

EXHIBITOR  
PROSPECTUS

The Great  
**ideas**  
SUMMIT 2010  
PRESENTED BY ERA



Electronic Retailing Association  
Member of Direct to Consumer Council

# NEW OPPORTUNITIES



# NEW ORLEANS

**SOLUTIONS FOR THE CONVERGING WORLD OF  
DIRECT RESPONSE: ONLINE, ON TV, ON RADIO**

February 1-3, 2010 | Hilton New Orleans Riverside  
New Orleans, Louisiana | [ERAGreatIdeas.org](http://ERAGreatIdeas.org)



Rue Bourbon  
**New Orleans**



# NEW OPPORTUNITIES

With a new name and a new focus, the eRetailer Summit is now **The Great Ideas Summit, 2010, Presented by ERA**. The latest hot topics currently facing the direct response industry will be addressed February 1-3, 2010 at the Hilton New Orleans Riverside in New Orleans, LA. More than **700 direct to consumer retailers and suppliers** from **30 countries** will be in attendance to network, seal business deals, learn and to meet with you, our prospective exhibitor.

Discover the new opportunities available to you in New Orleans – Participate in The Great Ideas Summit 2010 to:

## Build Your Brand

Purchase a sponsorship to put your brand front and center

## Develop Leads

Exhibit to network with new prospects and old business partners

## Seal the Deal

Take your sales leads to the next level and secure a business deal in a private meeting room

## Support Your Association

Participate in the Summit and back the Electronic Retailing Association –the only direct response industry association that brings together hundreds of industry professionals under one roof, providing you direct access to new sales leads and lifelong business partners

Contact Karen Eppsteiner at 703-841-8283 or [exhibit@retailing.org](mailto:exhibit@retailing.org) to secure your spot today.





# THREE WAYS TO CONDUCT BUSINESS AND BUILD YOUR BRAND AT THE GREAT IDEAS SUMMIT 2010

There are countless options to ensure your brand is front and center at ERA's mid-winter conference. Whether you sponsor, purchase an exhibit booth, secure a private meeting room or work with ERA to create your own unique branding opportunity, your expectations will be exceeded at The Great Ideas Summit.

## Sponsorships – Build Your Brand

Sponsorship opportunities are limitless! Some are fun, like sponsoring happy hours; some are educational, like sponsoring a keynote or educational session; and all are valuable and economical, like inserting your promotion in the official show bags. Check out all of the sponsorship opportunities or e-mail [sponsor@retailing.org](mailto:sponsor@retailing.org) to start building your brand today.



## Exhibits – Develop Leads

**NEW** this year, the exhibits will be in one common area by the conference sessions on the last two days of the show, Tuesday, February 2 and Wednesday, February 3. This means the participants MUST pass by your booth to go to the keynote sessions, the lunches and the parties. Space is very limited – contact [exhibit@retailing.org](mailto:exhibit@retailing.org) to secure your exhibit today.

	Member	Non-member	# of FREE Conference Passes
10x10 Booth	\$2,625	\$3,675	2
10x20 Booth	\$5,250	\$7,350	4

## Private Meeting Rooms – Seal the Deal

Three sizes... all three days... convenient locations ... but limited availability! Contact Karen Eppsteiner at [exhibit@retailing.org](mailto:exhibit@retailing.org) or 703-841-8283 to claim your private room today.

**10x10 Private Meeting Rooms:** Located in the Napoleon Room and set with one small table and four chairs, these rooms are ideal for one-on-one meetings over the three days of The Great Ideas Summit 2010.

	Member	Non-member	# of FREE Conference Passes
10x10 Mtg Room	\$4,000	\$5,500	1

**10x20 Private Meeting Rooms:** By popular request, we have expanded the size of these convenient, easily accessible meeting rooms to allow more people into your conversation. Set your room in the way that best meets YOUR needs – choose from a conference table with six chairs or a small table and love seat.

	Member	Non-member	# of FREE Conference Passes
10x20 Mtg Room	\$5,500	\$9,000	2

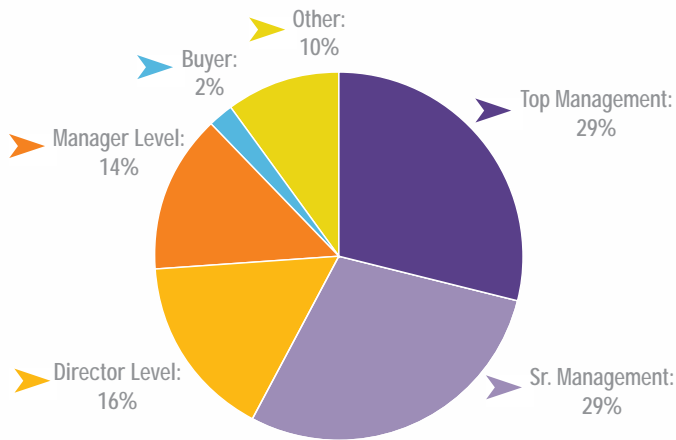
**Parlor Suites:** Approximately 400 nsf in size, the parlor suites are located in a quiet and easy to get to location by the registration area. Set your spacious room however you like! **CAUTION:** Only THREE Parlor Suites are available – **act now!**

	Member	Non-member	# of FREE Conference Passes
Parlor Suite	\$10,500	\$14,700	4

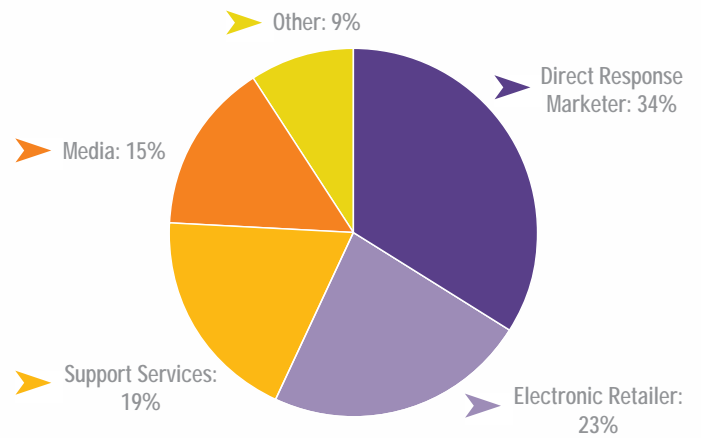


# ERA'S 2009 MID-WINTER CONFERENCE ATTENDEE DEMOGRAPHICS

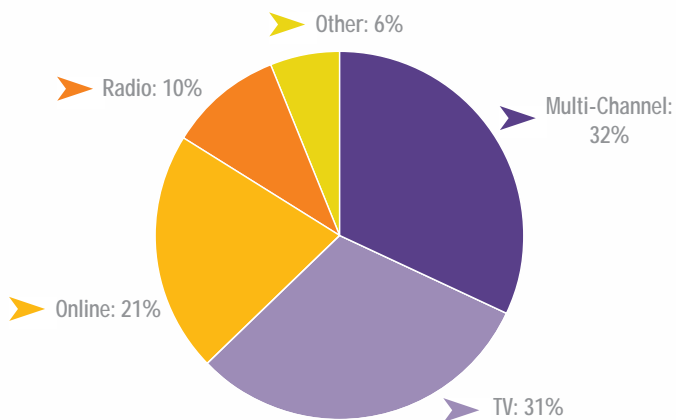
## JOB TITLE



## COMPANY TYPE



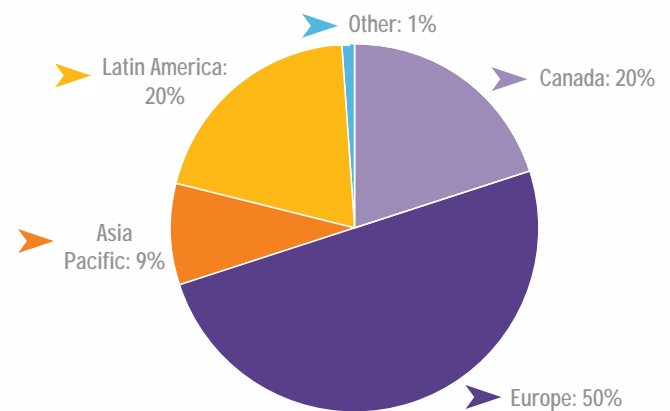
## TYPES OF MEDIA THEY SPECIALIZE IN



## INTERNATIONAL ATTENDEES

Total % of International Attendees: 25%

Total # of Countries: 32





# SELECTED 2008 AND 2009 EXHIBITORS AND SPONSORS

Adcomm Advertising

Advanced Interactive Sciences

Amtex Systems, Inc.

Applied Perceptions, LLC

Body Action Enterprise Company, Ltd.

Capital Media

Convergys Corporation

Dial 800

Dream Team Direct, Inc.

Duplium Corporation

Dynamic Response Group, Inc.

EMSON/E. Mishan & Sons, Inc.

Google Audio

Google TV

ICON Media Direct

Industex, S.L.

Infomercial Monitoring Service, Inc. (IMS)

John Mills, Ltd.

Jordan Whitney, Inc.

Koepfel Direct, Inc.

Liquid Focus Direct

Litle & Co.

Livemercial, Inc.

LiveOps, Inc.

Manatt, Phelps & Phillips, LLP

Manhattan Advertising & Media Law

Marketing Architects, Inc.

Mercury Media

Motivational Fulfillment & Logistics Services

Moulton Logistics Management

National Advertising Review Council

Northern Response (International), Ltd.

Novus Print Media Network

Oak Lawn Marketing/Global Infomercial Services

O'Curran Teleservices

OmniReliant Holdings, Inc.

PacNet Services

Permission Interactive, Inc.

PowerPay

SF Video, Inc.

Studio Moderna

Telebrands

Thane Direct

The Dezac Group

The Global DR Group, LLC

TransFirst ePayment Services

Tristar Products, Inc.

Venable, LLP

Quality Resources

West Direct

Williams Worldwide Television



# ERA'S 2009 MID-WINTER CONFERENCE SELECTED ATTENDEES

Company	Title	Company	Title
3PL Worldwide	President	Discovery Communications	VP Direct Response and Paid Programming
800 Call KC	Business Development		Operations Manager
800 Call KC	Vice President of Sales	DV Creations, Inc.	President
Allstar Marketing Group, LLC	Executive Vice President	Dynamic TV Marketing, Inc.	Vice President
Allstar Marketing Group, LLC	President and CEO	Dynamic TV Marketing, Inc.	President
Alternative Therapeutic Products, Inc.	CEO	EAKC Investments, Inc.	Senior Manager, Corporate Communications
American Telecom Services, Inc.	CMO	eHarmony	Sales Manager
APG - Advanced Processing Group	President	Electric Casa Lux	President
BDirect, Inc.	President and CEO	EMSON/E. Mishan & Sons, Inc.	Vice President of International Sales
BDirect, Inc.	Executive Vice President / CMO	EMSON/E. Mishan & Sons, Inc.	Managing Director CEO
Beanstalk Media	Account Executive	Enventys DIRECT	Vice President of Business Development
Best Buys Direct, Inc.	President	Envision Response, Inc.	President
Best Buys Direct, Inc.	Vice President	EURO RSCG Edge	Vice President
BJ Global Direct	President	European Home Shopping Euro-Pro Corporation	Director/Publisher
Bosley	Vice President of Marketing	Eva Miami Magazine	President
Brand Developers, Ltd.	Director	Exceptional Products, Inc.	International Business Manager
CambridgeCommerce	President	Fitness Quest, Inc.	Vice President of Business Development
Canis Media Group	Director of Finance and Commercial Services	Fosdick Fulfillment Corp.	Vice President of Business Development
Cannella Response Television, Inc.	President and CEO	Full Perspective Services, Inc.	Regional Sales Manager
Capital Media, Inc.	CEO	Google	Chief Operating Officer
Capital Media, Inc.	Director Operations	Great Health Works	President/CEO
Caribworld Barbados, Inc.	CEO	Grupo TVOFFER! Central America	Vice President of Business Development
Caribworld Barbados, Inc.	Director	GSI Commerce	Managing Director, Australia/NZ
CED Home Shopping Channel, Ltd.	President	Guthy-Renker	Vice President Intl Sales
CenterPoint Teleservices, LLC	CEO	Guthy-Renker	Vice President of Marketing and Advertising
CenterPoint Teleservices, LLC	Vice President	Hair Club for Men and Women	President
Chief Media, LLC	President	Health International Corp.	Chairman and CEO
Concepts TV Productions	President	Homeland Housewares, LLC	Vice President
Concepts TV Productions	Vice President of Sales and Marketing	HSN	CEO
Contour Technology	President and CEO	Hydra, LLC	Senior Vice President of Marketing
Convergys Corporation	Director of Business Development	Hydra, LLC	Director of New Business
Covermate	President	Icon Media Direct, Inc.	President and CEO
CPU2, LLC	Senior Vice President of Sales	Icon Media Direct, Inc.	
Cyber City Teleservices Marketing, Inc.	Vice President of Business Development		
Dial 800 Communications	COO		
Digital Commerce Agency, LLC	President		
-dComm			
Direct Impact Group	President		
Directo a Casa Venta Directa SL	President and CEO		



## ERA's 2009 Mid-Winter Conference Selected Attendees (Continued)

Company	Title	Company	Title
Ideavillage International	Executive Vice President	Merchant e-Solutions	Vice President of Business Development
Ideavillage International	President and CEO		
Ignite Media Solutions, LLC	CEO	Mercury Media	Co-Chairman
Ignite Media Solutions, LLC	Founder and President	Mercury Media	President
Industex, S.L.	Director of Sales	MicahTek	Executive Vice President
Industex, S.L.	Managing Director	Motivational Fulfillment & Logistics Services	President
InfoCision Management Corporation	Director	Motivational Fulfillment & Logistics Services	Vice President
Infomercial Monitoring Service Inc (IMS)	President and CEO		Sales
Infomercial.com, LLC	Senior Buyer	Moulton Logistics Management	Chairman of the Board
Infomercial.TV, Inc.	Co-Founder	New Day Marketing	Vice President Client Development
InfoShopping - Euroshopping	Buyer		
Innotrac Corporation	Vice President	Nexxo Financial Corporation	CMO
Integrated Media & Marketing	President	Northern Lights Direct Response	Director, Business Development
International Commerce Agency, LLC - IComm	President		
International Commercial Television	COO	Oak Lawn Marketing Group	Founder, Oak Lawn Marketing, Inc.
International Commercial Television	Director for International Sales	Oak Lawn Marketing Group	Managing Director, Brand & Sales Operations
Ion Media Networks	Senior Vice President	O'Curran Teleservices	Vice President of Sales
Kingstar & Partners	Account Manager	Omni Direct, Inc.	President
Koepfel Direct, Inc.	President	Omni Direct, Inc.	Vice President
Koepfel Direct, Inc.	Vice President of New Business Development	OmniReliant Holdings, Inc.	CEO
	CEO	OmniReliant Holdings, Inc.	General Manager
KSL Media	SVP/Manager of Direct Response	Ontel Products Corporation	Vice President of International Business Development
KSL Media	Partner/Co-Owner	Ontel Products Corporation	Vice President of Sales
Latino Media Services	President	Permission Interactive	CEO
Latino Media Services	Senior Business Analyst	Permission Interactive	COO
Lenfest Media Group	Vice President of Acquisition and Investments	Positec USA, Inc.	President
Lenfest Media Group	CEO	Power Pay Direct	Vice President of Direct Response
Litle & Co.	Vice President of Product Development	Power-Direct	Vice President of Business Development
Litle & Co.	CEO	Premier Solutions	CEO
Livemercial, Inc.	COO	Premier Solutions	Owner
Livemercial, Inc.	Director of Strategic Accounts & Production	Premiere Exclusives SA de CV	CEO
Livemercial, Inc.	President and CEO	Premiere Exclusives SA de CV	COO
Lockard & Wechsler	CEO	Publici Television, S.A. - El Corte Ingles	Director
Lucid Commerce	CEO	Puntopshop Rsm Srl	General Manager
Lucid Commerce	Vice President	Quality Resources	CEO
Manatt Phelps & Phillips, LLP	Partner	Quigley-Simpson	Senior Vice President
Manatt Phelps & Phillips, LLP	Partner	QVC, Inc.	Director
Manhattan Media Services, Inc.	President and CEO	QVC, Inc.	Senior Counsel
Manhattan Media Services, Inc.	COO	Raymond Entertainment Direct (RED)	CEO and Creative Director
Media Funding Corporation	President	Raymond Entertainment Direct (RED)	Vice President of Production
Media Funding Corporation	Vice President	REVSARE	Vice President of Sales
Media Stream Direct	President	ROI Associates	President
MediaShopping SpA	Buyer		

## ERA's 2009 Mid-Winter Conference Selected Attendees (Continued)

Company	Title	Company	Title
SF Video, Inc.	Executive Vice President	The Shopping Channel Direct	Vice President
SF Video, Inc.	President	Thill Logistics	President
Ship-Right Solutions	President	Thill Logistics	Vice President of Strategic Sales and Marketing
Shopo-Grupo Planeta	Home Shopping Director		
SKO Brenner American, Inc.	Senior Vice President - Consumer Division	TMG TV/SHOPTV Canada/TMGTV Productions	Director of Business Development
Skybridge Marketing Group	Vice President of Business Development	Tower Media Advertising	President
SMP Direct Response	Vice President	TransFirst ePayment Services	President
Sprayette S.A.	CEO	Triton Technologies, Inc.	CEO
Strategic Media, Inc.	CEO	Triton Technologies, Inc.	President
Studio Moderna, S.A.	Product Manager	TV Ofertas	President
Syndero	CEO	TV Sale (TV Shop Russia)	CEO
TARGUS Information Corp	Account Executive	TV Shop Direct International, Ltd.	Managing Director
TEK Distribution (Liberty Shop and Tektvshop)	CEO	United Marketing Group	Senior Vice President
Telebrands	Executive Vice President	United Marketing Group	Vice President of Internet Marketing
Telebrands	Vice President of International Markets	US-Immigration Explained.com	CEO
Telemarketing SA	Buyer	Vayan Marketing Group	CEO
Teleperformance Interactive	SVP Business Development & Marketing	Venable LLP	Partner
Televentas S.A.	President	Verascape	Vice President
Televisa Publishing	Manager Direct Response Advertising	Vision TV, Inc.	Director
Tevecompras 2001 SRL	CEO	VQ ActionCare	President
Thane Direct Canada	CEO	VQ ActionCare	Vice President of Marketing
The Connection	Vice President of Sales and Marketing	Waldorf Crawford, LLC	Partner
The Global DR Group, LLC	CEO	West Direct	Executive Vice President
The Global DR Group, LLC	CFO Sales Manager	West Direct	Vice President of Sales
The Logical Step, LLC	CEO	Whitney Education Group	Director of Marketing Services
The Shopping Channel Direct	Manager of New Business Development	William Sullivan Advertising	President
		Williams Worldwide Television	Vice President
		WorldLink, LLC	Executive Vice President of Sales
		Zephyr Media Group	President