



Home Improvement  
**eRetailer Summit**  
BEYOND BRICKS + MORTAR

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## Top Retail Companies Will Share Online Sales Opportunities at First-Ever eRetailer Summit

TRUMBULL, CT, March 22, 2016 — Top retailers in hardlines, housewares, and building materials are lining up to be part of the first-ever Home Improvement eRetailer Summit, October 26 to 28, 2016 in Fort Lauderdale, Fla.

The eRetailer Summit is a top-level conference for industry-leading companies doing business online. The range of North American retail leaders that have committed to the Summit is impressive: the iconic Sears.com; storage and organization retailers The Organizing Store and Organize-It.com; and Wakefern Food Corp., which supplies more than 400 grocery stores in the U.S.

Other online sellers stepping up to be part of the eRetailer Summit this fall at the Hilton Fort Lauderdale Beach Resort include HSN, which was ranked number 25 in the *Internet Retailer* Top 500 Guide; BuildDirect.com, which ranked number 195; and SupplyHog.com, a fast-growing seller of building and renovation products.

“At BuildDirect our mission is to simplify the home improvement industry for suppliers and homeowners. We look forward to connecting and collaborating at the eRetailer Summit,” said Joseph Thompson, Vice President of Marketing and Growth at BuildDirect, the world’s largest online marketplace for heavyweight home improvement products. “We are thrilled to be a part of this unique event.”

The eRetailer Summit will provide a forum for these eRetail leaders to share their vision and objectives with a select group of vendors, who will get face time and the chance to share strategies. The intimate environment of the eRetailer Summit will help all sides work better together to optimize the Internet as a distribution channel.

“The response to the invitations extended to retailers has been extremely positive,” said Sonya Ruff Jarvis, Manager, Jarvis Consultants, who is mounting the event in partnership with Hardlines Inc. “This Summit was developed directly from customer feedback and the response shows that this event clearly fills a void in the marketplace. We’re proud to offer an environment for these retail leaders to share their goals for increasing online sales with select supplier partners.”

**About the Home Improvement eRetailer Summit**

The Home Improvement eRetailer Summit has been developed to connect home improvement manufacturers, distributors, and 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.

Home Improvement vendors specifically interested in exploring or expanding their online presence and learning more about how to optimize the Internet as a distribution channel can contact Sonya Ruff Jarvis: [sonya@eretailersummit.com](mailto:sonya@eretailersummit.com).