

School's In!



NSSEA: Opening
doors to endless
opportunities
essential for your
business success

The National School Supply and Equipment Association (NSSEA) is a not-for-profit international trade organization serving over 1,500 members in the school market. Since its founding in 1916, NSSEA members have actively led the association and, through their leadership, defined the role of the professional school marketer.

Our MISSION is to enhance the profitable distribution of educational products and services by NSSEA members.

Our GOALS:

1. Provide marketplace events that facilitate the sales of educational products, equipment, and services and strengthen relationships among distribution channel partners;
2. Provide information, education, and training to improve member awareness of changing market conditions and help members develop successful business practices and strategies.



Membership with NSSEA



Membership is for companies, not for individuals. The categories for membership include:

- Suppliers of educational items including manufacturers, publishers, importers, and wholesalers who market to consumers through a network of dealers.
- Dealers who sell educational products to consumers through retail stores, catalogs, mail order, online, distributors, and direct sales.
- Service providers that include consultants, mail list brokers, trade publishers, printers, catalog producers, inventory/POS systems, OEM, retail fixture manufacturers, and online service providers.
- Independent sales reps who represent two or more suppliers in selling products to dealers with orders being written in the name of the supplier.

Benefits of NSSEA Membership

Membership with NSSEA is a requirement for all serious school marketers. As an NSSEA member, you are making a valued investment in your company's growth.

Find/Sell Products at the NSSEA School Products Expo

Ed Expo and the School Equipment Show are co-located at the industry's largest gathering for the educational products marketplace — School Products Expo March 1-3, 2007, in Atlanta, GA.

School Products Expo provides the ideal venue to share in networking events, leadership meetings, and professional development. In addition, when members register for one show, they have admittance privileges to both Ed Expo and the School Equipment Show.

■ The School Equipment Show is tailored to the unique needs of the furniture and equipment segment of the school market, and is open to all equipment suppliers, distributors, and specifiers, including architects, facility planners, and school purchasing officials.

■ **Ed Expo** is the largest back to school ordering show and is open to the entire school supply market. Specifically geared toward the educational products retailer and distributor, Ed Expo provides the opportunity to see thousands of products, network with fellow dealers, and increase business acumen through educational workshops.

EdToy/Gift Showcase: NSSEA is exploring a new event to expose NSSEA dealers to educational toys and gifts that will enhance fourth-quarter sales, and overall profitability. Look for details on this new event debuting in late 2007.

Increase Your School Market Expertise

Become an expert by receiving vital updates on company information, statistics, and industry data from our publications and reports:

- **Membership Directory & Buyer's Guide**—The school market's most valued reference guide of NSSEA members, an essential tool for your business.
- **Retail Store Report**—Management tool designed to provide the resources that enable retailers to evaluate, plan, and better manage their business.
- **NEW Retail Market Awareness Study**—Industry marketing report on teachers' knowledge of parent-teacher stores and teachers' spending habits at NSSEA retail stores, including factors that influence teachers decision to purchase educational products.
- **State of the School Market Report**—Details the latest statistics and trends in the education market today.
- **NSSEA Essentials Magazine**—Bi-monthly magazine covering association news, management information, industry new trends, and much more.
- **NEW The Online School Market Tradeshow Calendar**—Reference tool on national and international industry shows of interest to the school market exhibitor and attendee.
- **Essentials Weekly** Enewsletter—Supplement to *NSSEA Essentials* that provides timely industry and association news.

Reduce Your Business Expenses

You'll save money on a wide variety of business services by taking advantage of your NSSEA discount on the following offerings:

- Significant savings off nonmember rates for exhibiting at and attending the NSSEA School Products Expo and other NSSEA events.
- Complimentary subscription to *NSSEA Essentials* magazine (6 issues valued at \$99).
- 50% discount off nonmember rates advertising in *NSSEA Essentials Magazine* and, the *NSSEA Membership Directory & Buyer's Guide*.



- Flexible credit card payment options to improve your cash flow through our new credit card processing partnership with Solveras. Free savings analysis included so members can see how much this program cuts your monthly costs.
- Free subscription to *The Business Owner*—bi-monthly publication that delivers useful information on topics ranging from increasing cash flow to investment strategies.
- Member discounts of up to 62% on the NSSEA Freight Discount Program (both inbound and outbound shipments) and 24% on your overnight/express mail through our NSSEA/FedEx Program.
- Special car rental rates and benefits through our Hertz Business Account—members can receive a free rental day and take advantage of fee-waived enrollment in Hertz #1 Club Gold (a \$50 annual value).





■ **Savings on Insurance Solutions**—NSSEA offers an insurance program designed to address industry needs through a partnership with the National Association of Wholesalers-Distributors (NAW). Choose from Property Insurance, Casualty Insurance, Income and Expense Insurance, Workers Compensation Insurance, and Medical Insurance. For more information on these insurance programs, contact George Valega of NAW at (202) 872-0885, or visit www.naw.org

■ **NAW/DREF publications** are offered at a discount to NSSEA members. Publication topics include: sales, finance, marketing, value added, technology, inventory, human resources, and more.

Expand Your Professional Development

Increase profits by sharing ideas and attending educational sessions of all types.

■ **NEW The Business Library**—At no cost, members can access the top 16 reports of *The Business Library* - an informational service containing 407 pages of more than 100 personal and business financial topics of critical importance necessary for business professionals and their families.

■ **Workshops/Seminars**—NSSEA provides high quality workshops at all its events including the School Equipment Show, Ed Expo, and the Annual Conference Cruise.

■ **Roundtables**—NSSEA provides roundtable opportunities at tradeshow for members to share common concerns and work out solutions to issues facing educational marketers.

■ **Sales Meetings**—At the School Equipment Show, manufacturers hold sales meetings for their distributors to train them on the latest product innovations and motivate their sales force.

Find Solutions Through Networking

■ **Member Forum List Server**—Enjoy interactive discussions with your peers by using an automated email discussion group (list server), exclusive to NSSEA members.

■ **NEW Bulletin Board**—Post industry specific questions/solutions in a chat room environment to fellow colleagues, exclusive to NSSEA members.

■ **Mentor Network Program**—New members can request to be assigned a mentor (an experienced NSSEA member volunteer) to help ease their entry into the school market.

■ **Welcome Reception Orientation**—All new members and first-time School Products Expo attendees are invited to this team-building session to learn more about NSSEA and what services/benefits we offer to you and your company.

Simplify Your Web Experience

NSSEA Online Services™ puts control in your hands and saves you time and money. This free service allows members access to exclusive online membership/leadership directories, product searches, and more. Log on to www.nssea.org to join the association, renew dues, register for NSSEA shows, update personal and company profiles and rosters – 24 hours a day.

For more information on these programs and services, contact Member Services of NSSEA at:

8380 Colesville Road, Suite 250
Silver Spring, MD 20910 USA
Tollfree: (800) 395-5550
Phone: (301) 495-0240
Fax: (301) 495-3330
Email: memberservices@nssea.org
Web: www.nssea.org