



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

November 7-9, 2018
Hotel Monaco Chicago
Downtown Chicago, IL

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Dealers see the Home Improvement eRetailer Summit as a vital tool to stay ahead of the competitive curve

The annual Home Improvement eRetailer Summit is less than six months away, and leading dealers registered to attend already are anticipating its benefits.

“The eRetailer Summit provides an ideal forum to share key insights and trends that are evolving within the home improvement landscape,” says Alyssa Steele, Vice President of Merchandising for eBay, who will be going for the second time. “As the lines of offline and online commerce continue to blur, it’s important for manufacturers and retailers to ensure an effective distribution strategy within today’s competitive environment.”

Jim Carpenter, Director of Marketing for Curtis Lumber, a 21-yard LBM dealer based in Ballston Spa, N.Y., says he’s looking forward to attending his first Summit “to better understand how our regional, family-owned, company can transition into integrated retail and grow for the future. Our industry has traditionally taken longer to adapt to changing trends in the marketplace and I'd rather be ahead of this curve than behind it.”

The Summit, now in its third year, is a unique event that provides a 360-degree panorama of ecommerce by including, among its presenters and keynote speakers, leaders from the worlds of manufacturing, distribution, retailing, service providers, and the business media.

This year's agenda and educational sessions are informed by input from the Summit's six-person Advisory Council whose members include executives from a diverse group of online practitioners. The goal of this event is to help its attendees expand their online presence through collaboration and partnerships.

"This Summit was designed to help the entire home improvement retail channel focus on understanding the internet as a distribution channel, and to become more competitive by understanding and capturing the growth opportunity of Home Improvement ecommerce," explains Sonya Ruff Jarvis, the Summit's Founder

For more information about the Summit, including an early-bird rate for registering before June 30, please contact Sonya at sonya@eretailersummit.com or 203-295-3385.

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