



## NEWS

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### 2010 ERA D2C Convention Registrations Increase by 71%

ARLINGTON, Va. – The [Electronic Retailing Association](#) (ERA) is excited to announce that attendee registrations for the [2010 ERA D2C Convention](#) are 71 percent higher than this time last year. Over 1,600 members of the direct-to-consumer marketing industry have registered for the show, which takes place September 21-23, 2010 at the Wynn Las Vegas.

“Our registration numbers are a strong indicator of the vitality of the industry, with more and more retailers embracing the powerful and accountable marketing methodology of direct response. Likewise, the numbers indicate that this year’s show will be ERA’s biggest and best to date,” said Julie Coons, ERA President & CEO.

ERA is well ahead of pace to surpass last year’s record-breaking attendance of 3,200 attendees. It’s not too late for you to [register](#) and be a part of the ONE show for direct response marketers. Visit [D2Cshow.org](http://D2Cshow.org) to learn more about the show and to register.

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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).