRATEGY

Involved in Planning Ultra Luxury Events



Budget Allocations



Partnerships



Exhibitor Selection

TARGET MARKETS

- MUSEUM CURATORS
- INTERIOR DESIGNERS
- ART ADVISORS
- NON-EXHIBITING DEALERS & COLLECTORS













STAYING

CONNECTED















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Responding to the Internet and Trends in our industry to help Exhibitors & Industry







Rare Pair of Leather Fire Buckets...

"Wing Russell, 1829" Sandwich, Massachusetts Leather, painted surfac...



Hannah Elliott

Theorem with Cornucopia and Fruit American. probably New England, ca



Niels Erik Glasdam Jensen Danish, a...

Mid-Century Danish Bar Cart Stamped underneath: "Vantige Møbelindustr...



Rare Early Hudson Valley Armchair...

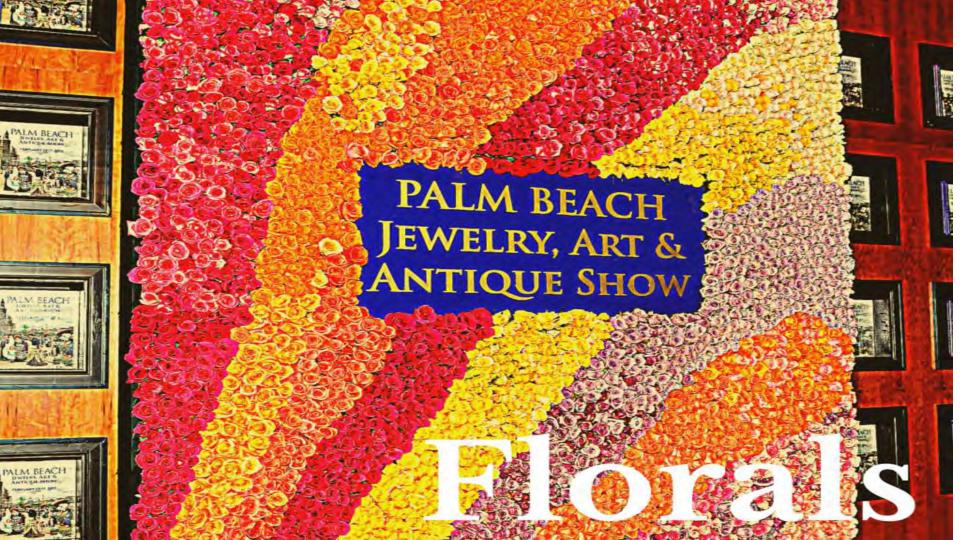
Probably New York, ca. 1720-1750, Maple, Ash.



- Catalogues Ceilings
 - Champagne Bars
 - **Cleaning Services**
- **Cultural Experience** Custom Lights/Bulbs/Fixtures
- **Designer Showcase**
- **Display Cases**
- Exclusive Events on the floor
- Exhibitor/Guest Liaisons
- Fascia
- Felt Covered Walls
- Flower Arrangements **Full Service Restaurants**
- **Installation Services**
- Live Music

- **Outdoor Gobos**
- **Private Security**
- **Private Show Tours Professionally Trained Staff**
 - Red Carpet
 - Rigging Search Lights
 - Shuttle Buses
 - Sushi Bar **Targeted Mailing Lists**
 - Vetting **VIP Parties**
 - VIP Lounge
 - White Carpeting
 - Will Call





















PALM BEACH SHOW GROUP

TIMELINE OF SHOW ACQUISITIONS & LAUNCHES

2006

Baltimore Summer **Antiques Show**

2004

Palm Beach Jewelry, Art & **Antique Show**

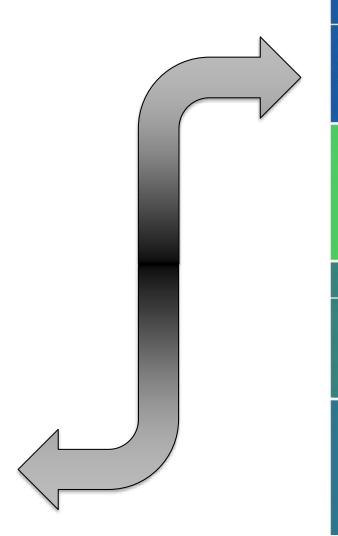
2009

Washington DC nternational Art, ntique & Jewelry

Art, Antique & Jewelry Show

2012

Naples Art, Antique & Jewelry Show



2014

Los Angeles

Show

International Art, Antique & Jewelry Show

New York Art.

Show

Antique & Jewelry

Chicago

Palm Beach

Jewelry & Antique

2015 New York City Jewelry & Watch

Show

2017

Miami Beach Jewelry & **Antiques Show**

2013

LA Art Show

Palm Beach Show Group 2016/2017



2015 – 2016 Participating Exhibitors

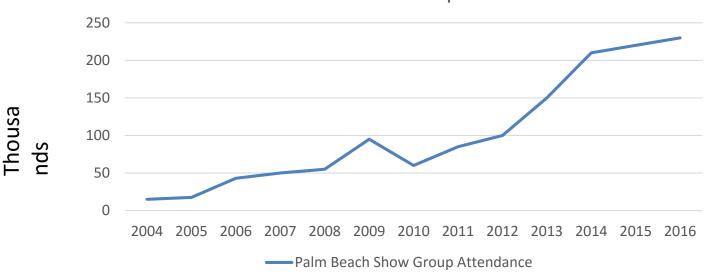


B2B Exhibitor Sales at Shows

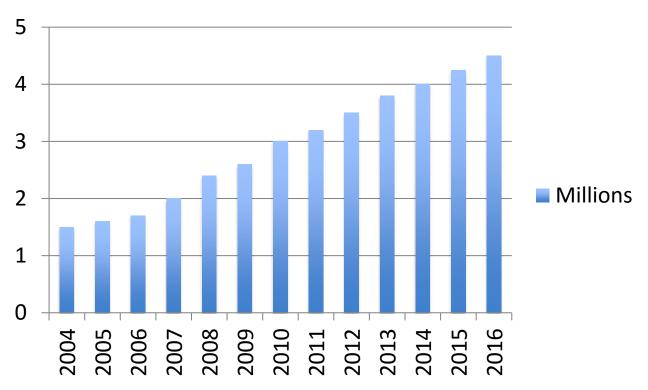


Attendees in 2015-2016



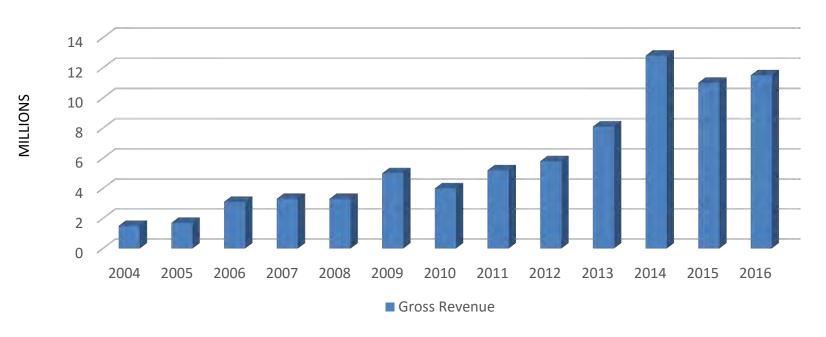


Palm Beach Jewelry, Art & Antique Show



Palm Beach Show Group 2004 - 2016

Gross Revenue



PALM BEACH SHOW GROUP



- · Los Angeles
- · Palm Beach
- Naples

- Baltimore

- New York
- Miami
- · Dallas
- · Chicago

Boston

Atlanta

· San Francisco

Seattle

. D.C.

Aspen

- Houston
- Philadelphia
- Hamptons



QUESTIONS

