

JANUARY

BUYING GROUPS

- **Independent College Bookstore Assn.** Annual Convention/Trade Show in Las Vegas ... *Apparel* • *iTech* • *Student/office supplies* ... plus!
- **Connect2One** meeting in Houston.
- **New England Buying Consortium.**

Pre-Convention Issue: CAMEX Show Specials.

Energy Drinks ... Snacks ... Sweets

★ THE DIGITAL CAMPUS

Bonus distribution in Las Vegas and Houston!

FEBRUARY

CAMEX SHOW ISSUE

National Assn. of College Stores Convention. Preview of Campus Market Expo Feb. 25- March 1 in Houston – Events ... schedules ... interviews ... exhibitors ... store profiles ... and more!

Sharing the show floor spotlight in Houston:

CCRA – Campus Computer Resellers Alliance.

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Bonus Distribution in Houston!

MARCH/APRIL

FALL APPAREL PREVIEW

Special Report on apparel and accessories features colors, textures, style and substance: full-color photos, product descriptions, buying information.

- New products
- Market trends
- Fashionwear, emblematics
- Best-selling lines.
- Beauty Care tie-ins.

POS Systems: The upcoming school year.

Sports Nutrition ... Sporting Goods ... Sports Apparel

Book Buyback: Ways and means.

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MAY/JUNE

BACK-TO-SCHOOL ISSUE

What's new for fall.

BookExpo America: Books and Multimedia

- Preview of the show, May 23-26 in New York City.
- Trade Books on college bookstore shelves.
- ABA's role in the college market.

Reference Works: Print, electronic perennial best-sellers.

Focus on Technology in all areas of the store..

Candy ... Energy Drinks ... Snacks

CAMEX Wrapup: Hi-tech at the show

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Bonus distribution at BookExpo in New York City!

JULY/AUGUST

BACK-TO-SCHOOL II

Last-minute buying ... After-Rush restock planning.

Student Supplies Resource Guide

... with Selected Supplier Directory.

Study Fuel: Energy drinks, snacks, candy.

Children's Apparel, Accessories, Accoutrements.

Design and Renovation: The store of the future.

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SEPTEMBER

SCHOOL SPIRIT: APPAREL,,EMBLEMATICS

Kicking off the fall season with logos on clothing, lamps, linens, mugs, mousepads and more ... and foam fingers, pom-poms and face paint ... plus College Colors Day.

POS Systems: Supplier Directory and Showcase.

Student Supplies – Writing Tools: The hottest lines.

Health & Beauty Csre. Looking good, preventing disease.

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OCTOBER

NACS Fall Regionals. Where, whenand what's going on, coast to coast.

National Association of College Auxiliary Services annual conference preview, calendar of events.

Dorm Living. Accessories ... appliances ... storage with style ... decorations and doodads. Laundry supplies!

Convenience: Snacks and candy • Soda, coffee, energy drinks.

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Bonus distribution at NACAS in Orlando!

NOVEMBER/DECEMBER

SPRING APPAREL PREVIEW

Covering the latest styles and display techniques

Heads Up: What they'll be showing at CAMEX.

The Distributor's Role: Getting the goods from the factory to the campus store display shelf.

POS Systems: Campuswide applications.

Graduation. Class Goods. Rental Programs. Cards. Gifts ... in time to plan for next year's ceremonies.

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EVERY ISSUE

Reports on current events, new developments, evolving trends and hot products in the college store market!