

**For Immediate Release**

**Contact: Elena Potter**

[elena@awfs.org](mailto:elena@awfs.org)

**323.215.0308**

## **AWFS® Announces Opening of Attendee Registration and Hotel Room Availability for 2021 AWFS®Fair**

**ANAHEIM, CA – January 12, 2021** - The Association of Woodworking & Furnishings Suppliers® (AWFS®) announces the opening of attendee registration for the upcoming AWFS®Fair, which will take place from July 20-23, 2021, at the Las Vegas Convention Center. Along with registering for the show, exhibitors and attendees are also able to reserve hotel rooms at special discounted rates at [www.awfsfair.org](http://www.awfsfair.org).

According to Brian Joyce, Vice President of Sales for Blum and 2021 AWFS®Fair committee chair, "Entering the new year, optimism is high that we are moving closer to a normal we once knew. With a robust housing market and increased focus on renovation and remodeling projects, our industry is set up for continued growth. Having already sold 86% of the exhibit floor space for July's show, the AWFS®Fair will be held in the newly completed West Hall. The spacious, state-of-the-art exhibit space will offer attendees a great opportunity to reconnect with industry associates, see new innovative products and receive live demonstrations of the latest wood manufacturing equipment. I anticipate a well-attended event and look forward to seeing everyone at the show."

In addition to offering buyers the opportunity to view the latest machinery and woodworking supplies, attendees will, once again, see the most innovative industry technology in the Visionary New Product Showcases and Awards and the future talent of our industry with the Fresh Wood student competition. Attendees can also hear from industry experts with the College of Woodworking Knowledge educational sessions, highlighting current and future needs of industry professionals, in addition to several additional show features that will be announced in the coming months.

Even though, AWFS® management remains optimistic that the scientific and the medical communities will make significant progress in their efforts in managing or controlling? COVID-19, the association staff will continue to work closely with the Las Vegas Convention Center and all vendors in order to create a safe-live-event while still allowing exhibitors and attendees to have fun and, once again, conduct business on the show floor.

**ABOUT AWFS®**

The Association of Woodworking & Furnishings Suppliers® (AWFS), founded in 1911, is a non-profit organization that wholly owns and produces the biennial AWFS®Fair. The largest trade association serving the entire home and commercial furnishings industry, AWFS® has more than 400 members, including manufacturers and distributors of machinery, hardware, software, tooling, lumber, components, plastics, wood products and supplies for the woodworking industry including cabinet, furniture, millwork and custom woodworking products. To learn more, visit <http://www.awfs.org/>.