



ELECTRONICS REPRESENTATIVES ASSOCIATION

FOR IMMEDIATE RELEASE

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Background Information on the Electronics Representatives Association (ERA)

The Electronics Representatives Association (ERA) is the trade organization for professional field sales companies and manufacturers in the electronics industries. It is the mission of ERA to support the outsourced field sales function in the global electronics industry through programs and activities that educate, inform and advocate for professional manufacturers' representatives and the manufacturers they represent. ERA member firms (often called manufacturers' reps or reps) provide outsourced field sales on an exclusive basis to manufacturers of related (but non-competing) products in a defined territory.

ERA has about 600 member rep firms, which employ 7,000 salespeople. The association serves, on an international level, as the voice of its members and of the field sales function. ERA is organized by product interest into eight marketing groups: Communications; Components; Computer; Consumer Electronics; Instrumentation & Sensors; Materials, Assembly, Production & Supply; RF/Microwave & Wireless; Electronic Systems Integration and Semiconductors. ERA has members throughout the world and is also organized geographically, with 24 chapters in the U.S., Canada, Mexico, the Caribbean and the United Kingdom.

ERA is also a provider of services to manufacturers and maintains a special category of membership for manufacturers. The association offers a variety of programs to assist manufacturers in recruiting rep firms appropriate to their needs and managing their rep networks more effectively.

ERA is governed by its members through an executive committee, a board of directors comprised of a delegate from each chapter, and the chairs of the marketing groups.

As the voice of the outsourced field sales function, ERA takes an activist role in the industries its members serve. ERA is a member of the Electronics Industries Alliance (EIA) and of the Alliance of Manufacturers' Representatives Associations (AMRA), and is a sponsor of the Manufacturers' Representatives Educational Research Foundation (MRERF) and the Electronic Distribution Show and Conference (EDS).

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