



NEWS

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2010 ERA D2C Convention to Feature 25th Anniversary Pavilion *Pavilion to celebrate 25 years of the infomercial.*

ARLINGTON, Va.—This year marks the 25th anniversary of the infomercial and to celebrate, the [Electronic Retailing Association](#) (ERA), led by its Public Relations Committee, is presenting the 25th Anniversary Pavilion on the [2010 ERA D2C Convention](#) show floor.

The 25th Anniversary Pavilion will showcase the most memorable products from the past 25 years—including items like the *Sports Illustrated* football phone, Proactiv Solution and the Snuggie, among many others. The pavilion will also feature clips of many of the historic and unforgettable infomercials from the past two and a half decades.

“This year marks an important year for the direct response marketing industry,” said David Martin, vice president of marketing and content of ERA. “The industry has seen many wonderful products over the years and continues to grow—in both size and sophistication.”

The 25th Anniversary Pavilion will be open to all attendees at the 2010 ERA D2C Convention, during show hours Wednesday, September 22 – Thursday, September 23. While visiting the pavilion, leave your business card to be eligible to win one of the products on display. The winners will be chosen on Thursday, September 23 at 3:00 p.m. on the D2C Catwalk located next to the pavilion.

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.

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.