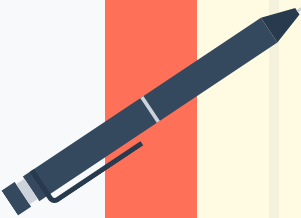


A VITAL MARKET WORTH INVESTING IN



\$634B

TOTAL U.S. SCHOOL
EXPENDITURES 2015-16



55.1M

ELEMENTARY & SECONDARY
STUDENTS

39.0M

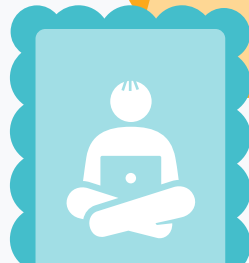
PRE-K – GRADE 8
STUDENTS

289.5K

ADMINISTRATORS

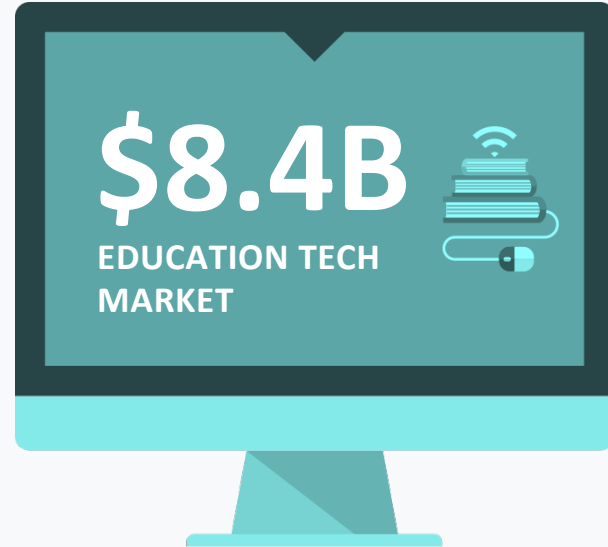
3.5M

TEACHERS



\$8.4B

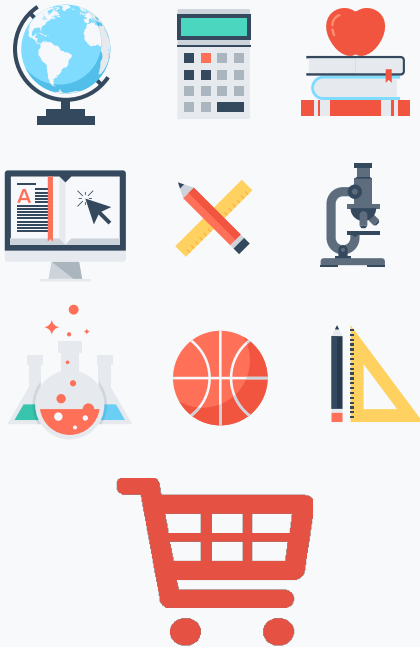
EDUCATION TECH
MARKET



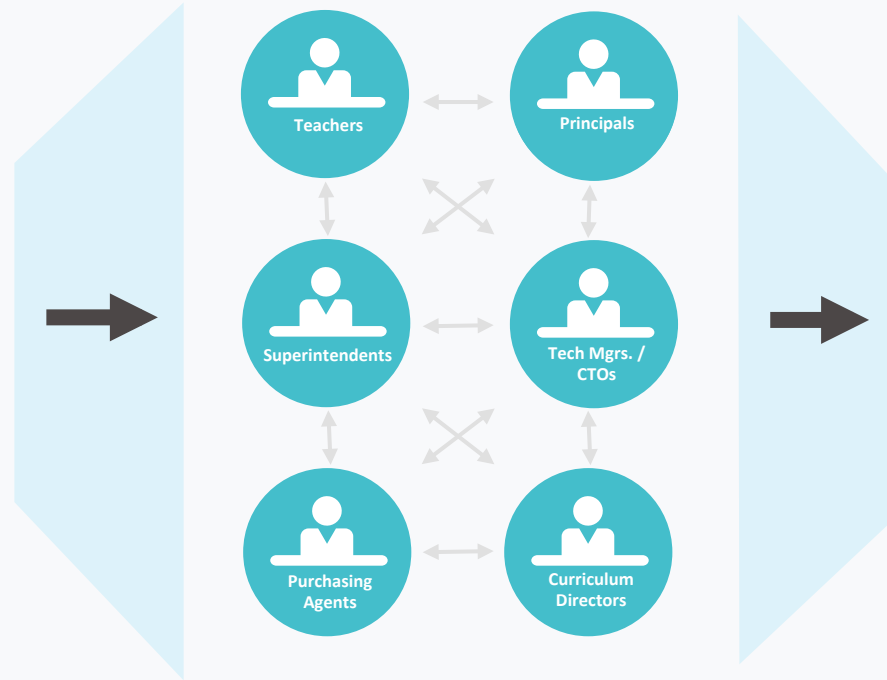
98.3M
K-12 SCHOOLS

13.6K
K-12 SCHOOL DISTRICTS

A CONSULTATIVE + COLLABORATIVE PURCHASE PROCESS



**TYPES OF PRODUCTS RANGE
FROM CALCULATORS
TO COMPUTERS**



**COMMUNICATION CHANNELS
AMONG DECISION MAKERS VARY
BY TYPE OF PRODUCT PURCHASED**



**MARKETERS NEED TO CONNECT
AND ENGAGE ACROSS ALL LEVELS
OF DECISION MAKERS**