

# Target Market:

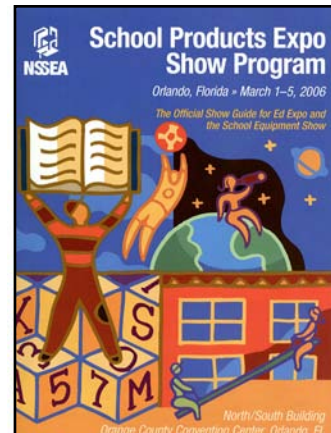
National School Supply & Equipment Association



Visit us online at [www.SchoolProductsExpo.com](http://www.SchoolProductsExpo.com).

## Maximize your exposure to buyers at the industry's **largest gathering for educational products.**

- ▶ In March 2007, more than 5,000 professionals from the school market will meet in Atlanta, GA, for School Products Expo 2007, NSSEA's co-located show. With the School Equipment Show and Ed Expo in adjacent halls, School Products Expo will be the largest gathering for the educational products marketplace. School Products Expo will provide the ideal venue for these two segments to share in networking events, leadership meetings and more. Putting your company's message in the *2007 Show Program* is your opportunity to maximize your exposure at the show.



School Products Expo will attract dealers and customers from two segments of the education market: the furniture/equipment segment and the educational products segment. The expo is the place to be for influencing decision makers to purchase your products. Attendees will refer to the show program throughout the show to help with these decisions and will continue using it long after the show is over. For additional exposure, advertise your company on the NSSEA show Web site.

Don't miss your opportunity to influence the buying decision at School Products Expo 2007. Contact a Naylor sales representative to find out the best options for your company.

### Contact ▼

**Pam Dissell**

Naylor, LLC  
Phone: (800) 369-6220, ext. 3354  
Fax: (352) 331-3525  
[PamD@naylor.com](mailto:PamD@naylor.com)

**we are the industry.**

# School Products Expo 2007 Show Program

The official show guide of the National School Supply & Equipment Association



## ► Target Audience and Benefits

- **Distributed to more than 5,000 show attendees**, the School Products Expo 2007 Show Program is your key to industry exposure. NSSEA has co-located the School Equipment Show and Ed Expo into the industry's largest gathering for the educational products marketplace -- School Products Expo March 1-3 in Atlanta, GA.
- **Attendees at the School Equipment Show** are school furniture and equipment distributors and professionals who influence the decision to purchase school equipment and furniture including: architects, facility planners, specifiers and school business officials and administrators.
- **Attendees at Ed Expo, the largest back to school ordering show**, are owners, managers or executives at a parent-teacher retail stores, school supply catalog companies or distributor companies.
- According to years past, 83% of Ed Expo attendees placed orders on-site; 91% planned to place orders after the show. Average orders placed on-site totaled \$11,690; dealers expected to place an average order of \$23,590 after the show.
- **Maximize your exposure** at the show and up to a year afterwards by advertising in the official *School Products Expo 2007 Show Program*. Advertising increases your visibility at the show and allows you to gain repeated exposure after the show as buyers refer to the program to make critical purchasing decisions.

## ► Visibility in Your Industry

- Ask your sales representative about special placements and premium positions.
- Maintain and develop business relationships through a complimentary customized listing in our ***Index to Advertisers***. Your company name will be listed alphabetically with the page number of your ad and your company's Web address.
- **Gain additional exposure:** Make sure your company is seen online before, during and after the show as attendees visit [www.SchoolProductsExpo.com](http://www.SchoolProductsExpo.com) to find out more information about the expo. Include your company logo and contact information and/or purchase a banner ad. Banner ads are limited and sold on a first-come, first-served basis.

## ► The Publication

- *School Products Expo 2007 Show Program*: An 8 ½" x 11", full-color, glossy-stock, spiral-bound trade show guide with die-cut tabs.
- Premium advertising positions and editorial adjacencies awarded on a first-come, first-served basis. All space reservations require a completed insertion order received on or before the sales close date. Invoices issued upon publication.

## ► The Publisher

Naylor, LLC, the national leader in professional communications services for associations, serving more than 400 leading organizations from 85 different industries across North America, is the official publisher of the *School Products Expo 2007 Show Program*.

We are the industry.



[www.naylor.com](http://www.naylor.com)

ISO9001 Certified

# School Products Expo 2007 Show Program

The official show guide of the National School Supply & Equipment Association



## ► Net Member Rates

Size	Color	Black & White
Full Page	\$1,800	\$1,000
2/3 Page	\$1,200	\$700
1/2 Page	\$1,000	\$600
1/3 Page	\$700	\$400

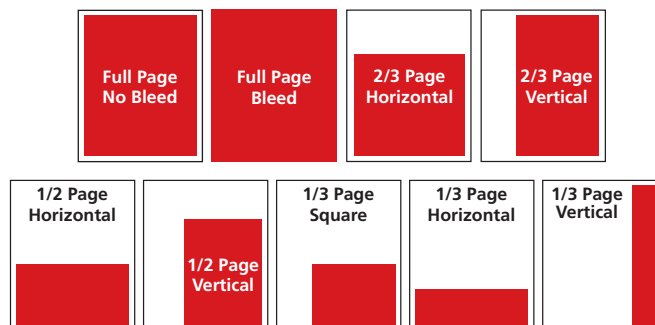
## ► Covers and Premium Positions

Revisions and Proofs: \$50  
Position Guarantee: 15% Premium

Size	Color	Black & White
Inside Front or Inside Back Cover	\$2,500	N/A
Outside Back Cover	\$3,000	N/A
Tab Rate	\$2,500	N/A

## ► Mechanical Requirements

Size	Width	Height
Full Page Bleed	8.625"	11.125"
Full Page Trim	8.375"	10.875"
Full Page Live Area	7"	9.5"
2/3 Hz.	7"	6.33"
2/3 Vt.	4.583"	9.5"
1/2 Hz.	7"	4.583"
1/2 Vt.	4.583"	7"
1/3 Hz.	7"	3"
1/3 Vt.	2.166"	9.5"
1/3 Sq.	4.583"	4.583"



Halftone Screen: 133 lines up to 150 lines

Advertiser indemnifies Naylor Publications and the Association against losses or liabilities arising from this advertising. Naylor Publications assumes no liability whatsoever, except to the extent of a one time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$30.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay Naylor Publications any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s). LR 9/23/05

# School Products Expo 2007 Show Program

The official show guide of the National School Supply & Equipment Association



## ► Net Non-Member Rates

Size	Color	Black & White
Full Page	\$2,300	\$1,500
2/3 Page	\$1,550	\$1,050
1/2 Page	\$1,300	\$900
1/3 Page	\$900	\$600

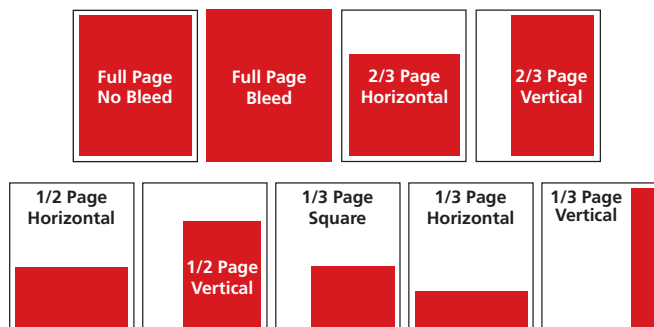
## ► Covers and Premium Positions

Revisions and Proofs: \$50  
Position Guarantee: 15% Premium

Size		
Inside Front or Inside Back Cover	\$3,500	N/A
Outside Back Cover	\$4,000	N/A
Tab Rate	\$3,500	N/A

## ► Mechanical Requirements

Size	Width	Height
Full Page Bleed	8.625"	11.125"
Full Page Trim	8.375"	10.875"
Full Page Live Area	7"	9.5"
2/3 Hz.	7"	6.33"
2/3 Vt.	4.583"	9.5"
1/2 Hz.	7"	4.583"
1/2 Vt.	4.583"	7"
1/3 Hz.	7"	3"
1/3 Vt.	2.166"	9.5"
1/3 Sq.	4.583"	4.583"



Halftone Screen: 133 lines up to 150 lines

Advertiser indemnifies Naylor Publications and the Association against losses or liabilities arising from this advertising. Naylor Publications assumes no liability whatsoever, except to the extent of a one time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$30.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay Naylor Publications any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s). LR 9/23/05

We are the industry.

# School Products Expo 2007 Show Program

The official show guide of the National School Supply & Equipment Association



## ► Outsert Rates and Data

Advertise your products and services by including your flyer, brochure, postcard or CD in the clear plastic bag in which the *School Products Expo 2007 Show Program* is contained. Whether you are promoting an event, a new product or your entire product line, placing an outsert in our polybag with the publication will ensure tremendous exposure for your company.

Your outsert will reach all show attendees at the School Products Expo 2007, scheduled for March 1-3 in Atlanta, GA. NSSEA has co-located the School Equipment Show and Ed Expo into the industry's largest gathering for the educational products marketplace. Attendees at the School Equipment Show are school furniture and equipment distributors and professionals who influence the decision to purchase school equipment and furniture including: architects, facility planners, specifiers and school business officials and administrators. Ed Expo attendees include owners, managers or executives at a parent-teacher retail stores, school supply catalog companies and distributor companies.

## ► Outserts Furnished by Advertiser

Surfaces	Cost	Cost w/ Display Ad
1-Page Outsert (2 Surfaces)	<input type="checkbox"/> \$1,349.50	<input type="checkbox"/> \$1,012.13
2-Page Outsert (4 Surfaces)	<input type="checkbox"/> \$1,689.50	<input type="checkbox"/> \$1,267.13
3-Page Outsert (6 Surfaces)	<input type="checkbox"/> \$2,029.50	<input type="checkbox"/> \$1,522.13
4-Page Outsert (8 Surfaces)	<input type="checkbox"/> \$2,359.50	<input type="checkbox"/> \$1,769.63
5-Page Outsert (10 Surfaces)	<input type="checkbox"/> \$2,699.50	<input type="checkbox"/> \$2,024.63
6-Page Outsert (12 Surfaces)	<input type="checkbox"/> \$3,379.50	<input type="checkbox"/> \$2,534.63
8-Page Outsert (16 Surfaces)*	<input type="checkbox"/> \$4,049.50	<input type="checkbox"/> \$3,037.13
Postcard	<input type="checkbox"/> \$1,689.50	<input type="checkbox"/> \$1,267.13
CD-ROM	<input type="checkbox"/> \$2,029.50	<input type="checkbox"/> \$1,522.13

\*8-Page/16 Surfaces or more available. Additional postage and shipping charges may apply.

## ► Advertiser Information

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State/Province: \_\_\_\_\_ Zip/Postal Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

**Total:** \_\_\_\_\_ I agree to all the terms of the rate sheet and this contract as applicable for my company.

Payment Authorization Signature: **X** \_\_\_\_\_ Date: \_\_\_\_\_

Advertiser indemnifies Naylor Publications and the Association against losses or liabilities arising from this advertising. Naylor Publications assumes no liability whatsoever, except to the extent of a one time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$30.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay Naylor Publications any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s). LR 9/23/05 NSE-G0006 6,000

## ► Please sign and fax back to:

**Pam Dissell**

Naylor, LLC

Phone: (800) 369-6220, ext. 3354

Fax: (352) 331-3525

PamD@naylor.com



www.naylor.com

ISO9001 Certified

We are the industry.

# School Products Expo 2007 Show Program

The official show guide of the National School Supply & Equipment Association



www.SchoolProductsExpo.com

## ► Online Banner Advertising Rates\*

### Sample Banner Ad

468 X 60 pixels - Contains your logo, slogan, company information, contact information, and images.

Banners are limited and sold on a first-come, first-served basis. Please choose from the following options:

- Welcome Page: \$1,000** (Includes banner on Personal Planner Page for additional exposure; maximum of four rotating banners)
- Main Search Page - Ed Expo: \$1,000** (Maximum of four rotating banners; continues to rotate regardless of keyword search entered)
- Main Search Page - School Equipment Show: \$1,000** (Maximum of four rotating banners; continues to rotate regardless of keyword search entered)
- Events Page - Ed Expo: \$1,000** (Maximum of two rotating banners)
- Events Page - School Equipment Show: \$1,000** (Maximum of two rotating banners)
- Events Page - Combined Schedule: \$1,000** (Includes banner on Special Events Page for additional exposure; maximum of two rotating banners)
- Registration Page: \$1,000** (EXCLUSIVE)

## ► Print & Online Package Advertising Rates\*

- Profile Enhancement Package - Member: \$299.50**
- Profile Enhancement Package - Non-Member: \$399.50**

### Your Logo

200 pixels wide

Includes:

- Top priority search results
- Color logo in the print show program and online
- Company name
- Contact information
- Active e-mail and Web site links
- 35-word profile

\*Additional listings and banners are 25% off. All online advertisements are posted for one year.

## ► Advertiser Information

Company Name: \_\_\_\_\_

Contact: \_\_\_\_\_

Total: \$ \_\_\_\_\_ I agree to all the terms of the rate sheet and this contract as applicable for my company.

Payment Authorization Signature: X \_\_\_\_\_ Date: \_\_\_\_\_

Advertiser indemnifies Naylor Publications and the Association against losses or liabilities arising from this, or any advertising. Naylor Publications assumes no liability whatsoever to the website posting except to the extent of repairing any information, if it has been input with incorrect content. Naylor reserves the right to discontinue this or any ad from the site, or to discontinue the site. Any invoice shall be paid upon receipt or Naylor may take action to mitigate non-payment. Overdue charges may be added to outstanding invoices at the rate of 2% per month compounded to yield 26.82% per year as damages for breach of contract. All returned checks shall have a charge of \$30.00 added to the invoice amount.

All cancellations must be received in writing and all premium positions (banners) are NON-cancelable. Cancellations of online ads will be pro-rated to the next 30 days exposure with a \$50.00 processing fee. Submission and/or approval of online advertising copy must be received within 30 days of the date of this contract.

www.naylor.com



We are the industry.

# School Products Expo 2007 Show Program

The official show guide of the National School Supply & Equipment Association



## ► Index of Advertiser Categories

Please check off the category that you would like to be listed under, then initial and date the bottom of the page. You may list up to three categories for no charge. Additional index categories are \$15 each. If your category, product or service is not listed, then a new listing can be created for you.

### Art Supplies

- Art Papers, Canvas, Board, Film
- Ceramic Equipment & Supplies
- Chalk & Accessories
- Clays, Dough, & Model Compounds
- Craft Kits
- Craft Supplies: Beads, Glitter, Jewelry, Pom Poms, Wiggleeyes
- Cutting Tools: Knives, Cutters, Cropping, Scaling Instruments
- Drawing Materials: Pencils, Pens, Crayons, Markers, Pastels
- Glues & Adhesives
- Inks & Dyes
- Paints & Paint Accessories: Brushes, Cups, Trays, Easels
- Measuring Instruments: Rules, Rulers, T-Squares
- Sand Art Supplies & Kits
- Scrapbook Supplies
- Sculpting Tools & Accessories
- Stamping Materials
- Stencils/Templates

### Educational Resources/Materials

- Active Play: Mats, Play Vehicles, Play Houses, Sand/Water Toys
- Blocks & Building Systems: Unit Blocks, Construction Sets
- Bulletin/Display Board Decorations & Accessories
- Charts, Sets & Accessories: Pocket, Word Wall, Etc.
- Children's Books: Fiction - Emergent Readers, Storybook Sets
- Dolls, Stuffed Animals, Puppets & Toys
- Dramatic Play: Dress-Up, Homemaking, Play Furniture, Etc.
- Educational Carpets, Rugs, & Flooring
- Educational Software

- Electronic Learning Aids & Games
- Felt/Flannel Board Sets & Accessories
- Games: Board Games, Cards, Etc.
- Magnetic Games, Kits & Accessories
- Manipulatives
- Maps, Globes, & Accessories
- Multimedia Kits
- Music CDs, Cassettes, & Records
- Musical Instruments & Accessories
- Overhead/AV Resources
- Puzzles & Puzzle Racks
- Reference Books, Dictionaries, Text Books
- Scientific Instruments, Kits & Supplies
- Scientific Models/Anatomical Models
- Student Workbooks & Reproducibles
- Teacher/Parent Resources
- Theme Units & Kits
- Videos

### Classroom/Office Supplies

- Chart Stands & Accessories
- Classroom Décor & Accessories: Calendars, Posters, Paper Rolls, Signs, Trim, Borders, Etc.
- Computer Supplies & Accessories
- Die Cutters & Accessories
- Flags, Banners & Accessories
- Incentives & Rewards (Pencils & Erasers, Charts, Awards, Certificates, Stickers, Rubber Stamps, Etc.)
- Office Supplies: Staplers, Sharpeners, Scissors, Punches, Push-Pins, Tape & Dispensers, Etc.
- Organizational Supplies & Accessories: Sorters, Trays, Filing Systems, Etc.
- Paper Products: Writing Paper, Envelopes, Composition Books, Etc.
- Presentation Materials: Binders, Portfolios, Etc.
- Teacher Gift Items

We are the industry.

# School Products Expo 2007 Show Program

The official show guide of the National School Supply & Equipment Association



## ► Index of Advertiser Categories Continued...

- Teacher Resources: Planning, Grading, Communication, Forms, Nametags, Plates, Passes, Charts
- Writing Materials: Pens, Pencils, Markers, Highlighters

### Equipment, Furniture, Fixtures & Accessories

- Audiovisual Equipment & Supplies
- Bulletin/Chalk/Dry Erase/Display Boards
- Cabinets, Lockers, Shelving & Storage Systems
- Cafeteria Furniture & Equipment
- Classroom Furniture & Equipment
- Cleaning Equipment & Supplies
- Communication Systems & Equipment
- Computer Furniture
- Computer Hardware & Accessories
- Copiers, Fax Machines & Accessories
- Flooring & Floor Coverings
- Lab Furniture & Equipment
- Laminators & Accessories
- Library/Display Furniture & Equipment
- Office Furniture & Equipment
- Operable Partitions/Space Dividers
- Playground/Athletic Equipment
- Preschool/Early Childhood Furniture & Equipment
- Recreational/Drama/Athletic Equipment & Supplies
- Recycling Equipment & Supplies
- Replacement Furniture & Seating Components
- Seating - Auditorium, Stadium & Theater
- Seating - Bleachers & Grandstands
- Shades, Drapes, Fixtures & Accessories
- Other: \_\_\_\_\_

\_\_\_\_\_ Additional Index Categories X \$15.00 = \$ \_\_\_\_\_

Up to three free listings with any size ad. Additional listings at \$15.00 each. No limit.

Please list new categories on this sheet.

Initial \_\_\_\_\_

Date \_\_\_\_\_



www.naylor.com

ISO9001 Certified

We are the industry.