

UNLOCK

THE FUTURE WITH EDMARKET



DISCOVER the EDmarket Membership Advantage

The Education Market Association (EDmarket) is the recognized authority, acknowledged leader, and chief advocate for promoting an open marketplace for quality educational products and services that lay the foundation for a stimulating environment for teaching and learning.



BUILD YOUR BUSINESS BUILD YOUR INDUSTRY

With over 1,000 businesses representing thousands of member contacts in more than 30 countries, EDmarket provides solutions for challenges faced by businesses around the world. Through education, guidance on best business practices and standards, research, legislative awareness, and networking opportunities, EDmarket membership provides an advantage in the marketplace.

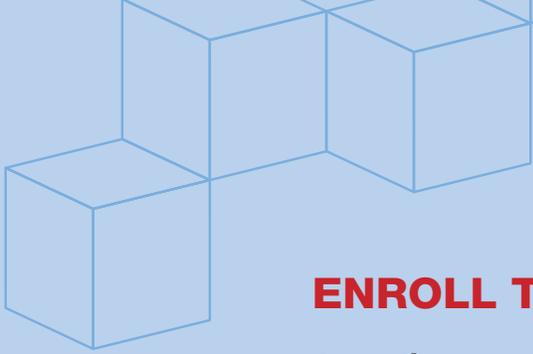


Let EDmarket Help Your Business Succeed

EDmarket can help your company maintain a high profile, strengthen relationships with industry partners, and grow a successful business. If your company manufactures, imports, resells, represents or distributes products that enhance the learning environment, membership in EDmarket is a critical component of your company's overall strategy for success.

Our goal is for you to be successful. As a member of the EDmarket community, you have access to:

- A wealth of business opportunities to increase your profitability and ROI through exclusive cost-saving member discounts.
- The most recent market research and benchmarking studies impacting today's industry.
- A global community of business professionals to share knowledge and experiences.



ENROLL TODAY...It's Easy!

Go online—www.edmarket.org/membership—and click **Join Now**.

Membership in EDmarket is open to any company engaged in the business of manufacturing/publishing, servicing, distributing, or selling educational equipment, technology, supplies or instructional materials.

BUILD THE FUTURE WITH EDMARKET MEMBERSHIP

The categories of membership include:

Dealer: Businesses that are resellers of educational items to consumers including retailers, contract furniture dealers, office supply dealers, catalog/internet dealers, and full line dealers, and franchise distributors.

Supplier: Businesses that are manufacturers, publishers, and wholesalers of educational items that use the reseller network to market/sell products.

Service Provider: Businesses that are consultants, catalog producers (printing & design), mailing list rentals, promotional items, original equipment manufacturers, computer systems, shipping/freight solutions, store fixtures & furniture, trade magazines, website services, and wholesalers.

Independent Manufacturers Representative: Businesses that independently represent two or more different educational product suppliers in selling to dealers, with orders being written in the name of the supplier.

Build a stronger future for your business and the industry. Become an EDmarket member today and leverage value-added resources to make your business successful.



INVESTMENT IN EDMARKET MEMBERSHIP Allows Your Business To:

Make Informed Decisions with *Essentials Magazine*, *Essentials Weekly e-Newsletter* and the *School Marketing Newsletter*

EDmarket members receive *Essentials Magazine* (distributed quarterly, digital & online) and *Essentials Weekly e-Newsletter* (distributed weekly)—comprehensive resources that provide companies in the educational marketplace, information on the latest trends impacting the industry (valued at \$149). In addition to *Essentials*, members also receive a complimentary subscription to the School Market Research Institute's *School of Marketing Newsletter*—a one-of-a-kind resource devoted exclusively to all aspects of marketing from Pre-K to 12 educators (12 issues valued at \$119).

Expand Your Network

Get access to the RIGHT people and products with EDmarket's Membership Directory and Buyers Guide. This resource is the industry's most valued reference guide and an essential tool to help your business succeed. Also, as a member, get the opportunity to connect with your professional peers through active conversations in EDmarket's social media platforms: Facebook, Twitter, LinkedIn and YouTube pages.



Benefit From Advocacy Efforts For Your Industry

As your representative on Capitol Hill, EDmarket addresses legislative and regulatory issues that affect the educational products industry in particular and small business more broadly.

Increase Your Visibility in the Industry

With over 27,000 unique hits and growing each day, EDmarket dealer members and their retail store locations are listed on Teacherstores.com which helps consumers worldwide find your business. Any teacher, parent, grandparent, etc. can visit to find the educational products store nearest them.

Make Connections at Industry Events

EDmarket trade events provide you with the ideal platform for launching and finding new products, discovering the latest trends, sharing information, and learning in professional development workshops. Significant savings are available exclusively to EDmarket members at both industry events:

Ed Expo showcases for the latest product innovations and provides cutting-edge educational sessions for business focused on teaching and learning. And now, with Ed Expo co-locating with the CAMEX show, the combined event will feature over 1,000 total exhibitors showcasing their newest, hottest products and the “must have” back-to-school items.

For more information, visit www.edexpo.com.



“I find great value in the association's efforts to be our voice in Washington, helping to ensure that laws and regulations serve the public without acting as a detriment to the business development and growth of its members.”

Ted Firnberg ■ School Aids, Inc. — Member Since 1978

“ I believe the connections I have made and real face-time with other store owners and suppliers have been invaluable to my company.”

Kindle Kay Willis ■ Owner, The Neighborhood Tutor — Member Since 2000



EDspaces is the premier marketplace for state-of-the-art learning environments and brings together the professionals who design, equip and manage innovative learning environments and the manufacturers, service providers and dealers who offer the essential solutions.

For more information, visit www.ed-spaces.com.

Find Solutions & Increase Profitability

EDmarket offers a variety of learning opportunities, all at discounted rates for EDmarket members, to advance your knowledge, skill set, and career growth. The EDmarket Learning Center provides webinars for EDmarket members and educational sessions and interactive workshops at both Ed Expo and EdSpaces to help educational marketers to find solutions to industry challenges.

Anticipate and Prepare for Emerging Industry Trends

EDmarket and its market research partners provide members with quality reports that provide the edge needed to expand your business, including:

Retail Market Awareness Study: This EDmarket publication reports on teachers' knowledge of parent-teacher stores, including their spending patterns, funding sources, shopping preferences, and factors that influence their purchasing decisions.

School Marketers Annual Survey Report: The School Market Research Institute's annual survey is an analytical insight on recent sales by market segment (preschool/day care, elementary schools middle schools, high schools, and colleges/universities).

The Complete K-12 Report®: EDmarket members qualify for discounts on this Education Market Research report that analyzes the domestic K-12 school market in all of its facets—textbooks, supplemental materials, computer hardware, software, video, online—and in each of its grade levels and major curriculum areas.

For more information about EDmarket's industry reports, visit www.edmarket.org/publications/industryreports.cfm

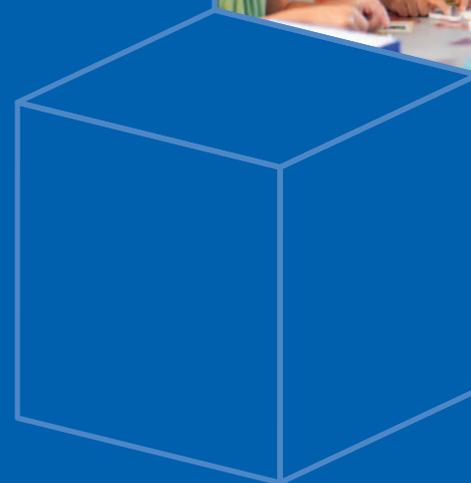
Reap the Savings Via the Business Discount Center

As an EDmarket benefit, members have access to discounts and savings opportunities offered by many top service providers.

- Transportation Management Service
- Credit Management
- GREENGUARD Certification
- Health Insurance Program
- Cash Management

For more information about EDmarket's discount services, visit www.edmarket.org/resources/discounts.cfm.





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