



Press Release

For immediate release

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CONFERENCE & LOGISTICS SUPPORTS CONVENTION GROWTH IN DOWN ECONOMY

Electronic Retailing Association (ERA) D2C Convention Attendance Up by 32 Percent

Annapolis, MD [November 16, 2009]... Conference & Logistics Consultants, Inc. (C&LC), one of the Washington region's top event planners, announces stunning attendance figures from the Electronic Retailing Association (ERA) D2C Annual Convention in Las Vegas. Despite a challenging economy for many industries, the ERA convention attracted over 3,200 delegates to the two-day show in Las Vegas. This represents an increase of 32 percent over 2008 attendance figures.

ERA's 2009 show is the largest convention in the association's 19-year history. A new client for the Annapolis-based firm, C&LC produced three innovative demonstration areas on the tradeshow floor, including a Catwalk where tactile products were displayed, and the Inventors' Showcase, allowing more than 40 product designers to connect with direct response industry giants such as TeleBrands and the Home Shopping Network.

C&LC was contracted to manage the logistics of the **Electronic Retailing Association (ERA) D2C Annual Convention**, held September 13-15, 2009 at the Paris Las Vegas in Las Vegas, NV. ERA is the trade association for companies who use the power of direct response to sell goods and services to the public on television, online, and on radio. ERA estimates that the direct sales market is \$330 billion per year.

Since 1987, Conference & Logistics Consultants, Inc. has planned more than 2200 conferences and meetings. Conference & Logistics Consultants plans events that range from 50 to 10,000 attendees in both North America and Europe. The firm's clients include associations, corporations, and government agencies; the company has planned meetings and events for Microsoft, DuPont, the Association for Computing Machinery, the Giovanni Lorenzini Medical Foundation, the Department of Homeland Security, and more.

In 2009, the firm was named one of the top 25 meeting and event planners in the Washington area by the Washington Business Journal for the twelfth year in a row.

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