



Strategic partners are all-in on the eRetailer Summit

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One feature that separates the Home Improvement eRetailer Summit from other ecommerce-related events is the strength of its strategic partnerships that span the industry's spectrum.

"Our strategic partners perennially reinforce our event's sustainability," says Sonya Ruff Jarvis, founder of the Home Improvement eRetailer Summit, which is scheduled to take place next March 7-9 in Chicago at the Aloft Chicago Downtown River North hotel. "Their networks of dealers, suppliers and solution providers also extend the Summit's brand."

This relationship seems mutual, based on partners' comments when asked how their organizations benefit from their connections to the Summit.

"We are pleased to support the Home Improvement eRetailer Summit once again in 2021," says Dave Christmas, President and CEO of Distribution America, the hardware retailers' cooperative. It is affiliated with store locations in 50 states, South America and the Caribbean. "We continue to try to connect with digital marketers to learn more about the rapid changes the industry is going through. Attending the Summit helps us stay aware of new developments in the eCommerce space and evaluate potential solutions for our Distributors and Retailers."

Richard Darveau, President and CEO of the Quebec Hardware and Building Material Association (AQMAT), notes that prior to the coronavirus pandemic, ecommerce was mostly just a convenient option, a luxury even. Now, he states, it's a game changer, which is why the Summit is integral to his organization. "No hardware store or home improvement center can expect to remain healthy or ensure its longevity without driving business through online channels all the while maintaining a physical in-store presence."

Koelnmesse, Inc., the international trade fair organizer, has been a strategic partner of the Summit for several years. “For us, it is a great opportunity to be involved in the industry, to learn about the latest trends and topics, and to make valuable connections,” explains Leslie Fleck, Visitor Manager, VIP Accounts. “Connecting people and products is as essential as ever, and we are looking forward to discussing clients’ challenges and responses to safety measurements, adjustments and to the *new normal*.”

Presidents Council is a founding strategic partner of the Summit. Steve Powell, the Council’s president and CEO, has been a long-time champion for the Summit’s value as an ideas forum that aligns with the Council’s purpose as a platform for buyers and sellers to build relationships and exchange information. “The Summit remains relevant because it serves our organization’s objectives,” says Powell.

NPD Group will participate, once again, as a speaker and a first-time strategic partner at the Summit’s upcoming event. Shay Krafft, NPD’s President of U.S. Home Improvement and Major Appliances, says her organization continues to view the Summit positively as an important avenue for disseminating NPD’s research to this vertical market that is increasingly reaching customers through online marketing and sales. “This platform helps maintain NPD’s profile as a respected information source among e-retailers and their suppliers,” explains Krafft. “And we like the Summit because it provides us with instant feedback.”

The caliber of the Summit’s strategic partners and their commitment to home improvement ecommerce are evident in their efforts contributing to moving this retail sector forward.

For more information about the Summit, contact Sonya Ruff Jarvis at 203-295-3385 or sruffjarvis@eretailersummit.com

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 a minority and woman-owned small business.

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