



## State/Local Government and Education (SLED)

MarketLink announces state/local government and education (SLED) market development service. This specialized practice is focused on driving demand and revenue for technology providers in the SLED vertical.

Government and educational institutions offer tremendous business opportunities for technology providers. However, successful penetration is very challenging. There are many requirements to being a successful supplier to this vertical and, without the resources to address this market, most companies will fail.

MarketLink recognizes the opportunity and the complexities associated with penetrating these markets. We have established a team of talented personnel to oversee and drive the activities within this space, utilizing our existing sales, marketing and support teams to provide the pursuit, management and support of the opportunities.

### Market opportunity:

The SLED market is a large community of state, county and municipal governments, and kindergarten-12 and higher education institutions. The statistics in the United States include:

- 50 states, plus five U.S. properties
- 3,141 counties
- 88,000 municipalities of which 1,300 have in excess of 25,000 population
- Approximately 1,500 received recent EECBG grants
- 4,171 higher-education colleges and universities
- 15,746 school districts

### MarketLink provides the following services for the SLED vertical:

**RFP and Bid Response Service** - We monitor RFPs through several services and distribute to local clients for follow up. We build a response template on behalf of our VAR and integrator customers to ensure our clients are bid competitively and our resellers are capable of providing a bid.

**Grant Writing** - We help our clients write grants to specify or acquire products based on available grant money from government and private agencies.

**Project Consulting** - We work with consultants, engineers and architects involved in high-tech specification projects.

**Direct Marketing** - We market to government and education institutions on behalf of our clients in order to create awareness and drive demand for our clients' technology products.

**Indirect Marketing** - We market through e-mail and Web-based initiatives.

**Trade Show Support** - We provide booth space and coverage at key industry events.

### MarketLink SLED Program

- RFP and Bid Response
- Grant Writing
- Project Consulting
- Direct Marketing
- Indirect Marketing
- Tradeshow Support

“*Ride the MarketLink sled to government and education success.*”