



# The INSTORE Show 2024 Ends on a Positive Note With Decent Sales, Great Speakers and Revised Dates for 2025

The event was held Aug. 11–12 at the Donald E. Stephens Convention Center, co-located with the Chicago Responsible Jewelry Conference (Aug. 9–10).



Published 11 months ago on August 15, 2024

By **Press Releases**

**(PRESS RELEASE)** ROSEMONT, IL — INSTORE, the favorite publication of American jewelry retailers, closed out its 2nd annual INSTORE Show this past Monday evening in Rosemont, IL. The event took place Aug. 11 – 12 at the Donald E. Stephens Convention Center and co-located for a second year with the Chicago Responsible Jewelry Conference (Aug. 9 – 10). Also co-locating with The INSTORE Show for the first time was the National Association of Jewelry Appraisers (Aug. 10–12).

**Susan Eisen** of **Susan Eisen** Jewelry in El Paso, TX, won the Mystery Box Challenge. Returning champion Jimmy Butts of Sissy's Log Cabin in Pine Bluff, AR, won the Timed Challenge. Winners were awarded trophies—and copious amounts of praise.