

Press Release

NASF Announces New Show Dates for SUR/FIN 2021

February 3, 2021: The National Association for Surface Finishing is moving its annual SUR/FIN event and Manufacturing & Technology Conference from this summer to November 2-4, 2021. The tradeshow and conference, originally scheduled for July, will remain in Detroit, Michigan at the TCF Center.

“While moving the event from its scheduled date in July to November was not a decision that the association took lightly, we believe that moving the event to the third quarter of 2021 will show a trend towards a more normalized environment and lead to a very successful SUR/FIN 2021,” said Steve Smith, Chairman of the NASF SUR/FIN Steering Committee.

NASF SUR/FIN’s goal is to provide the finishing community and the broader market with a *live* surface finishing show in a comfortable and safe environment. Given the current picture, we also want to ensure we have sufficient time to plan the best event and experience possible for exhibitors, speakers and attendees.

This year’s event will be an excellent opportunity for the industry to come back together after its hiatus last year, and the association is eager to work with our SUR/FIN exhibitors, customers, members and colleagues in the broader surface technology value chain to put on a successful show.

Benefits of moving the show to November include:

- **Significant Medical Breakthroughs.** On the heels of several major announcements regarding vaccinations and therapeutics, the outlook is bright for live events in the third quarter of the year.
- **Confidence in the Ability to Hold the Event.** The state of Michigan restrictions on large gatherings are expected to be lifted in the second quarter.
- **Easement of Travel Restrictions.** Many corporations are still under significant travel restrictions, several of which are expected to be lifted in the second half of 2021.
- **Gives Attendees Time to Plan.** By making the announcement of the date change now, attendees will be able to save the very important new dates on their calendars.
- **Gives Venue and Event Industry Suppliers Recovery Time.** The event industry has been devastated by this pandemic, and the date change gives the industry and the convention center a chance to implement best practices in our “new normal.”

For more information about SUR/FIN 2021 in November or to reserve exhibit space please visit www.nasfsurfin.com.

About SUR/FIN

Presented by The National Association for Surface Finishing (NASF), SUR/FIN is the only trade show connecting hundreds of surface finishing professionals to the industry's best products, latest innovations and most influential leaders. Alongside our tradeshow, featuring over 130 exhibitors, SUR/FIN also hosts the annual Manufacturing & Technology Conference. Learn from the brightest in surface finishing to improve your business operations; discover the cutting-edge technology and latest products from exhibitors on the show floor; connect with new companies and old friends to create lasting business relationships. Through a mix of time walking the exhibit hall, engaging at the conference, and mingling at hosted industry events, you will learn what is new, relevant and critical in the surface finishing industry today.

About the National Association for Surface Finishing

The National Association for Surface Finishing (NASF) represents the interests of businesses and professionals throughout the surface coatings industry. NASF provides a vital and active link to companies, professionals and technical experts through its events, programs, committees and communications. It serves every specialty – and every job title – within the surface finishing universe. www.nasf.org