

ERA PRESS RELEASE

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ERA Will Attend electronica 2024 in Munich

ERA is proud to be counted among the many exhibitors that will attend electronica 2024, a premier international electronics industry tradeshow and conference in Munich that will bring together companies from more than 50 countries. This year electronica will take place November 12-15 and is celebrating its 60th anniversary of the event.

The show's 16 exhibition areas will cover the entire spectrum of technologies, products and solutions in the electronics industry across all sectors, from semiconductors and components to assemblies and systems.

"Electronica 2024 affords our members a unique opportunity to get updated on the latest technology announcements from hundreds of electronic manufacturers from all over the world," said Walter Tobin, CEO of ERA. "ERA is proud to introduce these global manufacturers to our attending members from the Americas and help them navigate their sales and marketing plans into the Americas' markets. In addition, many manufacturers are looking to learn more about the Americas non-stocking manufacturers' rep model and how manufacturers' reps can help expedite their global sales strategies."

ERA has been attending electronica for more than 22 years. ERA's goals when attending electronica are: to advocate for ERA's North American members who are looking for representation and/or channel solutions in EMEA (Europe, Middle East and Africa) territories; and to provide information about the North American rep model to manufacturers in EMEA who are interested in rep coverage and/or channel partners in North America.

Please plan to visit the ERA booth (booth information to be announced) to say hello, charge your electronics and use ERA's private WI-FI to remain in touch with your customers. Read more about the event at electronica.de/en/trade-fair. See you in Munich!

About ERA

The 88-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.