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**FOR ALL OUR EXHIBITORS**

**A New Location for To Bead True Blue and a New Gem Show**

*Tucson, AZ (July 12, 2017)* The coming year will mark the fifteenth season of the *grande dame* of bead shows – **TO BEAD TRUE BLUE** –please join us in celebrating its continuing success –AT OUR NEW AND LARGER LOCATION!

The new location for **TO BEAD TRUE BLUE** is Casino Del Sol, a Four-Diamond resort hotel that is the largest Convention Center in Tucson –75,000 square foot of designated exhibit and tent space, and unlimited room for additional outdoor tent space, which will allow the show to expand and grow into the future.

The Tucson Bead Show is joining **TO BEAD TRUE BLUE** at this new location. One of many benefits of combining two shows is how much easier it will be for our attendees –no more shuttling back and forth between locations wasting time and fuel. Everything will now be at **ONE** location –exhibits, galleries and workshops –**ALL ONSITE**.



We are also very excited to announce that our new gem show **COLORS OF THE STONE** is being received enthusiastically. It will be a companion show of **TO BEAD TRUE BLUE** and will showcase quality gemstones, minerals and jewelry –at this new location. These shows will join together into **ONE SHOW**, in one beautiful location, offering the very best that the Tucson Gem and Mineral Show has to offer –a great help to our attendees.

We outgrew the old location –and you know the old saying that “every living thing must grow”. We have a waiting list of artisans wanting to do **TO BEAD TRUE BLUE** but no room for them. There were issues with the old location such as lack of parking space and inadequate electrical power.

In our search for a new location we left no stone unturned. We visited and considered every possible location in Tucson. The search criteria were: 1) A large modern showroom space; 2) Unlimited parking; 3) Safe location; 4) Comfortable rooms; and 5) Great restaurants.

There was only one place that satisfied all five criteria and even surpassed our expectations –Casino Del Sol, a resort hotel with the largest Convention Center in Tucson. When we first visited Casino Del Sol we couldn't quite believe our eyes. The hotel's design is patterned after a late 19th-century Tuscan country village with Spanish tile roofs and wrought iron.

The fact that Casino Del Sol is an architectural gem made it even more difficult to believe – but there it was nestled in the sun-filled Sonoran Desert, and only minutes from downtown Tucson and Tucson International. It is so comfortable and attractive that we believe when attendees arrive there they will rub their eyes and forget about going anywhere else.

The hotel and Conference Center are divided from the casino, and have separate entrances –so if the casino action doesn't appeal to you, it is easy to avoid the nightlife, and instead relax in a chaise lounge in the beach pool or enjoy the scenic hiking, biking, and horseback riding trails that surround the resort.



Consider the potential –eight days of ***COLORS OF THE STONE - TO BEAD TRUE BLUE*** – buyers coming to Casino Del Sol from all over the world to enjoy the sun and great culinary options –you feel like you have stepped back into a more gracious time, having a relaxing and inviting work experience. What you do with your mornings and nights are your choice. Enjoy the vistas from your room, pamper yourself with spa services, play poker, golf, swim in the enormous pool –it's up to you. (For golfers there is the Sewailo Golf Course, recently voted among the top 10 best new courses by Golf Digest, designed by Notah Begay.)

When you stay at Casino Del Sol you will come away feeling uplifted, refreshed, like you have stepped back into a Tuscan country village. There are 7 excellent restaurants supervised by Executive Chef Ryan Clark, along with several bars and lounges, a world-class spa, and a beautiful amphitheater. The staff is professional and considerate –and goes to great lengths to accommodate every guest. We believe that both exhibitors and attendees alike will appreciate the large (420 square feet) beautifully appointed rooms.

Casino Del Sol is the ultimate retreat surrounded by a colorful garden of desert stone, palo verdes, saguaro and mesquite, and yet –having dealt with many hotel management styles over these years –what most impressed us was the passionate desire of the Casino Del Sol management to have a Gem Show at the resort. When we first approached them they did not hesitate and instantly loved the idea and offered to help with advertising and discounts –and to do whatever it takes to make sure the Gem Show is a success.

Here is a partial list of amenities and incentives Casino Del Sol will provide:

- Free unlimited parking, including free valet, protected parking garage and unlimited oversized vehicle parking, including parking for trailers onsite

- Secure locations, and lockdown options for jewelry and gemstones
- Easy load-in and load-out with additional help available if needed
- No charge for receiving and storing exhibitor shipments
- Planned catering events such as evening receptions
- Complimentary morning coffee and breakfast items for early attendees
- Exhibitor appreciation evening reception Tuesday January 30
- Exhibitors and attendees receive a 25% discount on food & beverages.
- Exhibitors and attendees staying at the resort, receive a 40% discount on all food, beverages and restaurants.
- Exhibitors and attendees receive 15% off spa services and golfing
- Room rates discounted to \$189 per night
- Besides shuttles from downtown and all major Shows, Casino Del Sol will be a “first stop” shuttle hub from the airport
- All Gem Show shuttles will be run continuously and on time
- All attendees will get 25% off vouchers for any of the restaurants on site
- The Conference Space is brand new and offers a larger wholesale area, and easily accessible classrooms

We are dedicated to making *TO BEAD TRUE BLUE – COLORS OF THE STONE* the very best that the Tucson Gem and Mineral Show has to offer –**ALL IN ONE PLACE**. We are going to use new advertising opportunities, including:

- Show banners on city shuttles and buses
- Billboard advertising – including large billboards at the airport
- Coverage on local TV and radio
- Full page spreads in all of the jewelry and gem show publications
- Professional digital media ads and social media campaign
- Newsletter mailers with coupon advertising space available for exhibitors
- A larger show brochure with color ads available for exhibitors
- Hotel and resort incentives and discounts for attendees

The new location at Casino Del Sol makes it possible for us to unite The Tucson Bead Show and To Bead True Blue and to bring together our new gem show **COLORS OF THE STONE** as a companion show of **TO BEAD TRUE BLUE** and allows us to host 1000 artisan booths and workshops. Our goal is to promote the finest artisan gemcutters, precious stone and jewelry designers, along with our legendary coterie of beadmakers. Both will continue to feature artisans chosen by invitation and the most authentic and original merchants.



We will also continue to showcase a remarkable selection of traditional handcrafts such as weaving, sewing, painting, felting, and embroidering –and an array of designer accessories, art clothing, eco-dyed and upcycled clothing, leather craft, findings, and embellishments.

For our great **Wholesale Only Exhibitors** we have planned a partitioned front section of the Grand Ballroom that will give you more space and allow better visibility and availability



to wholesale area –and yet restrict it to wholesale buyers only. We are confident this will give you increased wholesale foot traffic and bring in many new wholesale buyers.

It's not too early to begin planning for ***COLORS OF THE STONE - TO BEAD TRUE BLUE***. We encourage you to book a room at Casino Del Sol now for the 2018 season because there are a limited number of rooms available. The new location is being so well-received that we have already sold more hotel room nights than we ever did at the old location –and it's still July!) To book a room please use **Beadagio Gem Show** (Offer Code GEM).



***TO BEAD TRUE BLUE*** and its companion show ***COLORS OF THE STONE*** are open to the public. There is no admission charge. Free unlimited secure parking and a shuttle hub with continuous service to and from the airport and all major shows. Both shows run together simultaneously and continuously from January 27 - February 3, 2018, Sat-Sat, 10am-6pm, at Casino Del Sol, 5655 West Valencia Rd, Tucson, AZ 85757. For more information, visit [www.colorsofthestone.com](http://www.colorsofthestone.com), or follow us on [Facebook](#), [Instagram](#) and [Twitter](#).

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