



## **IMPORTANT INDUSTRY ANNOUNCEMENT:**

### **EDmarket Executive Committee Votes to Reinvent EDexpo**

(March 14, 2017/Las Vegas, NV) — The Executive Committee of the Education Market Association (EDmarket) announced today due to a combination of a rapidly-changing marketplace and decreasing participation at EDexpo, the planned future events in Mobile, AL, and Memphis, TN will not take place as scheduled. The EDmarket leadership, with your help, will create a high-value event that will better serve the needs of the industry. The goal is to debut this new event in 2018.

While current market conditions have made EDexpo in its current format unsustainable, EDmarket remains committed to working with its membership base to create connections that provide value and commerce. In the coming months the industry will explore all options on how to infuse a reinvented EDexpo with new energy and importance.

“We are asking our members to join their elected leaders in creating an exciting, financially-sustainable event in which all participants can achieve greater value and ROI,” says Laurie Uherek, EDmarket Chair of the Board. “We are counting on the EDmarket membership to come together to create a strong future.”

This week in Las Vegas EDmarket is launching EDexpo B2B Video Exchanges to continue the conversations among dealers and suppliers throughout the year. These exchanges provide opportunities to explore new and innovative products, conduct business and catalog reviews, and a host of other activities efficiently and cost effectively. This exciting new technology will provide a platform for continuous conversations and relationship-building year-round without ever having to leave the office.

To learn more, attend the EDmarket Annual Meeting on Friday, March 17 at 8 am in Ballroom F or stop by the EDmarket Café on Wednesday and Thursday from 5-6 pm to speak to an Executive Committee member.

#### **EDmarket Executive Committee Members:**

Chair: Laurie Uherek, Educate & Celebrate  
Chair-Elect: Tom Brennan, School Outfitters  
1<sup>st</sup> VC: Greg Moore, MooreCo Inc.  
2<sup>nd</sup> VC: Angela Nelson, Stages Learning Materials  
Treasurer: Jim Connelly, Creative Teaching Press

Secretary: Lee Stapp, Officescapes  
Director: Kent Brings, Popular Playthings.  
Director: Kevin Casey, Essential Learning Products  
Director: Tom Green, Green Group Enterprises  
Director: Karen Volner, Staples Business Advantage

*The Education Market Association connects people who want to succeed in the education market by providing events, resources and leadership to those serving education. For more information on the Education Market Association, please visit [www.edmarket.org](http://www.edmarket.org).*