



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

**November 7-9, 2018**

Hotel Monaco Chicago  
Downtown Chicago, IL

**Last call for early bird pricing to register  
for the Home Improvement eRetailer Summit**

FOR IMMEDIATE RELEASE

June 19, 2018

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Retailers and manufacturers looking to attend the annual Home Improvement eRetailer Summit can still save on their registration fee if they sign up by June 30.

Dealers and vendors can benefit from taking advantage of this huge early bird registration discount for what has become the singular event of its kind in North America that focuses on best practices for ecommerce across the entire supply chain.

The Summit's agenda is to provide information about selling online from a 360-degree perspective that takes an overview of the marketplace and drills down to provide advice and ideas with a focus on home improvement. Its speakers—who are leaders in the retail, research, distribution, manufacturing, services, and media channels—will touch on a host of topics relevant to an audience eager to tap into the Internet's marketing and sales potential.

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. "We are thankful that these industry leaders not only saw the need for this type of Summit, but also volunteer their time to help shape the agenda and format to ensure it's on point," says Sonya Ruff Jarvis, the event's founder.

The goal of this event is to help its attendees expand their online presence through collaboration and partnerships.

"Attending the eRetailer Summit has been tremendously helpful for us," says Steve Cash, Vice President and General Manager for Mohawk Finishing Products. "Over the last couple of years, we've gone from basically no online sales to about \$600,000 in the past year." Cash goes on to say that the Summit puts his company in contact with what other people are doing online successfully, and "how they are attacking the ecommerce world. Just learning the different approaches has been very helpful from attending here."

For more information about taking advantage of the early bird rate, please contact Sonya Ruff Jarvis at [Sruffjarvis@eretilersummit.com](mailto:Sruffjarvis@eretilersummit.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.*