



PRESS INVITATION

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NSSEA Marks 90th Anniversary At First Co-Located Show
Press Receives Complimentary Registration To Combined Event

The school market's largest back to school tradeshow, Ed Expo; and the most comprehensive show with the latest school equipment and furniture, The School Equipment Show, will be under one roof as NSSEA's first co-located show, School Products Expo, in Orlando, FL March 2-5.

Ed Expo, which takes place March 2-4, will showcase the hottest products for the new 2006-2007 school year. With the show just a little more than a month away, over 400 companies in more than 800 booths have signed up to exhibit at the show. A popular feature of Ed Expo is the New Product Pavilion that showcases the trendiest products for the upcoming school year and networking opportunities with fellow peers.

In addition to finding new products for back to school, attendees will learn the latest strategies for increasing sales by attending highly rated education sessions from expert speakers. Session topics include: "Top Product Hits for 2006" by Joyce Kohfedt, "Reach New Markets: Finding Additional Audiences and Making Special Sales" by Caryn McCleskey, "How To Be An Island Of Excellence In An Ocean Of Mediocrity" by Nancy Friedman, and much more.

Attendees can also take advantage of a special three-hour session facilitated by The Disney Institute. Attendees will learn from the pros how to manage their workforce successfully and the five phrases their customers never want to hear that can be applied to their own business.

The School Equipment Show, which takes place March 3-5, gives attendees the opportunity to see more than 200 companies displaying innovative furniture, fixtures, and equipment for today's educational facilities.

Workshops to help attendees grow professional include: "Creating Places To Learn: A Focus On Educational Interiors" by Sandra Kate, "Building A State Of The Art School" by a panel of school administrators and architects, "The Effect of Class Size Reduction On Educational Facilities" by Dan Tarcynski, and much more.

One of the most exciting reasons for attending NSSEA's first ever co-located show, School Products Expo, is to join in the celebration of NSSEA's 90th Anniversary. The bash, taking place at Sea World Thursday, March 2 at 5:30 p.m., will include dinner and drinks. After indulging in great eats, the Arctic Express area of the park will be open for NSSEA's exclusive use for the party. The event will include a champagne toast and cake, a live DJ and entertainment. During the show, NSSEA will also commemorate its anniversary by displaying old memorabilia that has been collected over the past 90 years and a slide show presentation viewing how far the association has grown. Commemorative pens will be given to all attendees to remember to this noteworthy event.

Members of the press are also invited to attend a press event on Friday, March 3 at 2:00 p.m. in the South Concourse Lobby of the Convention Center where representatives from a local Orlando School District will be presented with over \$150,000 worth of products donated by School Products Expo exhibitors. This NSSEA-sponsored activity is coordinated by Gifts In Kind International. Following each NSSEA tradeshow, exhibitors are encouraged to donate items used during the show to needy local schools.

School Products Expo is open to the press. To have a free press pass and kit ready for you on-site, please fill out the School Products Expo Press Registration Form attached to this invitation and fax it to DeShuna Spencer at 301.495.3330 by February 24. Or simply come on-site to the show and register for a press pass and kit. Hotel accommodations, a tentative schedule of events, a list of exhibitors and workshop descriptions can be found at www.SchoolProductsExpo.com.

For questions and/or concern, contact DeShuna Spencer at 800.395.5550 ext. 34 or email her at dspencer@nssea.org.

Note: Media registration privileges and credentials are limited to editors, reporters, and photographers. Credentials will NOT be extended to those in management, public affairs, public relations, or marketing departments. Freelance writers must provide a letter detailing their assignment on the letterhead of their editor.

Publications wishing to sell advertising space or other services at NSSEA event to exhibitors or attendees must register reserve exhibit space.

Please contact NSSEA headquarters at 800.395.5550 or visit our Web site at www.NSSEA.org for more information about NSSEA.