



NEWS

Media Contact

David Martin
Vice President – Marketing
Electronic Retailing Association
Tel. 703-908-1031
dmartin@retailing.org

ERA to Host 20th Annual Trade Show for Direct-to-Consumer Marketing Industry

Registration Opens Today for 2010 ERA D2C Convention at Wynn Las Vegas Hotel September 21-23

Free “Show Floor Only” and Discounted Registration Available for ERA Members until July 1

NEW ORLEANS – February 1, 2010 – The Electronic Retailing Association (ERA), the leading trade association for direct-to-consumer commerce, announced that registration opens today for the 2010 ERA D2C Convention, the association’s 20th annual event. The 2010 ERA D2C Convention is scheduled for September 21-23 at its exclusive new venue, the Wynn Las Vegas Hotel.

“As we mark 20 years of hosting the direct response industry’s preeminent show, we celebrate the industry’s and the show’s strength and longevity,” said Julie Coons, ERA’s president and CEO.

“We are planning another great event and expect to continue the momentum from our 2009 event, which grew 32 percent despite economic challenges that caused significant downturns for other trade shows.”

The 2010 ERA D2C Convention will mark the inaugural event at the exclusive Wynn Las Vegas Hotel, where more than 3,200 attendees and 100 exhibitors are expected to converge for “The One Show for Direct-to-Consumer Marketing.” The event will feature the return of the D2C Catwalk –

the site of pitchmen duels, new product spotlights and live demonstrations – and the Product Theater, where inventors will have the opportunity to present their innovative products to leading retailers in the direct response industry.

Other highlights of the 2010 ERA D2C Convention are free networking lunches on the show floor and an educational agenda focusing on the four pillars of direct response marketing: television, radio, Internet and mobile.

Free Passes and Discounted Registration Available Now

For a limited time, ERA is offering its members free Show Floor Only Passes and reduced rates for All Access Pass registration. Members who register by July 1, can get free access to the show floor, exhibitor suites, networking lunches, keynote addresses, the D2C Catwalk and the Product Theater, or pay only \$825 for an All Access Pass, which includes all of the above PLUS valuable networking receptions and education sessions. Non-member early bird rates are just \$99 for Show Floor Only Pass, and \$1,399 for an All Access Pass. After July 1, Show Floor Only Pass rates increase to \$99 (members) and \$149 (non-members); and All Access Pass rates to \$1,100 (members) and \$1,699 (non-members).

For more information or to register, please visit www.D2Cshow.org.

About the 2010 ERA D2C Convention

The Electronic Retailing Association's 2010 ERA D2C Convention is the 20th annual show where the industry's top technology innovators, manufacturers, buyers and marketers meet to learn about the hottest trends in the direct-to-consumer marketplace and meet with partners and potential customers to seal critical business relationships. The event will feature more than 3,200 attendees and 100 exhibitors, a variety of education sessions on industry related topics and expansive networking opportunities, as well as wide variety of events on the trade show floor. For more information, please visit www.D2Cshow.org.

About the Electronic Retailing Association

Representing a more than \$350 billion market, the Electronic Retailing Association (ERA) is the only trade association in the U.S. and internationally that represents leaders of the direct-to-consumer marketplace, which includes members that maximize revenues through electronic retailing on television, online and on radio. ERA strives to protect the regulatory and legislative climate of direct response while ensuring a favorable landscape that enhances e-retailers' ability to bring quality products and services to the consumer. ERA members include some of the industry's most prominent retail merchants, including Acorn Corporation, eBay, Discovery Communications, Gaiam, Google, Guthy-Renker Corporation, HSN, Jewelry Television, QVC, ShopNBC and Thane. For more information about ERA, please visit www.retailing.org.