



Electronic Retailing Association
Leaders in Direct-to-Consumer Commerce

The Electronic Home Shopping Conference Monte Carlo, June 22 – 24, 2008

Dear Direct-to-Consumer Retailers,

The Electronic Retailing Association is THE organisation dedicated to promoting standards of excellence in Home Shopping conducted over the television and internet. ERA and its affiliate ERA Europe are the only organisations providing both in the US and in Europe, a professional, specific platform for this segment of retailers and their related products and service providers.

The Annual Conference of ERA in Europe is like no other. An unforgettable hotel, an incomparable location but most of all, a meeting of some 400 international and influential decision makers representing some of the finest retailing business minds in Europe and around the world.

We invite you to enjoy a great combination of key note speakers, panel discussions, interactive seminars and superb networking opportunities:

Sunday Afternoon Pre-conference Advanced Seminar: *The Multimedia Consumer and you* – A perfect opportunity to listen to and learn from an International team of experts and practitioners on Search Engine Optimisation; testing & modelling on the web. Only facts, proven cases, and hands-on experience...Education at its best!

Monday Night Networking Cruise & Dinner: The title says it all: Unforgettable moments with unforgettable people. Tick the box...Limited space on the boat!!

The "**Business Club**" concept which was implemented, very successfully, for the first time last year, will be back. Reserve a table at no extra cost when registering for the conference.

Our closing party will take place at the Sea Lounge, a beautiful location right on the Mediterranean blue waters. This will be a truly sensational evening and it's all included in the price of your conference registration!

We look forward to seeing you in Monte Carlo. This is one conference you don't want to miss this year!

Warm regards

Branimir Brkljac
Chairman, ERA Europe