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## **ED Expo Delivers Value to the Dealer-Supplier Community**

(Silver Spring, MD) — The [Education Market Association](#) hosted Ed Expo 2014 for the educational products marketplace, March 8-11, 2014 in Dallas. On display at the Kay Bailey Hutchison Convention Center were innovative products from 224 companies taking 381 booths and 23 tabletops. [ED Expo](#) was co-located with [CAMEX](#) and the [Independent Stationers Group](#) Regional Meeting to create the world's largest exposition for students from pre-school to college. ED Expo brought together 1,236 people to celebrate new product introductions for the PreK-12 market with CAMEX bringing an additional 2,187 attendees from college stores.

In addition to having access to both the ED Expo and CAMEX exhibit halls featuring 989 exhibitors, the 541 dealers from nearly 277 companies in attendance were treated to an excellent education program featuring speakers with subject matter expertise on topics including Common Core, Technology's Impact on the Classroom, Social Media, the Special Needs Market, and much more.

New features to this year's event included a Teacher Trendsetter Program in which teacher bloggers visited the tradeshow floor on Sunday, March 9 to see what products they believe would be best-sellers in the coming year. The pilot program provided dealers with a unique perspective on what makes a great product. See the results as reported on The Penniless Teacher blog: <http://pennilessteacher.com/2014/03/edexpo2014-edmarketassn.html>

Outgoing Chairman Doug Jehle passed the gavel to the newly-elected Chairman of the Board Tom Green at the Annual Meeting and Evening with the Stars. Tom Green is president of John R. Green Company, a full-line distributor based on Covington, Kentucky. Tom will lead the Board of Directors and Executive Committee in the coming year.

Terry Jenson, president of Playtime Equipment and School Supply, was awarded the Education Market Association's highest honor, the David McCurrach Distinguished Service Award for his past leadership and contributions to the association. The EDmarket Retail Store Council selected Teacher Created Resources, Ashley Productions, Inc. and Clifton Company as the winners of the 2014 Customer Service Awards. Endless Possibilities was chosen as the best new exhibitor booth, EduStic, Inc. as the best single booth, and Eureka School as the best multiple booth exhibit.

[ED Expo](#) is the premier showcase for the latest innovations in every facet of learning, from instructional materials, teaching aids, and technology products to educational games, toys, and supplies. ED Expo connects buyers and sellers in the educational products marketplace and provides education and training to help dealers increase sales through exposure to best practices.

The mission of the [Education Market Association](#) (EDmarket) is to serve the educational products marketplace by providing high quality tradeshow events 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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