

reed gift fairs

An Important Update from Reed Gift Fairs

14 January 2022

This week has been pivotal in our planning for the upcoming Reed Gift Fairs Sydney event, scheduled for 19-22 February 2022.

While we ended 2021 optimistic that Reed Gift Fairs Sydney would run safely and successfully next month, it has become clear after consultation with our community that the recent COVID-19 Omicron outbreaks have made it extremely difficult to confidently plan for the upcoming event.

As a result, RX (Reed Exhibitions) have made the necessary decision to postpone Reed Gift Fairs Sydney to the new dates of 9-12 April 2022, co-located with Life Instyle at the ICC Sydney.

Although we currently have permission to operate the event under our detailed covid-safe plan with the venue and NSW government, the resounding feedback from the industry, and our own priority as organisers, is that the health and safety of our exhibitors, attendees, partners and staff will always come first.

Our team has worked hard to create what would have been an invaluable return to business events, however with Omicron cases expected to peak in the coming weeks, the large majority have voiced their concern for not only health reasons, but travel disruption and the potential impacts of isolation periods away from their businesses and families.

While this will be disappointing news for all concerned, the new dates in April will provide an additional 7 weeks for conditions to improve, whilst still sitting as close as possible to the traditional buying season, allowing both exhibitors and attendees alike to travel and attend events with more confidence to achieve their business objectives.

We fully understand and appreciate the level of planning that is required to participate in an event like ours and we will do our utmost to help all our customers, partners and attendees to prepare for the new dates. Further information will be shared in the coming weeks but if you have any questions, please do not hesitate to contact our Customer Service Team on 1800 571 960.

Although the impacts of COVID-19 have been with us for longer than anyone may have originally expected, it is imperative that we continue to work together. As we adjust to living with Covid in our community and continue to learn how best to balance the need to return to business, exhibitions will remain an important part of the retail supply chain, as will RX's commitment to keep our community connected.

We thank our community once again for all of your encouragement and support during this challenging time and we hope to see you in Sydney in April.

Kind regards,

The Reed Gift Fairs Team