

REACHING FOR

ACCESS²

WISDOM

ADVOCACY

SELF-REGULATION

SUPERACHIEVEMENT

WE PROTECT AND GROW MARKETING'S BEST SELLERS



Electronic Retailing Association
Leaders in Direct-to-Consumer Commerce

—
REPRESENTING A MORE-THAN
\$350-BILLION*
MARKET, ERA IS THE ONLY TRADE ASSOCIATION
THAT REPRESENTS THE GLOBAL LEADERS OF THE
DIRECT-TO-CONSUMER MARKETPLACE.
—

BENEFITS-AT-A-GLANCE

INCREASE REVENUE

Grow your profits and your ROI by gaining access to members-only research and content.

EXCLUSIVE SAVINGS

Receive members-only pricing on magazine advertising and attendee, sponsorship and exhibitor rates at ERA's premier industry events including The ERA D2C Convention and The Great Ideas Summit.

MAKE CONNECTIONS

ERA hosts networking events around the globe, providing you with ample opportunities to reconnect with business associates and obtain new business leads.

BUSINESS AND INDUSTRY DEVELOPMENT

Track legislative activity with government affairs opportunities; see who's making news and meet colleagues who will help build your business and grow the industry.

—
ERA REPRESENTS MORE THAN
475 COMPANIES
IN MORE THAN
45 COUNTRIES
AND CONTINUES TO EXPAND.*
—

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*SOURCES: THE-DMA.ORG AND RETAILING.ORG

GENERATE THE EXCLUSIVE CONNECTIONS AND INDUSTRY INSIGHT TO PROPEL YOUR BUSINESS AHEAD.

BECOME AN ERA MEMBER, AND YOU COULD JOIN THE RANKS OF OUR SUPERACHIEVERS.

You'll enjoy all of these benefits (and more) when you join the association that thousands of your direct response marketing peers have turned to time and time again to create real results for their businesses.

The Electronic Retailing Association (ERA) protects and grows marketing's best sellers. Founded in 1991 as the National Infomercial Marketing Association, ERA is the only trade association that represents the global leaders of the more-than-\$350-billion direct-to-consumer marketplace. With 475 member companies in 45 countries, we represent organizations that use the power of direct-to-consumer marketing to sell goods and services on television, online and on radio. Our members practice a sophisticated and accountable marketing methodology, leveraging video, audio and other mediums to compel a direct and measurable response.

Our membership roster continues to expand as more e-commerce companies, traditional advertisers, corporate brand marketers and Fortune 1000 companies realize the effectiveness of direct response. They understand that ERA is the one voice that represents and protects the industry. We've achieved this status through our four core attributes:

ACCESS²
ADVOCACY

WISDOM
SELF-REGULATION

On the following pages, you'll learn about these four core attributes, plus you'll get to know some of our members. We call them **SUPERACHIEVERS** because they've leveraged their ERA memberships to help propel their companies to the top of the industry.

ERA SERVES AS AN INDUSTRY ADVOCATE

CHARGED WITH MAINTAINING RESPECTFUL AND PRODUCTIVE WORKING RELATIONSHIPS WITH THE WORLD'S LEGISLATIVE BODIES AND THOSE REGULATORY AGENCIES CHARGED WITH PROTECTING CONSUMERS.



Advocacy SupERAchiever Chris Gasset

As a leading interactive multichannel retailer and television shopping network, HSN always needs to stay on top of the new federal laws, but it can be a challenge to keep pace. That's why HSN VP/Senior Counsel Chris Gasset turns to ERA to serve as a source for up-to-date information on the multichannel/e-commerce regulatory and legal framework.

Chris gains insight by attending ERA-sponsored government affairs events and discussing them with fellow ERA members. He relies on ERA's access to Capitol Hill and federal agencies where he can meet with decision-makers and express industry opinions. He also forges relationships with other industry experts far outside HSN to help strengthen the company. Chris adds, "We are also provided the opportunity to meet with colleagues and industry experts to discuss any common issues we face, as well as discuss how we could potentially react to them."

"ERA has always been a very productive way for HSN to keep informed, be seen on Capitol Hill and have our opinions heard."

—
CHRIS GASSETT
VP/SENIOR COUNSEL
HSN
—

OUR MEMBERS ESTABLISH HONEST BUSINESS STANDARDS

AND POLICE THEIR OWN COMMUNITY BY ROOTING OUT AND CONTAINING ILLICIT BEHAVIOR BEFORE IT TARNISHES THE ENTIRE INDUSTRY'S IMAGE.



Self-Regulation SupERAchiever Jon Congdon

Leading marketer Beachbody has witnessed firsthand how the very few unscrupulous direct-to-consumer companies have hurt the industry's image amongst consumers. According to Beachbody president and co-founder Jon Congdon, ERA and the National Advertising Review Council's Electronic Retailing Self-Regulation Program (ERSP)* has helped raise the company's already high standards.

Jon says, "If ERA supports the program by having members believe in it, and understand that it makes us stronger and actually increases response on TV, then ERA has done its job well." Jon's active role in ERA benefits Beachbody as a whole. He explains, "The more involved we were, and the more we talked about being leaders in our industry, the more it became a self-fulfilling prophecy."

**ERSP operates independently from ERA.*

"I think being involved with ERA makes you realize that you can be a good company while growing."

—
JON CONGDON
PRESIDENT AND CO-FOUNDER
BEACHBODY
—

ERA HAS TAKEN ACCESS TO THE NEXT POWER,

AND NO TRADE ASSOCIATION FOSTERS NETWORKING
QUITE LIKE WE DO.

“While we develop many products in-house, at least 20% of our revenue stems from products we’ve developed with partners, most of whom we have found through ERA.”

—
KATIE WILLIAMS
PRESIDENT
IDEAL LIVING
—

Access²

Our members associate and work side-by-side with their peers, offering invaluable opportunities to expand their businesses; in fact, many members say that they sell their entire year at ERA shows. Along with our many events, we offer two additional ways for our members to network. Every member is included in and receives a copy of Gold Book, our annual industry directory. Every member also has access to MyERA, an online networking community that allows members to easily connect with one another, share ideas and content, find new business leads and much more.

Access² SuperAchiever Katie Williams

Ideal Living develops innovative consumer brands, specializing in health, wellness and home environment. The recession presented many challenges, and President Katie Williams continued to turn to ERA as an invaluable resource to open more doors and reinforce existing partnerships. “So much of my business has been built on relationships,” she says. “And every single ERA event is a great opportunity to strengthen these relationships.” Katie’s involvement in ERA’s Board of Directors and various committees has strengthened Ideal Living, and helped her forge domestic and international partnerships through networking.



ERA DEFINES WISDOM AS KNOWING HOW AND WHEN TO APPLY KNOWLEDGE...

THAT’S WHY WE OFFER MUCH MORE THAN JUST
EDUCATIONAL CONTENT.

Wisdom

Our members benefit from sharing with each other the hard-earned wisdom they’ve gained working in the industry. We’ve developed an extensive online knowledge center including white papers, best practice briefs, case studies, industry research, ERAtv interviews and much more. In addition, our publication, Electronic Retailer, is a well-respected industry magazine with more than 5,000 subscribers, and spotlights an ERA member each month. This profile also serves as an editorial-style promotional tool for the member.

Wisdom SuperAchiever Tim Pearson

In 2008, Tim Pearson was tapped by a leading marketer to spearhead its direct response efforts. An expert in sales and marketing and business development, Tim had limited DR experience—and soon realized the need to greatly increase his industry knowledge. He turned to ERA for answers.

“ERA offers the ultimate meet-and-greet environment, giving you the opportunity to understand all the industry-wide best practices and to network with different companies of varying sizes and different professionals with a wide range of expertise,” Tim says. In addition, as an ERA board member, Tim established relationships with key industry players, enhanced his visibility as a marketing expert, and gained the wisdom necessary to excel in his current role as SVP of Household Marketing at Time Life.

“ERA helps me be more successful, and therefore, allows my company to be more successful.”

—
TIM PEARSON
SVP OF HOUSEHOLD
MARKETING
TIME LIFE
—



Sound interesting? We’d love to hear from you.

If your business is direct response, you need ERA.

Please contact membership@retailing.org for more information.

Join ERA now and begin a new ERA in your company’s success.

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FOR MORE INFORMATION ON
BECOMING A MEMBER VISIT:
RETAILING.ORG



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