



HOME FURNISHINGS ASSOCIATION

News Release

HFA information contact:

Dan McCann

Director of Marketing & Communications

800.422.3778 X115

dmccann@nahfa.org

**FOR IMMEDIATE RELEASE**

## **HFA Opens Registration for 2018 INSIGHTS Event**

*September 14-15, Minneapolis*

Roseville CA (February 15, 2018) – The Home Furnishings Association (HFA) has opened registration for its 2018 INSIGHTS Event, September 14-15 in Minneapolis.

This year's annual event is unlike any other with a targeted, content-rich focus on the customer experience.

"You can bring the customer's perspective to every business decision you make. That's the heart of Insights 2018," says Sharron Bradley, CEO of the Home Furnishings Association. "We want attendees to learn how to enhance the customer experience from online to in the store to out the door. Insights and our lineup of speakers will help retailer design customer experience strategies for the experiences they want their customers to have and share."

Against this backdrop, 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.

Best of all, Insights attendees will take in all this learning and sharing over a weekend. "Retailers will want to be back in their stores first thing Monday to start implementing what they learn," says Bradley.

The HFA will also honor its 2018 Retailers of the Year award winners as well as its Emerging Star and Trailblazer award recipients at Insights 2018.

Insights 2018 will be held at the Radisson Blu Minneapolis Downtown in the heart of the city and within easy walking distance of theaters, restaurants, Target Field and U.S. Bank Stadium.

"I'm excited about the changes we've made to our usual conference," says Bradley. "Insights is going to be invaluable for retailers who are serious about growing their business."

Insights 2018 is graciously sponsored by Synchrony and Serta, Simmons Beauty Rest.

Visit <https://hfainsights.org/> to register.

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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](http://www.nahfa.org).