

## For Immediate Release

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## VDTA•SDTA Opens Niagara Summer Show Registration

*Registration now open for the VDTA Summer Trade Show in Niagara Falls, Canada*

April 20, 2017 DES MOINES, IA -- The Vacuum and Sewing Dealers Trade Association – VDTA•SDTA – will host a new summer trade show in Niagara Falls, Canada, and dealers can now register for the show online!

The announcement of the VDTA Niagara Summer Show was made in early April, a month after the annual VDTA•SDTA International Trade Show and Convention in Las Vegas. Like the annual, international show, the VDTA Niagara Summer Show offers a marketplace for independent retailers in the floorcare, sewing, and quilting industries. The show will be held Saturday and Sunday, September 9-10, 2017 in Niagara Falls, Ontario, Canada.

The decision to host a summer show is fueled by the VDTA's goal of inclusively supporting independent dealers across the U.S. and Canada, especially those who may not have been able to attend the Las Vegas show. VDTA President Judy Patterson explains, "We are excited to offer a show where Canadian- and U.S.-based companies and dealers can come together in a beautiful city. We want everyone to 'Fall into Sales' in Niagara come September!"

While Canadian-based companies like Cyclo Vac – Trovac Industries Ltd., Hibbert, and Janome-Canada are prominently in attendance, American-based companies are among the exhibitors as well to provide a more personal show experience.

Dealers can register online at [www.vdt.com](http://www.vdt.com) by clicking "Convention" on the navigational bar. For questions or comments about the VDTA Niagara Summer Show or the association, please call 800-367-5651 or email [mail@vdt.com](mailto:mail@vdt.com).

About the Association: VDTA•SDTA is the Association dedicated to supporting independent vacuum cleaner, sewing machine, and quilting retailers around the world. Members are independent retailers, manufacturers, and wholesalers. To become a member of VDTA•SDTA, simply fill out the form online or in the VDTA's monthly trade magazines or call a friendly member of the VDTA staff at 800-367-5651.