 electronics representatives association

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**Arizona Chapter ERA Holds a Successful In-Plant Show at Medtronic**

The newly re-established Arizona Chapter of the Electronics Representatives Association (ERA) held its first In-Plant Show on July 20, 2017, at Medtronic in Tempe, Ariz.

Representatives had the opportunity to participate at a conference room tabletop exhibit, and interact one-on-one with more than 30 key Medtronic design engineers and personnel who attended the event.

“It was a great launch event for the chapter,” said Arizona ERA Chapter President Cameron English. “The input from the exhibitors was very positive and encouraging. I believe this event has given us credibility and momentum to continue to build this fledgling chapter to a great future potential.”

*Kevin Davis, president of Techni-Source Inc. and manager of the Arizona ERA In-Plant Show, catching up with attendees.*

The Arizona ERA In-Plant Show was the first of many successful efforts planned by the newly launched chapter.

**About ERA**

The 82-year-old Electronics Representatives Association (ERA) is the international trade organization for professional field sales companies in the global electronics industries, manufacturers who go to market through representative firms and global distributors. It is the mission of ERA to support the professional field sales function through programs and activities that educate, inform and advocate for manufacturers’ representatives, the principals they represent and the distributors who are reps’ partners in local territories. ERA member representative firms (often called “reps”) provide field sales services on an exclusive basis to manufacturers of related (but non-competing) products in a defined territory. For more information about ERA, visit [era.org](http://era.org).

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