



## **CARAT+ INVITES LEADING DIAMOND PROFESSIONALS TO JOIN VIP CARAT+ CLUB INITIATIVE**

*Those selected will receive VIP show treatment, including accommodation, transportation and guest list access to the CARAT+ roster of events...*

**Press Release:** January 2018

CARAT+, The World's Premier Diamond Event, has launched its VIP **CARAT+ Club** to offer leading diamond industry professionals and buyers exclusive benefits during the show's second edition in May.

Those who are accepted into the initiative will receive dedicated show privileges, including early-bird access to show features and guest list status at CARAT+ Night. Other highlights will include shuttle transport and complementary accommodation for CARAT+ Club members during the show, as well as unlimited access to the CARAT+ VIP Zone at Antwerp Expo.

Numbers will be strictly limited to 200 leading professionals, with plans in place to grow membership to 500 individuals over the next three years.

Diamond jewellery retailers, diamond buyers, leading manufacturers, wholesalers and other industry professionals from the coloured gemstone and jewellery sectors are encouraged to apply for CARAT+ Club membership, here: [caratplusantwerp.com/en/visitors-info/club](http://caratplusantwerp.com/en/visitors-info/club)

The VIP CARAT+ Club has also been created to facilitate peer-to-peer networking among diamond professionals in an informal environment. It is hoped that the scheme will introduce an enviable breadth and variety of visitors to CARAT+, building on the 3,000 visitors and 130 exhibitors who took part in the inaugural edition of the event in 2017.

Event founder and director, Filip Van Laere, says: "Our absolute priority for CARAT+ 2018 is to welcome an array of visitors from across the globe, whether they are active buyers or industry professionals seeking inspiration and new connections. The CARAT+ Club is our way of making your visit to CARAT+ as worthwhile as possible. In these last few months before CARAT+ 2018, now is the time to apply and discover why we are *The World's Premier Diamond Event*."

Located in Antwerp, the world's capital of diamonds, CARAT+ is a must-attend show for diamond wholesalers, jewellery manufacturers, brand representatives, fine jewellery designers, buyers and retailers looking for a mix of loose diamonds and finished jewellery.



CARAT+ has ambitions to become *the* reference in diamonds; offering an annual meeting place for buying, networking and debating the future of the diamond industry. Partners and sponsors joining CARAT+ in 2018 include; Brussels Airline; security expert Brink's; insurance broker Driesassur; ABN Amro bank; industry specialist Rapaport; and motor company, Porsche.

CARAT+ takes place on 6, 7 & 8 May 2018 at Antwerp Expo in Antwerp, Belgium. For more information please visit [caratplusantwerp.com](http://caratplusantwerp.com). To secure your entrance pass to the event, please email [info@caratplussantwerp.com](mailto:info@caratplussantwerp.com).

**ENDS**

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**About CARAT+**

Covering the full spectrum of the diamond and diamond jewellery trades, CARAT+ feature four sectors: loose diamonds, branded diamond jewellery, non-branded diamond jewellery and services for the diamond and diamond jewellery industry.

Taking place in Hall 1 and Hall 4 of the Antwerp Expo, entry to the show is restricted exclusively to industry professionals, including diamond and jewellery wholesalers and manufacturers from around the world, and jewellery retailers from across Europe and the wider world.

**About Easyfairs**

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The group employs more than 750 people and generated revenues exceeding €160 million for its financial year 2016-2017.

Easyfairs strives to be the most adaptable, agile and effective player in the events industry by employing committed individuals, deploying the best marketing and technology tools and developing strong brands. Visit the future with Easyfairs.

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