



ACE HARDWARE AND EMERY JENSEN AIM FOR VIRTUAL SHOWS IN SPRING

👤 Todd Taber 🕒 November 10, 2020 📁 COVID-19, Industry News, News

Ace Hardware and Emery Jensen have announced they will proceed with a digital convention in the spring of 2021. Ace's 2021 Spring Convention was originally slated to take place in person in Dallas.

In March, Ace Hardware was one of the first major home improvement companies to **alter market plans** as COVID-19 began to spread throughout the U.S. Ace Hardware launched **a fully virtual convention** in October.

"The decision to move to a digital format was made due to the ongoing COVID-19 pandemic and with the health and well-being of Ace retailers, employees and vendor partners in mind," Ace Hardware states.

Spring 2021 Emery Jensen Distribution Show

February 23-26, 2021 – Digital

Spring 2021 Ace Hardware Show

March 9-12, 2021 – Digital

Stay up to date with **Hardware Retailing** for more information on Ace and Emery Jensen's upcoming virtual conventions.

