

# NSSEA PUBLICATIONS ORDER FORM

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## INDUSTRY REPORTS

	MEMBER	NONMEMBER*	FORMAT (circle)	QUANTITY
Dealer Catalog Print Dates Survey — 2004	FREE	\$149	E-file	_____
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K-8 Market Study — 2000	FREE	\$199	Print only	_____
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## NSSEA INFORMATION AND MARKETING SUPPORT

	MEMBER	NONMEMBER*	FORMAT	QUANTITY
Catalog Technology Guidelines (flyer)	FREE	FREE	Print	_____
Dealers: How to Get the Most from Tradeshows (flyer)	FREE	FREE	Print	_____
Freight Program Guide (folder)	FREE	Members only	Print	_____
Guide to NSSEA Antitrust Policies (brochure)	FREE	FREE	Print	_____
How to Break into the Market: Educ. Product Mktg. 101 (flyer)	FREE	FREE	Print	_____
Internet Services Guide for DEALER Members (flyer)	FREE	Members only	Print	_____
Internet Services Guide for SUPPLIER Members (flyer)	FREE	Members only	Print	_____
NSSEA Media Kit	FREE	FREE	Print or E-file	_____
NSSEA Member Services Guide (folder)	FREE	Members only	Print	_____
NSSEA Membership Directory & Buyer's Guide — 2004	FREE**	Members only	Print	_____
Retail Advertising Kit — 1999-2000	FREE	Members only	Print	_____
Retailers' Advice for Suppliers (flyer)	FREE	FREE	Print	_____
Retail Store Cling-On	FREE	Members only (Retail Dealers)	_____	_____
Standards: EDI and Flat File Document Templates (e-files)	FREE	FREE	E-file	_____
Standards: Product Specification Template (Excel file)	FREE	FREE	E-file	_____
Tidings magazine	FREE	\$75/six issues	Print	_____
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Ultimate Trade Show Calendar — (04-05 edition avail. 8/04)	FREE	FREE	Print	_____
UPC/Bar Code Guidelines (flyer)	FREE	FREE	Print	_____
Using the Internet: E-Marketing Tips (brochure)	FREE	Members only	Print	_____

**THANK YOU FOR YOUR ORDER. YOUR TOTAL COST:**      \$0.00      \$ \_\_\_\_\_

\* Nonmembers: Publication purchases may be applied toward a NSSEA membership for up to 60 days from the date of sale. Contact NSSEA Member Services at (800) 395-5550, ext. 40 for details. **Please note that publication sales are nonrefundable.**

\*\* Members: Extra directories (above your company's limited quantity, based on your dues level) are \$25 each.

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# NSSEA PUBLICATIONS OVERVIEW

To order these valuable management tools, complete the form on the reverse side of this page and fax to (301) 495-7362.

## INDUSTRY REPORTS

**Dealer Catalog Print Dates Survey**— contains catalog production schedules (gather and print dates) for NSSEA dealer members with catalogs — 2003-04 edition; Excel file and PDF available.

**Educational Products Market Study 2004** — summary of a comprehensive study of the size, growth rate, and current trends in the educational products market in grades Pre-K - 12, conducted by the Association of Educational Publishers (AEP) and NSSEA. Executive Summary free to members. To purchase full report, contact Education Market Research (EMR) at (718) 474-0133 or send an email to bob\_resnick@ed-market.com. Study Participants: \$150; Non Participants (Members): \$600; Non Participants (Nonmembers): \$1200.

**K-8 Market Study** — includes purchasing patterns of elementary schools in various regions throughout the U.S. and statistics on how and when educational products are ordered at the elementary school level — 2000 edition; 25 pgs.

**Retail Market Awareness Study**— reports on teachers' knowledge of parent-teacher stores, including spending patterns, funding sources, and more — 2004 edition; 14 pgs.

**Retail Store Report** — profiles the operating characteristics of the NSSEA retailer. Provides comprehensive guidelines for analyzing the procedures and profitability among specialty retailers in the school supply market — 2003 edition; 10 pgs. PDF available.

**School Market Advertising Comparison Report** — details the cost of basic advertising and contact information for a number of school market publications — 2003 edition; 12 pages.

**School Market Definition Study** — defines the dealer market for educational products including consumable supplies, instructional materials, as well as equipment, fixtures, and furniture — 2002 edition; 34 pgs.

## INFORMATION/MARKETING SUPPORT

**Catalog Technology Guidelines** — flyer that lists hardware and software recommendations as well as digital file transfer guidelines to encourage an industry standard for catalog publication. Also published in the *Membership Directory & Buyer's Guide*.

**Dealers: How to Get the Most from Tradeshows** — flyer that includes tips for dealers on how to make the most of their tradeshow experience.

**Freight Program Guide** — folder with information and applications for member discounts up to 58% on both inbound and outbound less-than-truckload (LTL) shipments. Includes brochure "Your Responsibility When Receiving Freight."

**Guide to NSSEA Antitrust Policies** — brochure that includes a straightforward overview of antitrust issues.

**How to Break into the School Market: Educational Product Marketing 101** — flyer for new companies who have invented/published/created a product that contains advice on how to increase chances of success in marketing to this industry .

**Internet Services Guide** — flyer for members that explains how to make the most of NSSEA online services. Dealer and Supplier versions available.

**NSSEA Media Kit**— brochure that covers all of NSSEA's advertising and marketing opportunities and includes free advertising tips and advice. Members receive a 50% discount on *Tidings* magazine regular ad rates.

**NSSEA Member Service Guide** — Get your new employees up-to-speed on the benefits of NSSEA membership. This folder is packed with information on NSSEA member services and tradeshow events to help you make the most of your dues investment.

**NSSEA Membership Directory & Buyer's Guide** — Only NSSEA members receive the school market's most valued reference guide — an essential tool for marketing your business. Features a complete alphabetical listing of all members by category, with geographic, personnel, and product group indexes. Your company is listed free with membership.

**Retail Advertising Kit** — a folder for retailers of new advertising copy and artwork to use in promoting your parent-teacher store.

**Retailers' Advice for Suppliers** — flyer that give suppliers a check list of do's and don'ts on shipping, customer service, and more.

**Retail Store Cling-On** — a decal for NSSEA dealer retail members designed by the Retail Store Council to help consumers identify NSSEA members. Let the public know that you are open for business to everyone.

**Standards** — For B2B electronic information exchange, EDI and Flat File formats of purchase orders and invoices are available via email or on disk. Approved by the NSSEA Business Technology Committee. NEW: Product Specification Template (Excel file).

**Tidings** — NSSEA's bi-monthly, magazine that includes the latest industry news, regular columns by recognized experts, association happenings, and school market profiles.

**Tidings State of the School Market** — a special summer issue of *Tidings* magazine, detailing the latest information, statistics, and studies to keep you on top of what's going on in the education market today. 2003 edition out of stock. The next issue will be available August 2004.

**The Ultimate Education Tradeshow Calendar** — handy wall calendar that reports on national and international industry shows of interest to the school market exhibitor. Includes contact information for various educational organizations/show producers.

**UPC/Bar Coding Guidelines** — flyer that contains bar coding guidelines of educational publications and products to encourage an industry standard. Also published in the *Membership Directory & Buyer's Guide*.