

2026 ERA Conference



The 2026 ERA Conference took place Feb. 22-24 in Austin, Texas, with another sold-out crowd! This year's theme was "Connected by Design: Where Relationships Meet Innovation." Manufacturers, distributors, reps and consultants gathered at a new venue, the Hilton Austin in downtown Austin, dedicating two full days to learning, collaborating and networking.

The Conference agenda included a welcome reception, opening keynote speaker, four general session speakers, networking party, 15 breakout sessions and a private on-site networking bar!

Save the date for the 2027 ERA Conference, which will be held Feb. 21-23, at the Hilton Austin.



93% of this year's Conference attendees would recommend the event to a colleague!



Center top: Keynote speaker Annelise McCarthy presents "When Innovation Speaks: The Power of Human Connection in a Digital World."



Center middle and right: Walter Tobin, former ERA CEO, accepts the Lifetime Achievement Award with his family and gives a heartfelt speech.

We welcomed nearly 200 first-timers to this year's Conference!

Top: Electronics industry reps, manufacturers and distributors listen to a general session in the Austin Grand Ballroom at the Hilton Austin.

Top center left: Dave Norris is inducted into the ERA Hall of Fame.

Top center middle: John Hutson, CPMR, accepts the Ray Hall Spirit of ERA Award.

Top center middle: Lori Bruno, CPMR, accepts the Tess Hill Award.

Top middle right: Scott Lindberg accepts the Tobin Bridge Award.

Middle right: Conference attendees "say cheese" during a breakout session.

Bottom center: Attendees enjoy the Monday Night Networking party at the Conference venue, the Hilton Austin.

Bottom right: Breakout session presenter Ed Wallace presents "Relational Leadership: Connecting with the People Who Power Your Business."

Direct left: Jeff May accepts the ERA White Pin Jess Spoons Award and Scholarship.

95% of 2026 ERA Conference attendees plan to attend next year's Conference!