

EXHIBITOR PROSPECTUS



GREAT IDEAS AT C-LEVEL

THE GREAT IDEAS SUMMIT RETURNS TO MIAMI.
FEBRUARY 27-29, 2012 | MIAMI, FL | FONTAINEBLEAU MIAMI BEACH



Electronic Retailing Association
Leaders in Direct-to-Consumer Commerce





Big Opportunities

Converge and connect with nearly 800 leaders in the direct response (DR) industry at The Great Ideas Summit 2012 in culture-rich Miami, FL. The Great Ideas Summit is the premier mid-winter event for the DR industry. This year's event has more participation options than ever before to choose from. Whether you decide to take a booth, a networking pod, a meeting room or corporate suite - you will come away from Miami with the business deals that will fuel your 2012 business year.

Discover the Big Opportunities Available to You in Miami – Participate in The Great Ideas Summit 2012 to:

Build Your Brand

Exhibit on The Great Ideas Summit Show Floor to put your brand front and center

Develop Leads

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, networking pod or corporate suite

Support Your Association

Participate 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.



**EVEN MORE
OPPORTUNITIES
TO LEARN
AND NETWORK
ALL IN ONE
PLACE!**

Contact Karen Eppsteiner at 703-841-8283 or Carol Neher at 949-212-4004 or exhibit@retailing.org to secure your spot today.



Multiple Ways to Conduct Business and Build Your Brand

There are several options to ensure you and your brand are front and center at the premier mid-winter event for the direct response marketing industry. Whether you become a sponsor, exhibit in a booth, reserve a private meeting room or corporate suite, your expectations will be exceeded in Miami. Below are your options for 2012. ERA is also happy to work with you on creating your own unique branding experience.

Exhibit Booths – Develop Leads - Showcase Products

Exhibit on the show floor and be in the heart of all of the action at the Summit! From 9:00 a.m. - 5:00 p.m. on Tuesday, February 28 and Wednesday, February 29 you will experience non-stop traffic at your booth. Exhibitors receive free registrations to the event, a listing in the official Show Guide, the published attendee postal list THREE times, amazing exposure and much more.

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

Private Meeting Rooms – Ultimate Convenience

Enjoy the privacy and the convenience of a 10x10 private meeting room. Like the exhibit booths meeting rooms are open during show floor hours and are located in the Glimmer Ballroom. Set with one table and four chairs, these rooms are ideal for private meetings. With the purchase of a meeting room, you will receive free registrations, a listing in the official Show Guide, and the attendee list and much more.

	Member	Non-Member	# of FREE Registrations
10x10 Meeting Room	\$3,500	\$4,500	2
10x10 Room if also Sponsoring/Exhibiting	\$2,500	\$3,000	1

Corporate Suites – Seal the Deal

Approximately 44x28 in size, the corporate suites are located in a quiet and easy to get to location. Set your spacious room however you like. With the purchase of a corporate suite, you will also receive free All Access Pass registrations, a listing in the official Show Guide, the published attendee postal list THREE times and unbelievable exposure all three days of the event.

	Member	Non-Member	# of FREE Registrations
Corporate Suite	\$10,000	\$14,500	4



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Networking Pods

This popular feature is coming to Miami! Networking pods are located in the center of the Show Floor and contain four comfortable chairs, a coffee table and branding. A perfect spot to meet with clients and promote your company. Just like the booths and meeting rooms, you will receive a free registration, a listing in the official Show Guide, the attendee list and unbelievable value!

	Member	Non-Member	# of FREE Registrations
Networking Pod	\$2,500	\$3,000	1



Tabletops - Back by Popular Demand

These tabletops were a hit last year in New Orleans so we're bringing them to Miami for 2012. Located on the show floor by all the action, these reserved table tops are a guaranteed place for you to meet with clients for a quick meeting for the duration of the event.

	Member	Non-Member	# of FREE Registrations
Tabletop	\$1,000	\$1,200	0



Space is filling up quickly - contact exhibit@retailing.org to secure your spot today!

Sponsorships - Build Your Brand

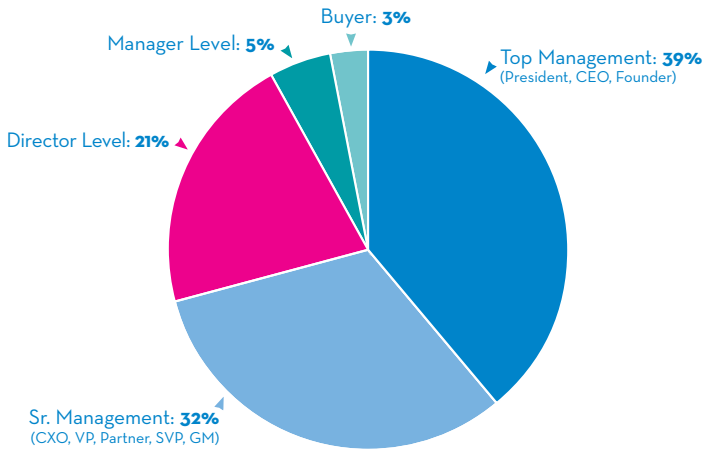
Check out all of the sponsorship options or e-mail sponsor@retailing.org and secure your sponsorship, today!



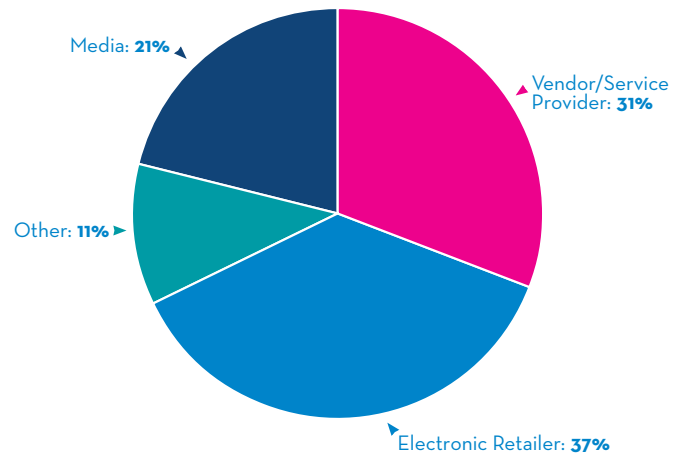


The Great Ideas Summit 2011 Attendee Demographics

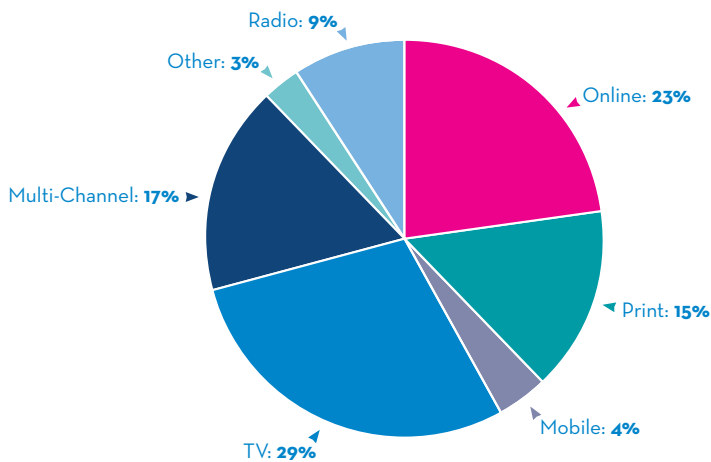
Job Title



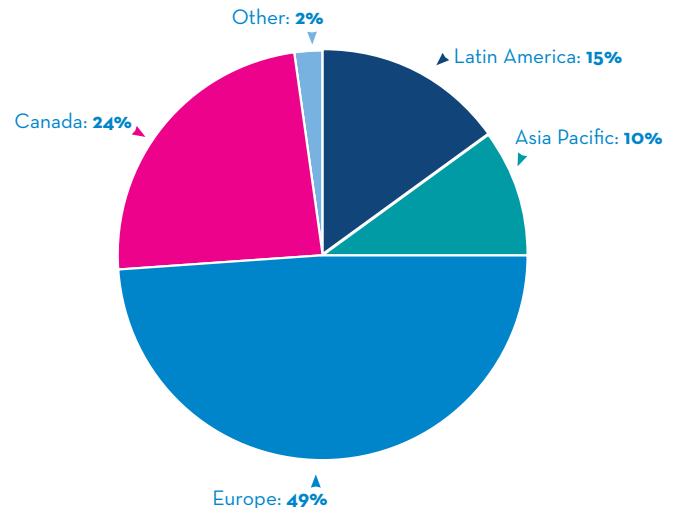
Company Type



Types of Media They Specialize In



International Attendees





2011 Exhibitors and Sponsors

Ability Commerce
Applied Perceptions
BJ Global Direct
Brand in Entertainment
CardFlex
DRTV Asia
Eagle Eyes Optics
EMSON
Ideal Living Management
JML
Litle & Co.
Lockard & Wechsler
Manatt Phelps & Phillips
Marketsmith
Mediawhiz
Murad
Northern Response (International)
OrderMotion
Pitcharoo Media Group
SF Video
TARGUS Information Corp
Telebrands
Trada
Tristar Products
Venable
West Direct
WideOrbit





The Great Ideas Summit 2011 Attendees

3PL Worldwide	Canal Club de Distribuci de Ocio y Cultura	DR Virtual Group
800-CALL-NOW	Canis Media Group	Dream Team Direct
A&E Networks	Canoe Ventures	DRTV Asia
A2B Fulfillment	Car MD	Duff and Phelps Securities
ABC Family	CardFlex	E Flow Media
Ability Commerce	CED Home Shopping Channel	EAG
Acquirgy	Cesar Rincon International	Elite Distribution Company
Affinion Group	Champion Exposition Services	eMarketer
Africa Shopping Network	Chief Media	EMSON
Allstar Products Group	Cmedia/ R2C Group	Enanef
Amacore Group	COD Solutions	Engagem3nt
American Comfort	Concepts TV Productions	Engineered Cosmetic Solutions
ANEXA DIRECT	Consolidated Credit Counseling Services	Envision Response
Antena 3 Directo (Chile) SA A3D	Contour Technology	ESPN
Applied Perceptions	COREMedia Systems	Euro RSCG Edge
Aragon Marketing Group	Cornerstone Media Group	European Home Shopping
As Seen EVERYWHERE	Corporacion PROKOMPRA 2020	Euro-Pro Corporation
As Seen On TV Mobile	Cox Target Media	Exceptional Products
Avalanche Creative Services	CPU2	Expert Planet
AVC Corp.	Creative Bube Tube	FalabellaTV
Balley Direct	Creative Commerce	Fan Page Generator
Bay Cities	Cyber City Teleservices Marketing	Fitness Quest
BDirect	Datapak Services Corporation	FitnessIQ
Best Buys Direct	Defender Direct	Fosdick Fulfillment Corp.
BEST OF SHOPPING - VENTADIS	Dial 800	Fosina Marketing Group
BEST of TV - RAF Inventions	Digital Shelf Space	Four Corners
BJ Global Direct	Digital Target Marketing	Freeborn Coffee
Boerner	Direct Arrow Group	FreeShipping.com
BONIOTTI	Direct Impact Group	Gaiam Americas
Brand Developers	Directo a Casa Venta Directa	Global Evangelical Marketing
Brand in Entertainment	Discovery Communications	Global Infomercial Services
Broadcast Communications Media	DM News	Global Products
BuySAFE	downpat music	Gray Matter
Callzilla		Great Falls Marketing
CambridgeCommerce		GSI Commerce



The Great Ideas Summit 2011 Attendees

Guthy Renker Europe AB	Intelligent Beauty	Mediaspace Solutions
Guthy-Renker	Interact Marketing	Mediaspace Solutions
Gymflex Fitness	InterMarketing Express	Mediawhiz
Hampton Direct	International Commerce Agency	Meltzer Media Productions
Hawthorne Direct	InventHelp-Intromark and	Mercury Media
High Street TV (Group)	InventHelp-INPEX	Mesa Management Consulting
Home Run Media	Ion Media Networks	Motivational Fulfillment & Logistics
Hot House	Irwin Naturals	Services
HSE24 Italia SpA	JML	Moulton Logistics Management
HSE24 SpA	Jonas Samlin	MSNBC
HSN	Karlin & Pimsler	Murad
IBC-Hearthware	Kayee Mo House CO	Nabile Innovations
Iceland Health	Kingstar	Nature Trade Direct
Icon Media Direct	Koeppel Direct	New Planet S.R.L.
Ideal Living Management	KSL Media	Newgistics
IdeaNation	Late Package Recovery	NEWTHYNK
Ideavillage	Latino Media Services	Nielsen Company
Ignite Media Solutions	Leisure Time	Northern Response
Impact Television Int'l	Liquid Focus Direct	Nova Group
In Clover	Listen Up Espanol	Nulastin
Incremental Media	Little & Co.	Oak Lawn Marketing Group
Industex	Live Link TV	Omni Direct
InfoCision Management	LiveOps	Onbrand24
Corporation	Lockard & Wechsler	Ontel Products Corporation
Infomercial Monitoring Service	Macromark	Onyx Productions Direct
Infomercial.TV	Manatt Phelps & Phillips	Opfer Communications
Infomercials	Mango Media Sp.z o.o.	Opportunity Media
InfoShopping - Euroshopping	Marketing Architects	OrderLogix
Infotech Solutions for Business	Marketing Maven Public Relations	OrderMotion
Infusion Brands International	MarketingWorks	Out of the Blue Network
Innotrac Corporation	Marketsmith	Pearl Street Marketing
Innova	Medex Scientific (UK)	Perry & Banks
Innovative Cosmetics	Media Partners Worldwide	Pitch World Limited
INOVENTYS	Media Plan Gmbh	Pitcharoo Media Group
Inside Radio	Media Stream Direct	PMG Australia



The Great Ideas Summit 2011 Attendees

PoliBrandsinc	Rutter Hobbs & Davidoff	Telestar Direct Marketing
PoliDirect	Safenames	Televentas
Polimport Comercio Exportacao	Sales Portal	Televisa Publishing
Polishop	Sally Lee and Associates	Tevecompras 2001
Positec USA	Saveology	Thane Direct
Postcard Services	Savvier	The Broadcast House
Precision Total Fulfillment	Script to Screen	The Dezac Group
Premier BPO	SCYSE	The Global DR Group
Premier Solutions	SF Video	The Jay Group
Premiere Exclusives SA de CV	Shopping International	The Maverick Consultancy
Prevention Pharmaceutical	SHOPTV Canada	Theory of Design
Prime Image Media	SKO Brenner American	Thill Logistics
Proceed Media Group	Skybridge Marketing Group	ThinkDirect Marketing Group
Product Partners	Social Media Extraordinare	Thor Associates
Profinity	Sodimac.com	Time Life
Prosodie Interactive	Source Plus	TMH Telemedia Services
Provell	Spin Direct	TOMMY Teleshopping
Quality Fulfillment & Distribution	Sport Elec	Touch Marketing
Quality Products	Spots n Dots	Trada
Quality Resources	Sprayette	Transera Communications
QVC	Stepgym	Tribune Media Services
Raymond Entertainment Direct	Strategic Media	Tristar Products
RB Marketing	Studio Moderna	Triton Technologies
Relaxing Comfort	Supermedia	TSYS Acquiring Solutions
Renewal	Swipe Payment Solutions	TV Club
Respondez	Synergixx	TV Sale Group
Response Magazine	Take 5 Solutions	TV SHOP Direct International
Revenue Frontier	TARGUS Information Corp	TVentas
REVShare Corporation	TC Exports	TVGoods
ROI Revolution	TechLaw	TVP Direct/Deals2U
Ron Allen Enterprises	TEK DISTRIBUTION (Tektvshop)	Unicast
Rovi Corporation	Tele Market General Trading	Universal Media Syndicate
Royal Media Creations	Telebrands	USA Fulfillment
Rubberbanditz	Telemarketing	Valmark Associates
Russ, August & Kabat	Teleperformance Interactive	Venable



The Great Ideas Summit 2011 Attendees

Verifi
Vintage Marketing
Vision TV
VitaDirect
Vixicom
VoiceGenix
Waldorf Crawford
Webyes
Wenner Media
West Direct
WideOrbit
William Sullivan Advertising
Williams Worldwide Television
Worldlink
WS-Invention Trade
XM Works
Your Products
Zephyr Media Group