

MAXIMIZE your CONNECTIONS with NSSEA



about **NSSEA**

The National School Supply and Equipment Association (NSSEA) is a not-for-profit international trade organization serving over 1,300 member companies in the school market. Since the founding of NSSEA in 1916, our members have actively led the association and, through their leadership, defined the role of the professional school marketer.


“NSSEA is the one-stop-shop where you can see industry trends and see what’s new in the market. It’s also a good place to meet people who are in same business as you are to get sound advice. NSSEA is my world.”


— Natalie Sealy, Teaching Essentials, Trinidad and Tobago


our **MEMBERSHIP**


NSSEA membership is a requirement for all serious school marketers. By joining NSSEA, you are making a valued investment in your company's growth.

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

 **Dealers and distributors** who sell educational products to consumers through retail stores, catalogs, mail order, online, and direct sales.

 **Suppliers** of educational items including manufacturers, publishers, importers, and wholesalers who market to consumers through a network of dealers.


 **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 Manufacturers Representatives** who represent two or more suppliers in selling products to dealers, with orders being written in the name of the supplier.



our **EVENTS**

NSSEA trade events provide you with the ideal venue to network, view the latest educational product offerings, and learn in professional development workshops.

 **Ed Expo** is the largest back-to-school ordering show and is open to the entire school supply market. This show is specifically geared toward the educational products retailer and distributor.

 **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.

“It’s amazing what you can get from NSSEA as a member if you just look around or participate!”

— Terry Jenson, Playtime/Schooltime, Omaha, NE



our **PUBLICATIONS**

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

Membership Directory & Buyer's Guide — The school market's most valued reference guide for NSSEA members of educational products — an essential for your business.

Retail Store Report — Management tool designed to provide the resources that enable retailers to evaluate, plan, and better manage their business.

NSSEA Essentials Magazine — Quarterly magazine covering association news, management information, industry news and trends, including the special summer State of the School Market edition, which provides the latest statistics and trends in the education market.

Essentials Weekly Newsletter — Supplement to NSSEA Essentials that provides timely industry and association news every Tuesday.

NAW/DREF Publications are offered at a discount to NSSEA members. Topics include: sales, finance, marketing, value added, technology, inventory, human resources, and more.

networking **SOLUTIONS**

The Knowledge Bank — Allows members to access information from a variety of business resources and experienced NSSEA members.

Roundtables — NSSEA provides roundtable opportunities at trade events 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 to train their distributors on the latest product innovations and motivate their sales force.



94 percent of members reported NSSEA services meet and/or exceed their needs for an industry trade association.

social **MEDIA**








The NSSEA Network — Connect with your peers and share successful business strategies with fellow members by exchanging best practices through the NSSEA Network, which provides discussion forums, a product search forum, member groups, and other dynamic web resources.


NSSEA's Blog — Geared towards both NSSEA members and the general public who are committed to the ever-changing education industry.

NSSEA has a presence on many of the popular social networking sites. Become a fan of NSSEA on Facebook, join our LinkedIn group, or follow us on Twitter.



cost-saving **SOLUTIONS**

-  Significant savings off nonmember rates for exhibiting at or attending all NSSEA-hosted trade events.
-  Complimentary subscription to NSSEA Essentials magazine (4 issues valued at \$149).
-  50% discount off nonmember ad rates in NSSEA Essential Magazine and the NSSEA Membership Directory & Buyer's Guide.
-  Flexible credit card/bankcard processing options and remote deposit technology to improve your cash flow.
-  Take advantage of special low negotiated rates, earned Free Rental Days and other premium benefits with Hertz.
-  Get assistance with personnel services that help you align the talent and potential of employees with the needs of the business with Caliper.
-  NSSEA members can obtain a free, no-obligation quote through Mass Marketing Insurance Consultants, Inc. (MMIC). Take advantage of economical group insurance plans including term life, disability income, and business professional liability.

 Receive exclusive shipping discounts on the following freight and shipping vendors: FedEx, UPS, USF, YRC, Old Dominion Freight Line, and Logistics Management Inc.

endless **POSSIBILITIES**

NSSEA provides you with endless opportunities to be counted among the best in the education industry. NSSEA can help your company maintain a high profile, strengthen relationships along the distribution channel, and grow a successful business.

For more information on the many ways your company can take advantage of NSSEA programs, please refer to The NSSEA contact list below:

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Customer Service Department.....option 2

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Membershipext. 1035

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