

# NEWS

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## **The Great Ideas Summit 2010 Experiences Record Attendance**

### ***Attendance Jumps 20 Percent at Direct Response Industry's Preeminent Mid-Winter Event***

**ARLINGTON, Va. – February 9, 2010** – The Electronic Retailing Association (ERA), the leading trade association for direct-to-consumer commerce, today announced The Great Ideas Summit 2010 in New Orleans was the highest attended mid-winter event in the organization's history, with more than 760 registered attendees – a 20 percent increase over last year's show.

“The overwhelming success of our show can be attributed to programmatic emphasis on education about the industry and its future,” said Julie Coons, ERA's president and CEO. “We listened to our members and strengthened the educational content this year - from the keynote addresses to the session topics. We focused on the “hot topics”, and worked to inform attendees about solutions to real business issues. Combining this timely educational program with valuable networking opportunities translated into an event that reinforces the strength and vitality of the direct response market even during tough economic times.

Show highlights included:

- Keynote Addresses by David Vladeck (Federal Trade Commission) and Jeff Taylor (founder of Monster.com). [Watch the recorded keynotes](#). See the Jeff Taylor [blog post](#).
- *The Latest Developments Concerning MasterCard* – see [Linda Goldstein's video summary](#).
- *The Great Debate - Online Best Practices*

- *Direct Response: State of the Union*

ERA's next show is the 2010 ERA D2C Convention in Las Vegas, September 21-23, 2010 at the Wynn Las Vegas Hotel. For more information and to register, please visit [D2Cshow.org](http://D2Cshow.org).

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### **About The Great Ideas Summit 2010**

A new name and a new focus. The Great Ideas Summit 2010 – formerly known as the eRetailer Summit – will tackle the hottest issues facing the direct-to-consumer industry resulting from the convergence of online and traditional marketing channels. Among the topics under discussion at this education-focused conference will be affiliate marketing, the future of paid programming and mobile commerce. For more information about The Great Ideas Summit 2010, presented by ERA, please visit [www.ERAGreatIdeas.org](http://www.ERAGreatIdeas.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 Acorn Corporation, eBay, Discovery Communications, Gaiam, Google, Guthy-Renker Corporation, HSN, Jewelry Television, QVC, ShopNBC, and Thane. For more information about ERA, please visit [www.retailing.org](http://www.retailing.org).