

Connect2One Come2Buy

**CAMEX 2012
Co-Location
Salt Lake City**

4350 Glendale-Milford Rd. Suite 240
Cincinnati, OH 45242-3746
www.connect2one.com
Phone (800) 563-9034
Fax (800) 600-9034

Salt Lake City; Here We Come!

At Connect2One, we are very proud of founding the "co-location" concept, along with NACS, for **ONE NATIONAL SHOW** for both our member stores and vendor partners. The co-location of our buying group activities with the CAMEX event saves time and money for everyone involved. Now in our 11th year of co-location, we are looking forward to another great kick-off to the back-to-school buying season with our Connect2One Education Day and ending with the CAMEX tradeshow in Salt Lake City.

Come2Buy Theme: Connect2One kicks off the co-location event with our C2O Education Day exclusively for our store members on Thursday, March 1. Our education day is designed to promote our vendor partners and educate buyers on current trends, best sellers, new products and show specials. By pointing out the savings and bestsellers in each program, our buyers are enthusiastic about visiting the booths of our vendor partners. The result: more orders and contacts for you during CAMEX.

2012 CAMEX SCHEDULE

Sunday, March 4	9:00 am - 5:30 pm
Monday, March 5	9:00 am - 5:30 pm
Tuesday, March 6	9:00 am - 3:00 pm

Connect2One buyers are the most prepared and most knowledgeable buyers on the trade show floor. Buyers receive our catalog mailings with your program and show specials about a month prior to CAMEX. Combined with our Education Day, buyers are prepared to hit the CAMEX floor with purchase orders in hand. Let us help you make the most of your CAMEX experience by exploring all the opportunities of partnering with Connect2One.

If you are just beginning the process of working with Connect2One, welcome aboard! For those of you ready to renew your program, let's do it!

Proposal Timeline

Please mark your calendars with these important dates regarding your proposal. Due to the number of proposals received, your adherence to these dates is essential.

Schedule a review of your proposal with your C2O Program Director.

OCTOBER

NOVEMBER

DECEMBER

NOVEMBER

21

MONDAY

**PROPOSAL
DEADLINE**

Program Directors review proposals, make selections and send you proof copies

NOVEMBER

DECEMBER

of your catalog pages for approval for final publication.

February 1, 2012: Approved Vendor Partners receive complete C2O membership list with buyer names, phone numbers and mailing addresses.

Catalogs are delivered to Connect2One buyers the **first week of February**.

For complete details regarding CAMEX events, booth registration, set-up and move-out, visit www.CAMEX.org.

NEW for 2012

Please review the Connect2One Guidelines for our Facebook policy. We are also requesting access to your "dealer" website to give our program directors access to catalogs, graphics, marketing images, etc. Please provide this new information on your Vendor Profile form.

Tips On Submitting Your 2012 Proposal

With over 650 member stores nationwide, Connect2One is the largest and most comprehensive buying group in the country. Our consistent growth over the years reflects the success we have in providing viable partnerships with long-term benefits for all parties.

Developing your Offering

Our goal is to help you create a successful program for our members with a win-win combination of:

1. **THE RIGHT items, mix, price, and terms**
2. **THE RIGHT WAY to communicate your offer**

Just as much as our members rely on us to direct them to the best offers in the industry, you, as a vendor, also benefit from our expertise in the college bookstore market.

Working with Program Directors

Even before you submit your offer, it's a good idea to talk with a Connect2One Program Director regarding your proposal. Our offices are located in the Blue Ash area, just north of Cincinnati. In addition to working via email and phone, our Program Directors attend a

number of national, regional and state meetings during the fall months that may facilitate an in-person discussion of your offering.

The Finishing Touches

In this packet, you'll find a CHECKLIST and all the forms you need to submit a complete proposal.

Proposals with strong assortments of basic products with COMPLETE paperwork receive PRIORITY attention.

We prefer to receive your proposal forms electronically. Renewing vendors will automatically receive last year's info electronically, including Vendor Profile and Policies forms, program intro and spreadsheets. Simply update and email back to us.

Please refer to the enclosed Proposal Checklist to be sure you send **everything** we need in order to begin evaluating your proposal. Incomplete proposals delay the program approval process.

All forms for your proposal are available for download at www.connect2one.com/vendorforms.asp or contact Vicky Gladish at vgladish@connect2one.com.

Connect2One Program Catalogs

C2O members often cite our catalogs as the most valuable tool we provide. Programs and vendor information are detailed in a consistent format throughout.

The C2O catalogs include vendor and category indexes, commodity comparison charts, minimum order and freight minimum summaries and co-op advertising policies.

Catalogs will be delivered to C2O buyers the first week in February. Both the Apparel and Supplies Catalogs are delivered to our members in printed format.

Approved vendors will receive copies of their individual programs. Full copies of the catalogs are not released to vendors in order to protect confidentiality.

- **The Apparel Catalog** features clothing, hats, backpacks, imprinted souvenirs, grad products, umbrellas, non-insignia gifts and related products.

- **The Supplies Catalog** features school, office & art supplies, electronics, technology products, health science products and other related categories.
- **The Store Services and More** features unique offerings (books, c-store offerings, store operations, service providers and more) which are distributed via email to the appropriate contact.
- **SHOW SPECIALS** are highlighted on yellow paper in the C2O Catalogs and are often the first thing buyers look at when they receive their catalog. Show Specials are a tremendous incentive for buyers to visit your CAMEX booth. In many cases, buyers pre-write their orders to take advantage of these offers. Show Specials promoted by Connect2One must be *uniquely different* from other offers you plan to make at CAMEX. Please contact a Program Director to determine the most appropriate offering.

Partnership Benefits

As a Connect2One Vendor Partner you are part of an exclusive group of vendors that actively support independent college bookstores. Connect2One wants you to be aware of and take advantage of your partnership benefits.

1. Connect2One Annual Catalogs

The C2O Annual Catalogs feature the approved product and service offerings of each of our Vendor Partners. Our buyers anxiously await the arrival of their Catalogs which are delivered approximately 4 weeks prior to CAMEX.

2. Exclusive C2O SHOW SPECIALS

Unique Show Specials exclusively for our members at CAMEX prove highly effective in attracting buyers to your booth.

3. Special CAMEX Co-Location Marketing & Networking

Want to set yourself apart from other vendors at CAMEX? The best way to do so is to partner with Connect2One.

- Our Program Directors highlight your company's offering during our "In-Depth Review" sessions with our buyers where we feature your best sellers, new items and Show Specials.
- Your CAMEX booth location is highlighted on our custom C2O trade show floor map.
- We provide "Connect2One Vendor Partner 2012" signs for your booth.
- Buyers from C2O stores will be identified by a C2O label on their name badges. In addition, most C2O members will be wearing distinctive Connect2One badge holders.
- You will receive complimentary invitations to the Connect2One "Be True to Your School" Party.

4. Sponsorships

Sponsorship opportunities are available for various C2O co-location activities including reception refreshments, breaks, lunch and goody bags. Details enclosed.

5. Subscription to "The Connection"

You will automatically receive our monthly newsletter "The Connection" via email which you can distribute to your sales staff.

6. Newsletter Articles

Articles in our monthly newsletter, "The Connection", are an excellent way to communicate what's happening at your company. Use the newsletter to introduce new sales reps, new company facilities or new directions your company may be taking. Had great success at a member store? Let's tell everyone about it! We're open to your ideas.

7. Vendor Promotional Inserts in "The Connection"

Vendor inserts in our monthly newsletters are highly effective in reaching over 2,000 buyers and managers at our member stores. Use newsletter inserts to introduce new products, promote seasonal products, highlight fashion items or promote products from your everyday offering.

8. Broadcast Emails

Connect2One can quickly send information to our members via broadcast email. These marketing vehicles are ideal for product introductions, display assortments and closeouts. There are some limitations on art resolution, file format and size. Contact your C2O Program Director for details.

9. Web Link

Our website www.connect2one.com is more popular than ever. We'll provide a web link from our website to yours. You'll also find us on Facebook.

10. Membership Lists

Connect2One provides each of our Vendor Partners with a complete membership list on February 1, including buyer contact info. Monthly updates are sent thereafter. If you need an updated list during the year, just let us know.

11. Industry Expertise

Imagine having someone on your staff

Partnership Costs

Your Vendor Partnership Benefits and costs are determined by your annual sales volume with our member stores.

Please review your enclosed Vendor Partner Market Development Plan for your exact benefits and costs.

specializing in customer relations and industry research. Our Program Directors are recognized in the industry for their expertise. With contacts in the bookstore and vendor community, our Directors provide invaluable resources to our Vendor Partners.

C2O staff members are frequently invited to be guest speakers at industry events throughout the year. Topics include "What's Hot", "Advocacy", and "Visual Merchandising". Our expertise is also demonstrated in paulaspicksat-connect2one.blogspot.com.

Whether it's product development or sales trend analysis, our Program Directors are working for you!

12. Advocacy of the Independent Self-op Store Model

Connect2One is committed to supporting the independence of institutional college stores as they meet the challenges posed by contract management companies. C2O has compiled extensive research for use in promoting the value of the institutional self-op college bookstore model.

Code of Conduct

Connect2One is committed to doing business with vendors and suppliers who conduct their business affairs in a socially responsible and ethical manner. Please include with your proposal a current copy of your Code of Conduct, Factory Disclosure or similar documentation. All school logo imprint manufacturers are expected to comply with this request.

Connect2One®

An Alliance of Independent College Bookstores

Samples

Samples play an important role in helping us evaluate your proposal. Contact a C2O Program Director for sampling requirements related to your offer.

We are particularly interested in receiving samples of best sellers, new items and Show Specials.

In some cases, we will also request photo jpegs or PDFs of your offerings for use in our "In-Depth Review" presentations.

Samples will not be returned unless requested. Do not send samples on an invoiced basis.

A Note on Licensing

Connect2One Vendor Partners are required to comply with the licensing requirements of the institutions served by our member stores. While some institutions are self-licensed, many use one of the following agents:

CLC - Collegiate Licensing Company

290 Interstate North, Suite 200
Atlanta, GA 30339
770-956-0520
www.clc.com

LRG - Licensing Resource Group

442 Century Lane, Suite 100
Holland, MI 49423
616-395-0676
www.lrgusa.com

Deadline for Proposals

All proposals must be delivered to the Connect2One office no later than:

MONDAY, NOVEMBER 21, 2011

Send to:

Connect2One

Program Proposal

4350 Glendale-Milford Rd. Suite 240

Cincinnati, OH 45242

What's Hot

To aid buyers preparing for the critical back-to-school selling season, our Program Directors focus on items that represent price points, bestsellers, new introductions, low minimums and trends for a college bookstore's best promotional opportunities. Products accepted into the 2012 programs are eligible for special acknowledgement in our most popular merchandise planning tools: "Paula's Picks" and "Michelle's Best Buys". Our Program Directors will work directly with you on the selection of these items.

These specially identified products are highlighted during the C2O education sessions prior to CAMEX. Additionally, you will receive ribbons to place on "Picks" and "Best Buys" displayed in your CAMEX booth. These colorful ribbons are readily identified by our members as "something special" and provide you with talking points to begin working with the buyer.

In post-CAMEX surveys, 80% of responders indicated that "Picks" and "Best Buys" influenced their purchasing decisions on the CAMEX floor.

You can pick up your ribbons with your Connect2One Vendor Partner signs at the C2O lobby booth adjacent to CAMEX registration.



Connect2One Program Contacts

Mark Palmore

Executive Director
mpalmore@connect2one.com
800-563-9034 x 228
Advocacy, books, shopping bags,
freight

Paula Haerr

Assoc. Executive Director
phaerr@connect2one.com
800-563-9034 x 226
School, office & art supplies, technology products, c-stores, store services

Michelle Johnson

Program Director
mjohnson@connect2one.com
800-563-9034 x 225
Apparel, hats, backpacks, insignia items, souvenirs, graduation products, gifts, Code of Conduct

Vicky Gladish

Program & Member Specialist
vgladish@connect2one.com
800-563-9034 x 227
Electronic forms, catalog preparation, member lists