



Home Improvement eRetailer Summit

eCommerce Intelligence & Insights

**Addition of Thanx Media CEO to stellar roster for Summit
focusing on ecommerce trends for home-improvement retailing**

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The third-annual Home Improvement eRetailer Summit has added to its speaker lineup Paul Matker, CEO of Thanx Media, a web strategy, design, and development firm that has helped over 250 businesses improve their website user experience resulting in ecommerce revenue growth.

The Summit, which takes place on November 7-9 at the Hotel Monaco Chicago in Downtown Chicago, will feature as its keynote speaker Ryan DeChance, Director of Discovery at The Grommet, which identifies different and innovative products across 16 consumer categories for a partnership on its website. Ace Hardware has a majority stake in The Grommet.

The Summit's agenda "now rivals any global ecommerce conference", says Sonya Ruff Jarvis, the event's founder, and will offer impactful content from progressive industry leaders and renowned ecommerce experts. "From what I've learned so far, the Summit seems like an ideal opportunity to learn about the importance of creating an online presence," observes DeChance. "It's also reflective of the times and the need to be constantly adapting and evolving when headlines feature 'the retail wars' and 'another retailer filing for bankruptcy.' I can't wait to attend!"

Uniquely, the event takes attendees on a digital journey that, along the way, presents an overview of the state of the ecommerce market, tactics and strategies for executing marketing game plans, and reconnaissance on how consumers buy from the perspectives of influencers and retailers.

"With so many big ecommerce trade shows out there, sometimes the customers get lost in the sea of information thrown at them while walking the floor of these massive conventions,"

observes Matker. “In contrast, The Home Improvement eRetailer Summit provides excellent content in a very intimate setting. Your head isn’t spinning in software to see; rather, you’re hearing and networking with ecommerce and marketing peers to share best practices and to learn about new approaches to win more online business.”

To enhance participants’ experience, the Summit has launched a new eCommerce Hub, where attendees can meet with expert service providers who will walk them through the software, digital, and platform resources available for ecommerce, which in turn will allow attendees to make better decisions for their businesses to catch up faster.

About the Home Improvement eRetailer Summit

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.etailersummit.com