

ERA PRESS RELEASE

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## **ERA Announces 2027 Conference Theme**

**The Electronics Representatives Association (ERA) is excited to announce that the theme for the 2027 ERA Conference will be, “Adapt Today, Win Tomorrow: Igniting Our Future.”**

The conference planning committee selected a theme that is a call to immediate action, urging our members to embrace the emerging tools, digital transformations and market realities so we are in a great position to handle future challenges.

“In a market defined by rapid technological evolution, complacency is the greatest risk,” said Julie Carr, Vice President, MacInnis Group, and 2027 ERA Conference Chair. “This theme is critical because it reminds us that tomorrow’s victories are dependent on today’s agility. The companies that are willing to pivot their strategies, upskill their workforces and diversify their partnerships today are the ones that will dominate the market landscape tomorrow.”

“This conference theme is about passion, innovation and proactive growth,” said Brooks Mattice, Vice President of Sales, Mel Foster Group, and 2027 ERA Conference Co-Chair. “It means we aren’t just trying to survive market disruptions; we are using them as fuel to spark new opportunities, drive engineering breakthroughs and lead the global electronics supply chain into its next great era.”

The 2027 ERA Conference will be ERA’s 58th national conference and will take place at the Hilton Austin on February 21-23, 2027. Attendee registration and sponsorship registration for the conference will open in August. Stay tuned to ERA’s emails, social media and website for details.

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.

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### **About ERA**

The 91-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](http://era.org).