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## Digital Retail Leaders Will Share Insights at Home Improvement eRetailer Summit

TRUMBULL, CT, August 31, 2016 — The fastest growth in retail today is happening online. That is why some of North America's top online eRetailers will share their stories at the first-ever [Home Improvement eRetailer Summit](#), October 26 to 28, 2016 in Fort Lauderdale, Fla.

The event, which is geared to sellers of hardware & tools, storage & organization home decor, home environment, building materials, outdoor living and decorative hardware, will learn from the thought leaders in digital selling—and from each other—in a unique, curated environment.

“Delegates at the eRetailer Summit represent the cream of the crop in online selling,” said Sonya Ruff Jarvis, Managing Member, Jarvis Consultants, founder of the Summit. “That’s why we are providing top-level content that will help them enrich their customers’ experience and build loyal shopping communities. The lineup of speakers at our inaugural event is carefully designed to do just that.”

**David Goldsholle**, Founder, HardwareandTools.com. This giant online hardware store has more than 150,000 brand-name hardware products and tools. Mr. Goldsholle will focus on maximizing the customer experience through interesting and “real” content that resonates with the online shopper and elevates sales.

**Adam Sinoway**, Senior Director of Wayfair.com. This \$2.25 billion company had 71 percent sales growth in 2015 and is now the 33rd largest online retailer in the United States. Mr. Sinoway will share “A Business Model for Reinvention,” the fascinating—and sometimes harrowing—story of his company’s tremendous rise as an online retailer. He will talk about the opportunities that abound for e-retailing of home improvement products.

**Lifestyle bloggers** are the internet’s “front line” influencers, who can set the direction for maximum consumer response. Our panel of high-profile bloggers, led by blogger **Lauren Kelp** of LaurenKelp.com, will share tips to help you develop genuine content that is the lifeblood of successful online shopping sites.

**Mag Ruffman**, Home Improvement Personality and Video Content Expert will provide one of the eRetailer Summit’s most compelling presentations. In her session, “Engage Your Customers

with Authentic Content”, this popular celebrity, actress and television host will discuss how to engage and entertain the online shopper with genuine and relevant video content.

**About the Home Improvement eRetailer Summit**

The Home Improvement eRetailer Summit has been developed to connect home improvement manufacturers and distributors with pre-qualified online retailers who are interested in increasing online sales of home improvement products through collaboration and partnerships. It is an invitation-only event that will be held at the Hilton Fort Lauderdale Beach Resort, October 26 to 28, 2016 in Fort Lauderdale, Fla.

For more information or to request an invitation to attend the Home Improvement eRetailer Summit, please visit [www.etailersummit.com](http://www.etailersummit.com).