

THE PALM BEACH SHOW

JEWELRY | ART | ANTIQUES | DESIGN

FOR IMMEDIATE RELEASE

PALM BEACH COUNTY CONVENTION CENTER | 650 Okeechobee Blvd., West Palm Beach, FL 33401

Media Contact: Kelsi Hartmann | Executive Director of Communications | Kelsi@palmbeachshow.com | 561.822.5440

A NEW VISION FOR THE 2020 PALM BEACH SHOW

The Palm Beach Show gets a New Name and Logo - Elevating its Overall Identity

FEBRUARY 13 - 18, 2020 • Presidents Day Weekend



(Palm Beach, FL – June 20, 2019) – It is with much anticipation that the Palm Beach Show Group announces the return of the 17th annual Palm Beach Jewelry, Art & Antique Show with a new name – **THE PALM BEACH SHOW**. Returning February 13-18, 2020 to the Palm Beach County Convention Center over Presidents' Day Weekend, The Palm Beach Show will return with vivacious enthusiasm and a new look.

The Palm Beach Show remains the area's only high-end showcase offering items spanning every genre, juxtaposing many periods and movements. The new show name and a refreshed logo emphasizes its all-inclusive nature as well as reaffirms our prominent presence in the Palm Beach market as the most prestigious cultural event of the season.

Over the years, knowledgeable attendees, collectors and industry leaders alike have nicknamed the annual event as "The Palm Beach Show". Naturally, we followed suit. Using the shortened name not only captures the show's reputation but also gives us the opportunity to better align our branding with the true luxury and sophistication of its identity.

Scott Diament and Robert Samuels, owners of the Palm Beach Show Group, developed the concept for the Palm Beach Show Group's flagship show in 2001 and have since established it as one of the most preeminent events in the United States. With recent shifts in the industry from an emphasis in antiquities to a concentration of modern and contemporary works, we recognize the show can't be what it once was, and we celebrate that.

"We produce shows as a platform to cultivate the industry, therefore we are constantly pursuing new ways to provide exposure for what is in demand," stated **Scott Diament**, CEO and President of the Palm Beach Show Group. "We anticipate 2020 to be an exciting and transformative year."

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Jaime Kantor, newly appointed Chief Operating Officer of the Palm Beach Show Group initiated the show name and logo change.

"I am incredibly motivated to help lead the company to its next phase of improvement," **Jaime Kantor** said. "I have high expectations and I'm looking forward to refining and developing impactful changes to the Palm Beach Show – aiming for a truly innovative 2020."

Re-naming, re-branding and re-designing the logo is just the beginning. The Palm Beach Show Group team plans to elevate the exhibitor and patron experience. A noticeable change will be obvious from the moment attendees enter the show. Plans for enhanced entrances and wow-factor backdrops will welcome visitors as they enter the show floor. Once inside, guests will have the opportunity to browse isles of plush carpeting through rows of now custom painted exhibitions vs the traditionally European felted vignettes – allowing exhibitors to customize and brand their spaces.



Amongst the enhancements, is the expansion of **CONTEMPORARY FOCUS**, a section within the fair devoted to exhibitors specializing in post-war and contemporary art, objects and design. The Show Group plans to supplement the FOCUS section with immersive installations and observational performance art.

"We would like to think that this show is a cultural experience, a financial experience and an entertainment experience for both collectors and exhibitors," stated **Scott Diamant**. "Increased educational programming, community involvement and philanthropic initiatives can be expected in 2020 and years to come."

The Palm Beach Show Group is confident of the fair's future. With no intention of changing the underlying well-established nature of the show and every intention of refining its identity in the minds of consumers and industry professionals.

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2020 Palm Beach Show: February 13-18, 2020

Exclusive Vernissage Preview – By Invitation Only

Thursday, February 13, 2020 | 5:00 – 7:00 pm

Opening Night Preview Party

Thursday, February 13, 2020 | 7:00 – 10:00 pm

General Show Days

Friday, February 14	11am – 7pm
Saturday, February 15	11am – 7pm
Sunday, February 16	11am – 7pm
Monday, February 17	11am – 7pm
Tuesday, February 18	11am – 6pm

Palm Beach County Convention Center

650 Okeechobee Boulevard
West Palm Beach, FL 33401

For more Information: Please call 561.822.5440 or visit www.PalmBeachShow.com

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About the Palm Beach Show Group

Palm Beach Show Group is the leading full-service show production company in the world, specializing in fine art, antique & jewelry shows. The Palm Beach Show Group produces high-end events that create unique meeting places for collectors, art advisors, museum curators, interior designers and dealers.

The Palm Beach Show Group produces shows in major cities throughout the United States:

Baltimore Art, Antique & Jewelry Show.....	Aug. 29- Sept. 1, 2019
Baltimore Fine Craft Show.....	Aug. 29- Sept. 1, 2019
New York City Jewelry & Watch Show	October 25–28, 2019
LA Art Show	February 5–9, 2020
The Palm Beach Show.....	February 13–18, 2020
Palm Beach Fine Craft Show.....	February 14–16, 2020
Naples Art, Antique & Jewelry Show.....	February 21-25, 2020

For more information, visit www.palmbeachshowgroup.com

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