



cameX

NACS Campus Market Expo 2019

New Exhibitor Session

Mary Adler-Kozak,
NACS Director of Expositions

Saturday, February 23, 2019
2-3 p.m.

Agenda

- NACS services
- College store market
- Lease management
- Buying groups
- Key Seasons and deliveries
- Licensing
- Selling to the college bookstore market
- Other trade shows

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Collegiate Retail Marketplace

\$10.28 Billion in sales

- 4,500 (approx.) - college stores US, Canada and international
- NACS members: 3,000 stores
- 2100* are leased thru Follett and B&N
- 118 are K–12 , prep schools that are members of NACS

Types of Stores

- Independent – run by the college or university
 - 39% are private institutions
 - 61% are state run
- Private – usually located “off campus”
- Leased – operated by a company w/ contract
- Co-op
- K – 12 , Prep – retail locations
- On-line stores – ship direct to consumers
 - 4 year – commuter and dorm 67%
 - 2 year – community colleges – tech 33%
 - Grad – law, medical, etc

*Store size may dictate # of buyers

Leased Stores

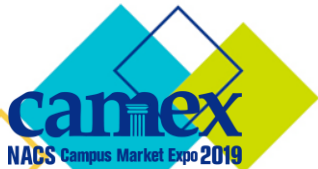
- University hires (or leases) “private” company to run store
- Inventory, fixtures and people - company not school
- Lessor pays the university a % of sales “rent”
- Contract timeline – annual, 2 yr., 5yr or 10 yr.
- Lessor is considered “guest “ on campus
- Largest Lease Management Companies
 - **B&N College Stores**
 - **Follett Higher Education Group**

B&N College Stores – Basking Ridge NJ

•800* locations

- Harvard
- Yale
- Boston U
- Texas A&M
- Vanderbilt
- Texas Tech
- Georgia Tech
- Kentucky
- Rutgers
- Miss St
- Ohio State
- South Carolina
- Ole Miss
- LSU
- North Carolina

- Vendors must be approved by Home Office 1st
- Specific assortment plans developed by store category
- Most buying done at store level
- Apparel: Home office “sets” 1st order
- To become an approved vendor: info@bncollege.com
- www.bncollege.com



Follett Higher Ed Group -

- 1140* stores

- Notre Dame
 - Florida
 - Georgia
- | | | |
|----------|----------------|-------------|
| Stanford | Nebraska | Wake Forest |
| FSU | Miami | |
| Oklahoma | Boston College | |

- Vendors go through Home Office
- Centralized buying for most categories
- Bought NEBO July 2015
- To become approved vendor:

www.follett.com/higher-ed

Additional smaller firms - local

- Texas Book Co
- BBA Solutions
- Sodexo
- Mathews Medical
- Posman Collegiate Bookstores
- Ambassador
- Becks Book Stores
- Tree of Life

Buying groups

- ❖ ICBA - Independent College Bookstore Association

- ❖ NEBC -New England Buying Consortium

- Other local/regional buying associations
 - Canadian Collegiate Buying Group
 - Northwest College Bookstore Assoc.
 - Utah Small Stores Group

Key Seasons and Delivery

- **Fall BTS “Rush”**
 - In hand June - July
- **Fall events**
 - Football, homecoming, parent’s and alumni weekend
- **Holiday**
 - Minimal due to campus schedule
- **Spring BTS “Rush”**
 - In hand Dec – Feb
- **Graduation**
 - In hand April / some graduations in December
- **Summer sales**
 - Camps and conferences – depends on campus

Selling to college market

- Relationships are KEY!
 - Rep agencies –Jardine, ICS, Stephen’s etc
 - Distributors and wholesalers – Douglas Stewart, D&H, ICM, Merchandise Inc.
-
- Get references from stores
 - Ask how many lines they have
 - What categories do they sell?

Other trade shows

- Lease Management
 - If approved, vendor will be invited
- Regional and Mega/Super regionals
 - Need to become member of association
 - Pay for space – usually table top
 - Fall and Spring buying shows – ½ to 1 day
 - Great for building relationships
 - Not big order writing shows
 - www.nacs.org Education & Events Calendar

Trademark Licensing – The Collegiate Industry

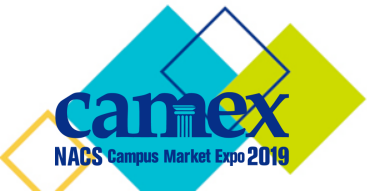
- More than 700 colleges/universities with established licensing programs
- More than \$6.4 B in sales of officially licensed collegiate merchandise
- Why do institutions create licensing programs?
 - Protect, Promote and Profit from it's most valuable asset – the brand
 - Colleges can hire licensing agencies or manage independently.
 - ICLA (Independent Collegiate Licensing Association) is collocating their Winter meeting with CAMEX in 2019. You'll see them on the show floor. They're the key to licensing approval at their university.

Collegiate Licensing

- Licensing Companies
 - Learfield IMG College
Learfield Licensing and IMG College merged in December 2018.
<http://www.imgcollegelicensing.com/>
 - Fermata
www.fermata.com
 - ICLA (Independent Collegiate Licensing Association) - Licensing is university operated

Learfield IMG College

Here at CAMEX 2019 in Booth # 2424



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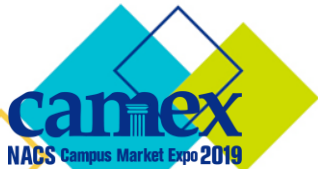
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Special thanks to:

Lisa Gallivan-Reed,

Retired OneCoast Collegiate Exec VP from
whom we “borrowed” most of this presentation.





Thank you for attending.

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Session handouts are available:

CAMEX in The Hub

Please complete the session
evaluation via the mobile app:

www.camex.org/app