



Electronic Retailing Association Europe
The Association for the Multi-Channel Home Shopping Industry

We would be pleased to assist you regarding your exhibition needs, sponsorship opportunities or general questions. Please feel free to contact us for any assistance.



Please visit our websites for further information about ERA, our conference and our consumer protection certification.

We look forward to seeing you in Budapest!

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MULTI-CHANNEL HOME SHOPPING CONFERENCE

JUNE 18TH - 20TH 2019, BUDAPEST

„This is the conference where business is done...“

Ken Daly, Chief Executive Officer, JML



Electronic Retailing Association Europe (ERA Europe)



Electronic Retailing Association Europe
The Association for the Multi-Channel Home Shopping Industry

About ERA Europe

ERA Europe's mission is to represent the Multi-Channel Home Shopping Industry. The association is the voice and global network for businesses that offer innovative products to consumers through

audio visual presentations, the internet and other electronic media, according to a recognised code of ethics. We advocate and support the interests of our members and their customers globally.

The Multi-Channel Home Shopping Conference 2019

The Multi-Channel Home Shopping Conference will take place from June 18th - 20th 2019 at the luxurious 5-star Corinthia Hotel in Budapest, Hungary.

This conference is for companies who sell directly to the many millions of consumers around the world who buy goods and services on TV, online, and on the move, via electronic media. This is the show for all direct-to-consumer multi-channel professionals. The show is an expo not only for marketers and adver-

tisers, but also the key suppliers to the industry, such as call centres, warehousing & fulfilment companies, TV production companies, payment systems companies, web design companies, legal firms and, of course, companies and inventors with products who are looking for retail distribution into new territories.



Conference visitors typically represent the following sectors:

- Multi-channel retailers
- Direct response retailers & marketers
- DRTV specialists
- Home shopping channels
- Distance selling organisations
- E-commerce retailers
- Catalogue companies
- Fulfilment companies
- TV channels
- Payment systems companies

Our attendees enjoy an excellent chance to network with suppliers and discover new opportunities in the home shopping industry. Over 400 attendees from more than 150 companies attended the 2018 con-

ference in Seville, representing 40 countries. Over the years, over 500 companies from more than 50 countries have attended and exhibited at the conference.

Sponsorship

This show is an expo not only for marketers and advertisers, but also for key suppliers to the industry. Our conference offers sponsorship opportunities to all participants. As a sponsor at ERA Europe's Multi-

Channel Home Shopping Conference 2019 in Budapest, you will have the opportunity to showcase your brand to hundreds of attendees and receive placement on our conference website.

Exhibiting at the conference

Exhibiting at the ERA Europe conference in Budapest is the best way to ensure no one can miss you at the event. There are more than 400 high level attendees expected and the Expo hall forms the hub of the conference so exhibitors are right in the heart of the

action. Exhibitors at the trade show are provided with standardised 3 x 2 m pre-erected exhibition booths. Alternatively, you can reserve one of the private meeting rooms close to the exhibition floor.

Designated 'Business Club' area

Companies who do not need to have their own exhibition space but would like to have a fixed meeting point where they can meet their business partners, can also reserve a business club table. These areas are available for our attendees to hold meetings, ex-

change ideas and conduct their business productively over the course of the event. The business club table is branded with your company logo and is reserved exclusively for your company for the entire trade show.

MCMS

As ERA Europe is the association for the global Multi-Channel Home Shopping Industry, it is imperative that we offer educational opportunities to members and attendees. In 2019, ERA Europe will continue with the successful MCMS Congress (Multi-Channel Money Streams), an educational congress held during the second day of the Multi-Channel Home Shopping Conference. The MCMS Congress is a high-level one day discussion forum for global multi-channel specialists and thought leaders from diverse sides of the Media and Multi-Channel

Retailing Industry so that they can inspire and learn from each other and gain insights into how to monetise new business opportunities. In 2019, the MCMS will again have a pioneering agenda covering the emerging challenges affecting the future of the Multi-Channel Industry in the next 3, 5 or 10 years. All business leaders should attend to get up to speed with the latest trends, technology and regulation.



First Timers Event

The conference offers great network opportunities and, for companies attending the conference for the first time, it is key to meet the relevant business contacts. For this reason, ERA Europe has set up the

First Timers Event as a platform for new and established companies to meet. Participation in the First Timers Event guarantees meetings with relevant companies from the industry.

EMMA awards

This year ERA Europe will once again host the EMMA (ERA Europe Multi-channel Multi-screen Awards) ceremony that honours networks and suppliers for their ingenuity and creativity and rewards outstanding achievement in the Home Shopping Industry. Only member companies of ERA

Europe are eligible to be nominated for an EMMA Award. Each member company has the opportunity to nominate a colleague or another member company.

