



Story Opportunities

Hot and unique products on campus: Each spring, CAMEX previews the latest in electronics, educational aides, clothing, gifts, books and other products marketed to college students. The show offers a glimpse of what products retailers and manufacturers expect to be hot on college campuses the following fall. See the latest apparel trends at *The College Store* magazine's Annual Fashion Show and Accessory Extravaganza. Visit the trade show for many fun, unique products like waterproof sweatshirts, paper products made from banana fibers, clothing made in Bali, Indonesia, and patented glasses to cure digital eye fatigue.

Dorm Room 101 - How students decorate their homes away from home: A far cry from black lights and milk crates, today's college students are serious about decorating. Highly influenced by fashion, luxury, and comfort, co-eds want to transform their college dwellings into places that reflect their tastes. What kinds of décor are gracing dorms these days? What are experts from college stores recommending to students? Stop by the Comforts of Home Display (booth 999) sponsored by D & H Distributing in the trade show to visit a mock dorm room set up like a real-life his or her room.

The changing bookstore: Today, the college store industry is a strong segment of U.S. retailing, powered by technology, market research, innovative merchandising and an inventory that includes much more than books. In fact, more than one-third of college stores' revenue comes from sources other than textbooks, according to research from the National Association of College Stores (NACS). What have bookstores done to modernize? Why have college stores changed? What are they doing to stay competitive?

For more information, contact Charles Schmidt at 800-622-7498 (x2351), cschmidt@nacs.org or Jennifer Libertowski 800-622-7498 (x2249), jlibertowski@nacs.org.