



## NEWS

### Media Contact:

Dave Martin  
Vice President – Marketing  
Electronic Retailing Association  
Tel. 703-908-1031  
[dmartin@retailing.org](mailto:dmartin@retailing.org)

### 2010 ERA D2C Convention Early-Bird Deadline Ends July 1

*Don't miss out on your chance to save!*

**ARLINGTON, Va.**—The early-bird deadline for the [2010 ERA D2C Convention](#) is **this Thursday, July 1**. Don't miss out on your chance to save up to \$300 on [registration](#) to the premier direct response marketing industry event of the year.

Connect with more than 3,200 direct-to-consumer professionals and over 100 exhibitors September 21-23, 2010 at the [Wynn Las Vegas](#). [Register now](#) before the July 1 deadline and support the [Electronic Retailing Association](#) – the only direct response industry association that brings together thousands of industry professionals under one roof, providing you direct access to new sales leads and life-long business partners.

### Enjoy These Special Savings by July 1

	Now - July 1	July 2 - Sept. 16	Total Savings
<b>All Access Pass</b>			
ERA members	\$825	\$1,100	<b>\$275</b>
Non-members	\$1,399	\$1,699	<b>\$300</b>
<b>All Access Pass for Additional Employees From Same Company</b>			
ERA members	\$625	\$900	<b>\$275</b>

### Show Floor Only Pass

ERA members	<b>FREE</b>	\$99	<b>\$99</b>
Non-members	\$99	\$149	<b>\$50</b>

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### 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 over 100 exhibitors, a variety of education sessions on industry related topics and expansive networking opportunities, as well as wide variety of events on the tradeshow floor. For more information, please visit [www.D2Cshow.org](http://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 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](http://www.retailing.org).