



Press Release

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Yes, the Show Will Go On—Live & In-Person—This July!

Anaheim, May 10, 2021 – The AWFS®Fair will be the first major industry event to take place LIVE and IN-PERSON, since 2019.

According to Dan Hershberger, Holz-Her Products Manager and AWFS® Board President, “Although we have been communicating with prospective AWFS®Fair participants, letting them know that the show is moving forward as planned, we want to reemphasize, without a shadow of a doubt, that the show will take place this July in Las Vegas.”

Brian Joyce, Vice President of Sales, Blum, Inc. and 2021 AWFS®Fair Trade Show Committee Chair added, “We know that there is a lot of excitement surrounding the show and we encourage everyone to make their travel plans and prepare to see many of the new products and technologies that the industry has unveiled over the course of the last two years. It’s going to be an a great opportunity for our industry to reunite, reconnect and engage with innovation.”

With cases of COVID-19 continuing to decrease dramatically and the country’s successful vaccination effort, AWFS® management is working with the Las Vegas Visitors and Convention Authority to ensure that Fair participants will have a fun, safe, and productive time at this year’s event.

Angelo Gangone, AWFS® Executive Vice President went on to state, “We took many factors into consideration this year. Our pre-registration has been steadily tracking ahead of 2019 to this point, and with the incredible progress the U.S. has made with this pandemic, we are confident in moving forward as scheduled. People miss the social interaction that comes from conducting business face-to-face, something that we took for granted prior to last year. We invite everyone to come and join us in celebrating the reopening of our industry and our country this July 20th through the 23rd.”

About the AWFS®Fair

The full-scale international AWFS®Fair, scheduled for Tuesday through Friday, July 20-23, 2021 in Las Vegas, has become a critical hub for international commerce in the woodworking industry. The AWFS®Fair brings together the entire home and commercial furnishings industry, including manufacturers and distributors of machinery, hardware, lumber, construction materials and other suppliers to the furniture, cabinet manufacturers and custom woodworkers. For more information on the AWFS®Fair, please visit: AWFSFair.org