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School Equipment Show Attracts Buyers from Nearly 100 School Districts

(Silver Spring, MD) — The 2011 School Equipment Show, the premier event for the educational facilities marketplace, brought together over 1,600 people who make, distribute, and purchase the high-quality products available in today's learning environments. NSSEA welcomed over 200 first-time dealer attendees, over 100 school districts, and a total of 181 exhibiting companies in 393 booths, an 11 percent increase over the prior year. A number of organizations assisted NSSEA in promoting the show to ensure that all players involved in school planning, design, and management were represented; they include: the Council of Educational Facility Planners International (CEFPI), the American Architectural Foundation, the USGBC Center for Green Schools, the National Clearinghouse for Educational Facilities, BIFMA, and the American Clearinghouse for Educational Facilities.

The show featured 10 educational sessions sponsored by NSSEA and CEFPI. The event included a general session presented by Deb Moore, publisher of *School Planning & Management Magazine*, on trends in school design, and a highly-engaging keynote on *Capitalizing on the Green Movement in your business or facility* introduced by Andrea Suarez Falken, a program specialist at the U.S. Department of Education's Green Ribbon Schools. It was followed by a panel discussion moderated by Rachel Gutter from the USGBC Center for Green Schools that included Ms. Falken, Gregory Cooney from the Frank Cooney Company and NSSEA Chair-Elect, Irene Nigaglioni, AIA, REFP, PBK Architects, Inc. and CEFPI Vice Chair of the Board; Leigh Ann Clark, School District of Philadelphia, Capital Projects; and Paul Hutton, AIA Committee on Architecture for Education. In addition to the sessions, 50 attendees were treated to a tour of two local elementary schools, led by architects from SHW Group in San Antonio.

Winners from the School Facility Improvement Grant Program offered by NSSEA came from 30 states and Canada and represented 1,936 schools with construction budgets totaling over \$3.37 billion. "We were delighted to fulfill our commitment to bring the most innovative product solutions to the nation's learning environments through the NSSEA Grant Program and help districts struggling with tight school budgets and restrictions on travel," says Jim McGarry, President/CEO of NSSEA.

Another important aspect of this appointment-setting event is sales meetings in which manufacturers host private groups of attendees in their booth for custom training. A total of 44 companies took advantage of this service unique to the School Equipment Show. Next year's event will take place November 7-9, 2012 at the Tampa Convention Center. The exhibit hall is over 50 sold out, a testament to the strength of this year's event. For more information, visit www.SchoolEquipmentShow.com.

The National School Supply & Equipment Association (NSSEA) promotes an open marketplace for quality educational products and services that lay the foundation for a stimulating environment for teaching and learning. NSSEA's mission is to serve the educational products marketplace by providing high quality trade shows that increase the productivity of the channel; networking opportunities to build relationships with trading partners; and market information on which to make solid business decisions. For more information, visit www.nssea.org.

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