

Education Focal Points

Why focus on the Education Market?

The education market is comprised of 17,000 U.S. public school districts or 95,000 schools that provide primary and secondary education for 50 million students and have a combined annual budget of \$350 billion. Although all schools, colleges and universities use promotional products in a similar manner, the segment most aggressively pursued by marketers and promotional products distributors are the 1,800 publicly funded 4-year colleges and universities. College students are now seen as one of the most rapidly expanding consumer markets and campuses are taking notice. Increasing budget cuts at campuses all over the country have actually pushed campus recruiting to the forefront. College enrollment is at an all-time high and expected to increase until at least 2014. Most colleges accept 7 out of 10 applicants and are competing for that student and their tuition. Besides recruiting services, other campus organizations, services and centers are all vying to keep their presence known with students and faculty while sticking to their budget. Imprinted pens, markers and highlighters serve as an inexpensive and effective way to spread the word on campus.

Paper♥Mate®

Sharpie®

EXPO®

Proven Sellers in the Education Market



Ball Pen: \$2.55(A) • 200 Units



Ball Pen: \$0.34(A) • 300 Units



Hybrid Ink Pen: \$0.76(A) • 300 Units



Retractable Gel Ink Pen: \$3.35(A) • 100 Units



Gel Pen: \$2.12(A) • 200 Units



Rollerball: \$3.23(A) • 200 Units



Gel Highlighter: \$2.64(A) • 200 Units



Permanent Marker: \$2.03(A) • 200 Units

Promotional Ideas for the Education Market

- **Campus Admissions Events**—Many of these events offer the opportunity for prospective students and their families to meet with faculty and alumni to learn about their respective school. A pen with the school's logo is a nice reminder of the event.
- **College Recruiting/Career Days**—One of the largest events that campuses hold during the year, students can talk to multiple schools throughout the day. Imprinted pens are the perfect way for schools to distinguish themselves from others and make a lasting impact in a competitive market.
- **New Student Orientation/Move-in Week**—Held on most campuses, this week is filled with carefully planned events in academic and social venues, all of which bring students in contact with other students, faculty, staff and various groups on campus. Use an imprinted pen or marker as a welcome gift.
- **Campus Tutoring Services**—Tutoring services are usually located in multiple locations on campuses and need ways to get the word out about their services.
- **Campus Career Centers**—Career Services invites students to meet with a career counselor to discuss individual questions and help map out a plan for the future. Some industries recruit primarily if not exclusively on campus, especially banking and consulting. Many promotional products are used by these centers.
- **Athletic Department Promotion**—Athletic programs are competitive and thrive on promoting their team among prospective and current students as well as the general public. The sale of promotional products in spirit shops and distribution at athletic events help maintain a healthy fan base, crucial to meeting school revenue projections.