K-12 DISTRICT SALES CYCLE

A GUIDE FOR PRODUCT AND MARKET DEVELOPERS

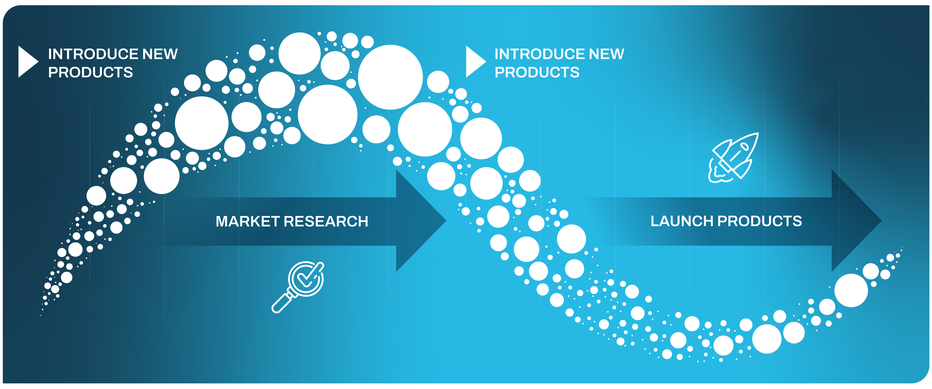
Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

Gathering Info For District Purchases
Educators, especially those who serve on curriculum product selection committees, gather data on vendor products / services.

Quote Requests
Districts request proposals all year; however, April and May are peak season.

District Purchase Orders
The majority of school district purchases occur in June at the end of the school fiscal year.

GUIDE FOR PRODUCT DEVELOPMENT



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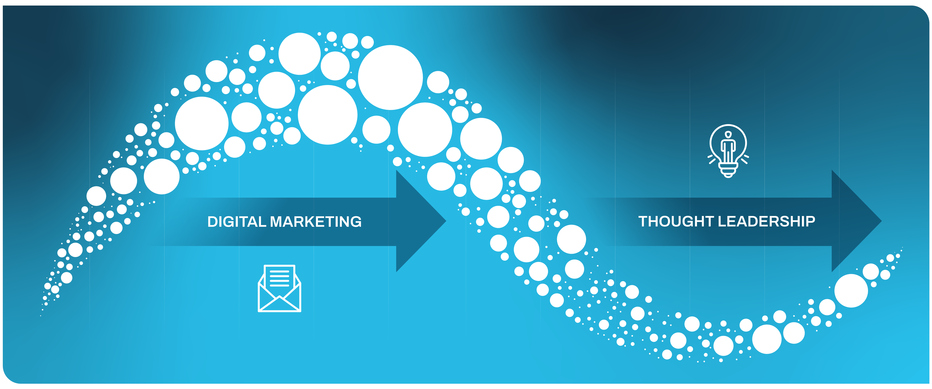
IMPORTANT EVENTS

Jan	Feb	Mar	Apr	May	Jun
ASTE FETC ASA Europe	TCEA	ITEEA Bett UK	NSTA	Bett Brasil Bett Asia	ISTE NSELA
Jul	**Aug**	**Sep**	**Oct**	**Nov**	**Dec**
NSTA				CareerTech VISION	

GUIDE FOR MARKET DEVELOPMENT



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MCH Strategic Data

Data sources:
AASA School Budgets 101
National Survey on STEM Education

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