



3rd Annual
**Home Improvement
eRetailer Summit**
eCommerce Intelligence & Insights

November 7-9, 2018

Hotel Monaco Chicago
Downtown Chicago, IL

Press Release

FOR IMMEDIATE RELEASE

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Home Improvement eRetailer Summit has entered into a strategic agreement with Bamboo Rose, the leading product innovation platform that connects the retail community to discover, develop, and deliver products at consumer speed.

This alliance promises immediate benefits for companies that register for the next Summit. For a nominal fee, participating companies can upload their product onto a virtual showroom—which will be branded “eRetailer Summit Private Marketplace”—that Bamboo Rose has created for the event, and will host. The fee entitles the product to be visible on that Marketplace site for 90 days.

“The New Retail Economy demands more collaboration and innovation to deliver products at consumer speed,” says Sue Welch, Bamboo Rose’s CEO. “Our eRetailer Summit Private Marketplace is a unique place for retailers to share ideas about what they are looking for, and for suppliers to showcase their offerings and be relevant to retailers 24 by 7.”

The new collaboration with Bamboo Rose “offers a solution for suppliers,” says Sonya Ruff Jarvis, Founder of the Home Improvement eRetailer Summit. “We are not a trade show; rather, we offer attendees the opportunity to gain intelligence and share insights on how to optimize the Internet as a distribution channel. And now, with the eRetailer Summit Marketplace, we offer a virtual showroom.”

The 3rd Annual Home Improvement eRetailer Summit occurs November 7-9, 2018 at Hotel Monaco Chicago. Its new tagline—eCommerce Intelligence and Insights—reinforces the Summit as the industry’s premier knowledge exchange for online selling.

Attendees polled after last year’s Summit said they were “very likely” to participate in future events. They gave the Summit the highest ratings for the quality of its speakers, networking opportunities, and the ability of attendees to share insights and establish new industry peers.

“To be able to be here and meet all of the people, and network and to understand how they’re doing, has been huge for me,” said Dawn Ernst, software development manager for Buchheit Corp., an 84-year-old farm and home products dealer based in Missouri with eight locations that offer 65,000 items.

The Home Improvement eRetailer Summit is the only face-to-face North American event that focuses on home improvement ecommerce through networking, education, and one-to-one meetings. It is designed for all types of retailers, manufacturers, distributors and industry professionals who are interested in gaining intelligence and insights on how to optimize the internet as a distribution channel to sell more home improvement products. The Summit is owned and operated by the JC Event Group.

www.eretailersummit.com