Make a School-Business Connection

Make connections with your customers at the school business marketplace.

Are you looking for another way to reach your potential customers? ASBO International members and other industry professionals who use the Internet to locate products and services for the entire school business management industry are turning to the School Business Marketplace to find what they need quickly. This information resource uses powerful search technology that continually indexes the content of participating suppliers' Websites. Users have the option of performing keyword-driven searches that mirror traditional search engines, or a category-specific search. Both methods produce the most relevant results on the Web.

The School Business Marketplace also incorporates a desktop search mechanism, allowing visitors to download a free application that makes the directory accessible from their computer desktop. In addition, the directory has implemented Request For Information (RFI) functionality, allowing visitors to contact suppliers with the click of a button. Both features are becoming increasingly popular among users of the School Business Marketplace and are a valuable business opportunity for suppliers to advertise in the directory.

Who's Searching?

Members of ASBO International have access to the School Business Marketplace on a daily basis. But the directory isn't limited to association members. Other school business administrators that are employed in K–12 school districts, community colleges, universities, and state departments of education use the directory as well. These industry professionals spend billions a year on products and services your company offers. More than 8,600 users visit the marketplace each month.

And when these professionals are ready to buy, they turn to the School Business Marketplace to cut through the clutter of traditional search engine results.

Why Participate?

The School Business Marketplace was created specifically for serious buyers of your products or services. Purchasing a listing in the directory ensures that your company's brand and message are delivered directly to those who matter most to your business. ASBO is recognized as a leader in the industry, and school business administrators who are employed in K–12 school districts, community colleges, universities, and state departments of education turn to the association as an informational source in the industry.

Your completed listing in the School Business Marketplace will feature your company logo and description, contact information and company Website and email link. The listing will be grouped into categories of your choice to enable buyers to search quickly and efficiently.

Click Here

The company's listing appears in the School Business Marketplace throughout the year. A variety of pricing and placement opportunities are available, including priority placement, video enhancements, and product showcase ads. A link to the School Business Marketplace is prominently displayed on the ASBO Website (*www.asbointl.org*).

For more information, call 972.402.7000, or e-mail us at *ASBO@multiview.com*.