

Media Contact
Brad Wills
Wills & Associates, Inc.
Tel. 301.767.1919
bwills@wills-pr.com



Pre-registration for 2009 ERA D2C Convention Up by 50 Percent over Last Year

Interest in Show Growing as Direct-to-Consumer Marketing Thrives Despite Economic Downturn

ARLINGTON, Va. – August 13, 2009 – The Electronic Retailing Association (ERA), the leading trade association for direct-to-consumer commerce, today announced that pre-registration for the 2009 ERA D2C Convention is 50 percent higher than at the same time last year. The substantial increase in advance registration is being attributed to growing interest in direct-to-consumer (D2C) marketing and several enhancements to this year’s convention, which is scheduled for September 13-15, 2009, at the Paris Hotel in Las Vegas.

“The strategies that direct response marketers use have proven to be highly successful, despite the current challenging economy. As a result, a broader audience has embraced the value of direct response marketing techniques to effectively sell their products” said Julie Coons, ERA’s president and CEO. “We believe that our reduced fees, rich educational content, dynamic exhibit hall and opportunity to network with industry leaders will provide this year’s attendees with the access, information and connections they need to succeed in the D2C market. This is the ‘must-attend’ show for individuals who are serious about direct-to-consumer commerce.”

Highlights of the 2009 ERA D2C Convention include:

- Free and reduced-cost Show Floor Only Passes, as well as All Access Passes for full exhibit hall and conference access.
- Keynote address by Montel Williams, noted talk show host and co-developer of the “talkmercial” model for product marketing.
- Expanded educational agenda with 30 sessions and more than 50 speakers in three tracks, focusing on direct response success, digital marketing intelligence, and operations and profitability, as well as a Women in Business Symposium.

- More networking opportunities, from the Opening Reception and daily luncheons, to the annual ERA Annual Awards Gala.
- D2C Catwalk, a central feature on the show floor, where pitchman duels, new product spotlights and live demonstrations are featured.
- Product Theater for new product announcements and vendor demonstrations.
- InventHelp®-INPEX New Product Showcase, which provides inventors with the opportunity to present new products to top direct response retailers, with the top two products being featured in a pitchmen duel.

For more information about the 2009 ERA D2C Convention, or to register, please visit www.D2Cshow.org.

About the 2009 ERA D2C Convention

The Electronic Retailing Association's 2009 ERA D2C Convention is the 19th 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 2,500 attendees and 125 exhibitors, a variety of educational sessions on cutting-edge e-retailing strategies 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 \$300 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.