



Press release

More than just a trade fair: AEON is set to bring a breath of fresh air to the watch and jewelry industry.

- A new event with great appeal towards end consumers
- Starts with a media-relevant pop-up event in the center of Munich
- Finishes with a premium trade fair at the Munich exhibition center

Munich, 19th of April 2021

AEON will take place for the first time in Munich from the 21st to the 24th of October 2021 and serve as an innovative meeting point for the watch and jewelry industry. The new event concept is shaped by the idea of “Fair plus one” and the communication approach B2B2C.

The term “Fair plus One” implies the dual focus of AEON with its two venues. AEON begins with a two-day pop-up event in central Munich which is followed by a three-day premium trade fair at the Munich exhibition center. "We're combining the best of both worlds: the exclusivity and media reach of a luxurious downtown event and the business-promoting efficiency of an established trade fair structure", Christoph Keilmann, AEON's creative mind, explains.

Both parts of AEON follow the communication approach B2B2C and thus enable end consumers to gain an insight into the precise and passionate manufacturing processes of the approximately 40 selected participating manufacturers. Jewelers can personally invite their top buyers and bring them to the booths of both events. Keilmann on the idea behind B2B2C: "We want to give manufacturers and jewelers the opportunity to join forces and send a shared message to the end customer market: buy watches and jewelry again!" Additionally, AEON is supported by an intensive high-frequency PR and advertising campaign (in part co-branded with select exhibitors) to create maximum brand visibility in the end consumer market.



The decision to have a decidedly physical event is not only based on the industry's desire for personal meetings. "Haptics, comprehensive sensory perception and eye contact play a leading role both for end consumers and trade visitors," states Keilmann. During the event, all applicable security measures related to COVID-19 will be strictly observed.

Christoph Keilmann is no stranger to the event industry: his family company has been organizing the internationally renowned Munich show for 57 years and two generations. In addition, he and his American partner founded HardRock Summit, a mineral, jewelry and gemstone fair which is premiering this year in Denver and will be partnering with AGTA: the new AGTA GemFair™ Denver will be part of HardRock Summit.

AEON is meant to be more than a short-term answer to the currently increased demand for a trade fair. The name itself promises that as the word AEON stands for "eternity".

For more information please visit www.aeon-show.com.