

ERA platinum membership is comprised of the top direct response industry companies. Platinum members are extremely influential in the industry from the perspectives of legislative influence, industry knowledge and future outlook.

Whether you have the annual DR revenues to satisfy platinum membership or are trying to establish your place as an industry leader, ERA's platinum membership gives you access to an exclusive membership package designed to highlight your company as an industry heavyweight, promote your brand dominance and increase your sales!

Platinum members enjoy significant discounts and benefits. With exhibiting and advertising discounts, free Networking Receptions and unique coverage in publications - the benefits **AND** value of platinum membership are immense. **Enjoy...**

PLATINUM BENEFITS

20% discount off booth space at the 2010 ERA D2C Convention — up to \$810 per 100 sq. ft.

Bag inserts in the show bags of ERA's annual and mid-winter events — the ERA D2C Convention and The Great Ideas Summit

Executive level networking at up to two ERA Board of Directors networking events per year

Exclusive access to the Platinum Lounge at the ERA D2C Convention offering lunch, breaks and refreshments service during the show floor hours

Logo recognition in the ERA D2C Convention and The Great Ideas Summit show guides

Prestigious seats at ERA's yearly strategic planning session

Priority recognition in ERA's yearly Membership Directory, which is available online to 18,500 C-level marketers

50% off member profile advertorials in the annual ERA Membership Directory

Platinum members receive their logo on two different meter boards prominently displayed at the ERA D2C Convention and The Great Ideas Summit

Link to your company's website from ERA's platinum membership listings page

Exclusive use of ERA's platinum member logo, designating your company as a leader in the industry

Two free passes to all ERA Networking Receptions

PLATINUM VALUES

- ▶ *This translates into \$3,240 for a 20x20 booth and is only valid through the 2010 show*
- ▶ *Value = \$3,000*
- ▶ *A unique benefit to platinum members*
- ▶ *A unique benefit to platinum members, value of \$5,000*
- ▶ *Value = \$1,000*
- ▶ *A unique benefit to platinum members*
- ▶ *Value = \$2,500*
- ▶ *Value = \$3,800*
- ▶ *Value = \$1,500*
- ▶ *A unique benefit to platinum members*
- ▶ *A unique benefit to platinum members*
- ▶ *Value = \$1,400*

To consider platinum membership, contact Robin Greenspan at rgreenspan@retailing.org or 703-908-1036.