

## JANUARY/FEBRUARY

Closing: January 3      Materials: January 12

### CAMEX SHOW ISSUE

National Assn. of College Stores Convention. Preview of Campus Market Expo March 2- 6 in Salt Lake City – Events ... schedules ... interviews ... exhibitors ... store profiles ... and more!

Sharing the show floor spotlight in Salt Lake City:  
**CCRA** – Campus Computer Resellers Alliance.

- **Connect2One** meeting in Salt Lake City.

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*Bonus Distribution at CAMEX in Salt Lake City!*

## MARCH/APRIL

Closing: February 22      Materials: March 2

### 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 2012-2013 school year.

**Energy Drinks ... Snacks ... Sweets**

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

**Book Buyback:** Ways and means.

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## MAY/JUNE

Closing: April 11      Materials: April 20

### BACK-TO-SCHOOL ISSUE

What's new for fall ... including CAMEX reports.

### BookExpo America: Books and Multimedia

- Preview of the show, June 5-7 in New York City.
- Trade Books in college bookstores. • ABA's role.

**Reference Works:** Print, electronic perennial best-sellers.

**Focus on Technology** in all areas of the store.

**Study Fuel:** Energy drinks, snacks, candy.

**Apparel Necessities:** Underwear to outerwear.

**Design and Renovation:** The store of the future.

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

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*Bonus distribution at BookExpo in New York City!*

## JULY/AUGUST

Closing: June 18      Materials: June 27

### AFTER-RUSH RESTOCK

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

### Student Supplies Resource Guide

... with Selected Supplier Directory.

### Candy ... Energy Drinks ... Snacks

**Health & Beauty Care.** Looking good, preventing disease.

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

**Children's Apparel,** Accessories, Accoutrements.

**POS Systems:** Supplier Directory and Showcase.

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## SEPTEMBER/OCTOBER

Closing: August 28      Materials: September 7

### SCHOOL SPIRIT: APPAREL, EMBLEMATICS

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

**Student Supplies** – Writing Tools: The hottest lines.

**NACS Fall Regionals.** Where, when and what's going on, coast to coast. Special focus: Mega Regional!

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

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

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*Bonus distribution at NACAS in Atlanta!*

## NOVEMBER/DECEMBER

Closing: November 13      Materials: November 26

### SPRING APPAREL PREVIEW

Covering the latest styles and display techniques

**CAMEX Heads Up:** Pre-convention issue – what they'll be showing at CAMEX in Kansas City.

### Buying Groups:

- **Independent College Bookstore Assn.** Annual Trade Show
- **New England Buying Consortium.**
- **Connect2One** meeting in Kansas City

**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!