



The 4th Annual Home Improvement eRetailer Summit Returns to Kimpton Hotel Monaco Chicago, Downtown Chicago, Ill

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(TRUMBULL, CT.) — This year’s Home Improvement eRetailer Summit is going back to the Kimpton Hotel Monaco Chicago in Downtown Chicago, Ill. The event will be held on November 6 through 8.

That hotel proved to be a big favorite with last year’s attendees, who, when surveyed, said they were overwhelmingly “very satisfied” with the venue of the event. Being downtown also presents opportunities for attendees to make additional appointments, as the area is headquarters to several bellwether retailers and manufacturers —including those serving the home-improvement sector—that are leading the charge in ecommerce.

The Summit has also added a member to its Advisory Council: Keesha Craig-Mourillon, Senior Buyer of Ecommerce with True Value, the national buying group for hardware stores. Keesha has five plus years of retail and Ecommerce buying experience in a variety of product categories including Tools, Major Appliances, Home Décor, Small Kitchen Appliances, ASOTV, Floorcare, Kitchen/Kitchen Tools. She is a graduate of Roosevelt University.

True Value has added a third Ecommerce buyer, Joanne Brennen, who will be attending the Summit. In fact, every retailer who came to last year’s event has renewed its registration for the upcoming Summit. “That kind of support is evidence of the Summit’s increasing importance to the industry,” says Sonya Ruff Jarvis, the Summit’s founder. “As more retailers attend and experience the value and solutions that the Summit offers, this event will continue to grow and fill those voids.”

One of the Summit's highlights for retailer attendees is the one-on-one meetings with suppliers. And a goal of this year's Summit is a two-fold increase in supplier participation. The event is particularly focused on beefing up its vendor roster in such categories as lawn and garden, outdoor living and entertainment, and decorative lighting.

Ruff notes that the Summit is limiting the number of companies it registers to 100 so that it can sustain the event's collegial and collaborative setting that fosters these kinds of retailer-supplier interactions.

For an invitation to participate or more information, please contact Sonya Ruff Jarvis at 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 JC Event Group.

www.etailersummit.com