



FOR IMMEDIATE RELEASE: March 12, 2018

Staff Development for Educators and the Education Market Association Form Partnership to Enhance Conference for 5000+ Educators

PORTSMOUTH, N.H. – [Staff Development for Educators](#) (SDE) is excited to announce a new partnership with the [Education Market Association \(EDmarket\)](#) bringing the best and most innovative education products and services to the [2018 SDE National Conference. Scheduled in](#) Las Vegas from July 9 to 13, the SDE conference attracts more than 5,000 educators. EDmarket will oversee the sales and management of conference sponsorships and exhibits.

This partnership allows each group to focus on what they do best: SDE providing teachers and administrators across the country with the very best in professional development, and solutions to the most challenging issues they face; EDmarket providing a new and improved exhibit experience with the goal of creating extraordinary classrooms that prepare educators for the evolving demands of 21st century teaching.

“Our annual event is a great opportunity to showcase the best in educational strategies, products and services to the thousands of educators who attend our event,” said Emily Hawkins, SDE General Manager. “Our goal is for attendees to walk away with new ideas to use in the classroom right away. Showcasing great offerings is part of that promise and we’re looking forward to working with EDmarket to create a buzz for attendees at the exhibit hall.”

“EDmarket is the perfect fit for creating and managing a vibrant exhibition hall for the SDE National Conference because we know the audience on both sides, and know what types of exhibitors will bring the most value,” said Jim McGarry, EDmarket President/CEO. “Our employees are trained in making events successful and will bring a level of professionalism that is unmatched.”

Join us this year for an exciting experience. [Registration for the conference is currently live.](#) See the keynotes, presenter and educational session details at [2018 SDE National Conference.](#)

If you are interested in exhibiting at the event, please contact Scott Beyer at sde@edmarket.org or 800.395.5550 x1026, or visit [the conference website](#) for more information.

[About the SDE National Conference](#)

The SDE National Conference is an annual event for PreK-12 educators providing exclusive access to more than 100 education experts and more than 500 practical, hands-on sessions in six different grades- and topic-focused strands. The four-day conference offers school market vendors a perfect environment for showcasing products, services and technologies to teachers who are looking for new ideas to take back to their schools.

[About the Education Market Association \(EDmarket\):](#)

The Education Market Association connects people who want to succeed in the education market by providing events, resources and leadership to those serving education. www.edmarket.org

Media Contacts:

Emily Hawkins, SDE General Manager, 603-924-1170, ehawkins@sde.com

Allegra Tasaki, EDmarket Director of Marketing; 800.395.5550, ext. 1025, atasaki@edmarket.org

###