



REPLY TO:
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TO: Ed Expo Exhibitors
FROM: Joe Tucker, NSSEA Exhibit Manager
Chris Pauley, NSSEA Exhibits Assistant
RE: Ed Expo 2007

According to the Center for Exhibition Industry Research, 76% of trade show attendees *decide before they leave for the show* which booths they will visit. Many of these decisions are based on the information on invitations provided by exhibitors. This means your efforts can have a tremendous impact on your trade show performance. ***Give your company the competitive edge*** by alerting current and prospective customers about your Ed Expo show participation.

To assist you in promoting your participation in Ed Expo, the following are just a few promotional opportunities to give your company more exposure:

Promotional Invitations - - now is the time to start your promotion to dealers and distributors. Help us help you in getting the people you want to see to the Show and to your booth. Pre-show mailings are one of the most effective ways to reach your audience. Let your customers know you will be at the Show and give them a reason to come see you!

NSSEA can provide you with full-color promotional brochures that you can send along with invitations to your customers to attend the show. Contact Adrienne Watts Dayton at 800.395.5550, ext.31, if you are interested.

Sponsorships - - put your company in the industry spotlight and bring your products and brands to life! Sponsorships are an ideal opportunity to show your support of your industry, your Association, and most importantly, your customers. Position your company and its brand(s) as a strong proponent of this annual gathering of the industry's finest manufacturers, distributors, and dealers. A list of sponsorship opportunities follows.

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NATIONAL SCHOOL SUPPLY & EQUIPMENT ASSOCIATION

Advertise in the Ed Expo 2007 Section of the School Products Expo Program Book - - the definitive resource guide for all Ed Expo attendees, this Program Book contains schedules, exhibitor information, Show highlights, meeting details, floorplans, and other important information. Attendees generally save the Program Book to refer to for the next year and to share with colleagues. For more information on how this targeted communications vehicle can help you reach your market, and to receive a full list of available advertising positions, sizes and prices, contact Pam Dissell at Naylor, LLC (800) 369-6220 ext. 3354 or pamd@naylor.com.

And don't just advertise in NSSEA publications, but extend your message by advertising your participation in Ed Expo in other industry publications including, but not limited to:

<i>Educational Dealer</i>	315-789-0458
<i>Peter Li Education Group/ Pflaum Publishing</i>	800-523-4625

New Product Pavilion - - Do you have a new product? Then the New Product Pavilion is for you. On previous show evaluations, NSSEA dealers have stated that one of the main reasons they attend NSSEA Tradeshows is to find new products. Put the spotlight on your new product by participating in this special area of the exhibit hall that was specifically designed to help dealers find new products and plan their time in the exhibit hall.

Your new product information will be included in the *2007 New Product Pavilion Guide*, which will be available to all attendees at Registration and at the Pavilion, and will also be listed in NSSEA's *Essentials* magazine preview issue. More information and entry forms are located in the tabbed "New Product Pavilion" section of this manual.

These marketing opportunities outlined above provide vehicles for industry attendee promotion, whether on-line, in magazine circulation, or on-site. Taking advantage of these promotional vehicles will give your products and company additional exposure to those professionals you want to see on the exhibit floor. And remember, in our high tech world, the speed of change makes personal interaction more important than ever.

NSSEA does thank you for your participation in Ed Expo and if you have any questions or other promotional ideas, please contact me at 877.991.7711 or nssea@expomanage.net.