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EDexpo Reengineered to Help Increase Channel Awareness & Sales

(Silver Spring, MD) – The [Education Market Association](http://www.edmarket.org) (EDmarket) is pleased to announce several important enhancements to EDexpo in Atlanta, February 22-24, 2015. The EDmarket Executive Committee and EDexpo Planning Committee have spent many hours developing new strategies towards their overall goal of helping drive more sales through the dealer/reseller channel.

“The guiding principle that we kept coming back to is that we have to focus on pulling more sales through our channel of dealer-resellers” says Tom Green, EDmarket Chairman of the Board. “Each major enhancement to the show reflects this principle.”

New for this year and in honor of EDmarket’s 99th anniversary, dealers who register for EDexpo by the end of September will have the opportunity to stay three nights in the Marriott Marquis (headquarters hotel) next to the convention center for \$99 per night, a savings of \$60 per night. This change was made to reduce the travels costs for more dealers and to help increase industry networking by allowing everyone to stay under one roof throughout the event.

Also new this year is the opportunity to bring school customers to the show. EDmarket will be awarding housing and transportation grants for dealers to bring their customers with high purchasing authority. By bringing their customers to EDexpo, dealers will be able to share the new products with their top customers, guiding them through a 3D catalog of products in the exhibit hall, and getting first-hand feedback on what will sell well in their stores, catalogs or websites.

EDmarket will also be inviting bloggers, key purchasing influencers, local principals and curriculum coordinators to EDexpo to raise awareness and demand for the innovative products sold through the dealer channel. In addition, new areas on the exhibit floor will feature Maker Spaces and digital resources that can be packaged with the hands-on products children need to make learning fun.

EDexpo is the premier event for education products covering every facet of preK-12 learning from instruction materials to toys and games. The show also provides networking opportunities for buyers and sellers as well as education and training to help dealers increase their sales. EDexpo is co-located with CAMEX, the campus market expo. Together these events form the world’s largest selection of products for students and teachers from PreK thru Higher Ed. For more information, visit www.edexpo.com.