



## NEWS

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### ERA Debuts The Great Ideas Summit 2010

*Successor to eRetailer Summit to Feature Interactive Discussions on  
Direct Response Industry's Latest Trends and Hot Topics*

**ARLINGTON, Va. – September 14, 2009**

**WHO:** The Electronic Retailing Association (ERA)

**WHAT:** The Great Ideas Summit 2010

**WHERE:** Hilton New Orleans Riverside  
New Orleans, Louisiana

**WHEN:** February 1-3, 2010

**WHY:** A new name and a new focus. The Great Ideas Summit 2010 – formerly known as the eRetailer Summit – will tackle some of the hottest trends and issues being faced by the direct response industry. Among the topics under discussion at this education-focused conference will be video for the digital age, the future of paid programming and mobile commerce.

For more information about The Great Ideas Summit 2010, visit  
[www.ERAGreatIdeas.org](http://www.ERAGreatIdeas.org).

#### ***Registration and Housing Information***

Registration is now underway, with a \$100 discount for attendees of the 2009

**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).