



Electronic Retailing Association
Leaders in Direct-to-Consumer Commerce

NEWS

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ERA Announces 2010-2011 Networking Reception Schedule

Seven new receptions planned worldwide.

ARLINGTON, VA – To date, the [Electronic Retailing Association](#) (ERA) has played host to more than 20 successful networking receptions around the U.S. and the world. In today's competitive marketplace, it is more crucial than ever before to meet the right contacts and make new business connections. This is why ERA provides networking opportunities for the members of the direct response marketing industry year-round.

ERA is thrilled to announce its 2010-2011 [ERA Networking Reception](#) schedule:

July 20, 2010:	San Diego, CA
October 11, 2010:	San Francisco, CA
November 3, 2010:	New York, NY
January 25, 2010:	Tampa, FL
March 6, 2010:	Chicago, IL
April 2011:	Hong Kong
May 2011:	Toronto, Canada

ERA Networking Receptions provide a relaxed and intimate atmosphere where you can easily interact with business contacts in the direct-to-consumer marketing industry. Many receptions are held in the same city and time as a major industry event, and while most of the receptions are held stateside, you will also find them globally. ERA Networking Dinners are also held immediately following the receptions to give attendees the chance to continue networking.

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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 Allstar Products Group, eBay, Discovery Communications, Gaiam, Google, Guthy-Renker Corporation, HSN, Oak Lawn Marketing, QVC, Telebrands, ShopNBC and Thane. For more information about ERA, please visit www.retailing.org.