



Electronic Retailing Association

*Leaders in Direct-to-Consumer Commerce*

## ISSUE BRIEF

### **Affiliate Marketing: From the Front Lines**

**Industry Experts:** Thomas A. Cohn - Venable, LLP, Wendi Cooper - C Spot Run, Michael Jones - Pepperjam, Deanya Kueckelhan - FTC, Peter Vogel - Adperio, Brad Wilson - BradsDeals.com

**Briefing:** Have you been exploring the possibility of adding affiliate marketing to your business strategy but you're not quite sure where to begin? Don't miss your chance to learn from actual advertisers marketers and one of the world's leading super affiliates how to successfully leverage the channel—from selecting affiliates or networks, structuring offers and compensation plans, developing creative and managing the network for compliance issues. In addition, several leading affiliates will be on hand to outline their requirements to maximize sales and optimize the affiliate-marketer relationship.

**Challenge:** Is there an effective, safe way to use affiliate marketing?

**Objective:** DR marketers know the legal risks/pitfalls in their space, but may not know how those same issues/principles apply to affiliate marketing. According to session panelist Thomas A. Cohn of Venable, LLP, "This session will show attendees how to use affiliate marketing effectively, but safely, and not run afoul of federal/state advertising laws/regulations or private exposure like IP infringement." What's more, attendees will walk away with legal best practices that they can follow in employing affiliate marketers—either directly or through turnkey solutions.