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## **NSSEA is now the Education Market Association**

(*Silver Spring, MD*) — In an effort to more accurately reflect the association's scope in representing the educational products marketplace, the National School Supply and Equipment Association has been renamed the [Education Market Association \(EDmarket\)](#). Members and leaders overwhelmingly voted to approve this new name for the organization. The new name and branding are being formally introduced this week as the industry gathers to celebrate the world's largest tradeshow for the retail PreK through Higher Ed marketplace at ED Expo in Dallas.

The new website — [www.edmarket.org](http://www.edmarket.org) — is up and running and features a fresh new look and user-friendly navigation. The site includes all the latest information about the organization, events and education resources.

Industry partners should update EDmarket staff contacts to reflect our new domain @edmarket.org, and industry calendars should be reflect the following show dates and websites:

EDspaces: [www.ed-spaces.com](http://www.ed-spaces.com)

- October 29-31, 2014, Tampa, FL
- October 28-30, 2015, New Orleans, LA

ED Expo: [www.edexpo.com](http://www.edexpo.com)

- March 8-11, 2014, Dallas, TX
- February 22-24, 2015, Atlanta, GA

The mission of the Education Market Association (EDmarket) is to serve the educational products marketplace by providing high quality tradeshows that increase the productivity of the channel; networking opportunities to build relationships with trading partners; and market information on which to make solid business decisions.

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