



HOME FURNISHINGS ASSOCIATION

News Release

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FOR IMMEDIATE RELEASE

Free Registration for IHFRA Sales Reps Who Bring Retailers to HFA's Insights 2018

Roseville CA (March 1, 2018) – The Home Furnishings Association (HFA) will be providing International Home Furnishings Representatives Association (IHFRA) sales reps an opportunity to attend its Insights 2018 event, September 14-15 in Minneapolis for free! To receive a free conference registration IHFRA reps just need to bring two retailers to the event.

For the third year, IHFRA will partner with HFA to promote the association's annual event to the entire furniture industry.

"Networking and education are important to the industry," said Mary Frye, executive vice president of HFA. "And we're delighted to have IHFRA sales reps help facilitate industry networking by inviting home furnishing retailers to attend our event."

This year's annual event is unlike any other with a targeted, content-rich focus on the customer experience. Insights 2018 is throwing out the old way retailers gathered for conference. This one and a half-day event will feature speakers (some of the brightest and most innovative experts on customer experience), Learning Labs (experiential, interactive breakout sessions designed to personalize strategies and help retailers better understand the customer experience for their stores), the Solution Room (where attendees will take a deeper dive into the day's topics) and much more.

For additional details on the referral program contact the IHFRA office at: ihfra@ihfra.org or 336.889.3920. For more information about the HFA's Insights 2018 visit hfainsights.org or call 800.422.3778.

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About the Home Furnishings Association:

The Home Furnishings Association (HFA), with roots dating back to 1920, is North America's largest organization devoted specifically to the needs and interests of home furnishings retailers, with more than 1,800 members representing more than 7,000 storefronts across all 50 states and several countries. Association offices in the East, West, and Central United States provide members with programs, resources, services, and a unified voice in government relations by partnering with home furnishings industry suppliers, vendors, affiliates, and other organizations. For more information on the HFA visit www.nahfa.org.

About the International Home Furnishings Representatives Association:

The International Home Furnishings Representatives Association (IHFRA) was founded in 1934 and has come to be the sales representative organization within the furniture industry, focusing on the needs and interests of the home furnishings sales representative. IHFRA has a membership of over 2,300 members representing all 50 states and several countries. IHFRA is dedicated to furthering the business objectives of the sales representative in the home furnishings industry, providing services and savings benefits to its members allowing them to work smarter and more efficiently. Learn more about IHFRA at www.ihfra.org