

ERA PRESS RELEASE

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ERA Announces 2026 Conference Theme

The Electronics Representatives Association (ERA) is excited to announce that the theme for the 2026 ERA Conference will be, “Connected by Design: Where Relationships Meet Innovation.”

The conference planning committee selected a theme that reflects their focus on blending the use of technology and innovation with connection-building and relationships.

“I’m excited about this year’s ERA Conference theme!” said Perry Thornton, president and co-owner, Pinnacle Marketing, and 2026 ERA Conference Chair. “In a world that often feels fragmented, this theme reminds us of the power of face-to-face conversations, strong team collaboration and smart use of technology to engage and inform. It highlights the importance of the partnerships that drive innovation and success across our entire industry.”



“This year’s conference theme highlights a fundamental thread that remains constant even as the world around us continues to change,” said Julie Carr, vice president at Macinnis Group, and 2026 ERA Conference Vice Chair. “The connections we create, whether with internal teammates, partnered companies or our customers, play a major role in driving success. When we work together with intention, we foster creativity and ideas that ultimately lead to innovation.”

The 2026 ERA Conference will be ERA’s 57th national conference and will take place at a brand-new venue — the [Hilton Austin Downtown](#) — on February 22-24, 2026.

ERA’s annual national conference is an educational and networking event that offers a unique opportunity for electronics industry manufacturers’ reps, manufacturers and distributors to learn together in an environment dedicated to sharing proven best

practices in field sales and marketing. Complete with keynote speakers, breakout sessions and networking events, this do-not-miss event offers a collaborative and energetic environment where all attendees can learn, connect and grow.

Attendee registration and sponsorship registration for the conference will open in August. Stay tuned to ERA's emails, social media and website for details.

Watch an [introduction video](#) to the Hilton Austin.

About ERA

The 90-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.

For more information about ERA, visit era.org.