

Welcome to the Revolution

2010 JOINT MEETING & TRADE SHOW

APRIL 11 - 13, 2010
SARATOGA SPRINGS, NY

Pay What You Can!
(see inside for details)

Jointly Sponsored by the College Stores Association of New York State and Campus Stores of New England



Welcome to the 2010 Joint Meeting & Trade Show!

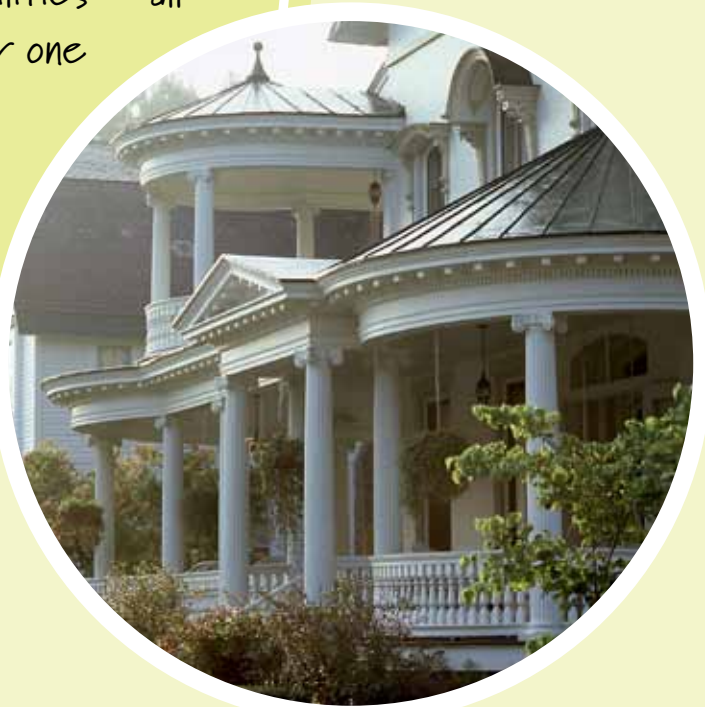
Meeting Chair, Evan Koster of The Cotton Exchange



Character, history, and charm are just a few of the reasons Saratoga was named as one of **America's Dozen Distinctive Destinations** by the National Trust for Historic Preservation.

"CSA-NYS/CSNE Joint Meeting & Trade Shows have provided a learning environment year after year for my staff. It is an event where we can network with our peers, inspire new staff to become leaders, meet to foster a curiosity for innovative possibilities — all at a minimum cost and all under one roof. I would recommend it to everyone in the industry."

— Victoria A. Brondum,
Colgate Bookstore Director



Schedule of Events (Subject to Change)

SATURDAY, APRIL 10, 2010

Registration	3:00pm - 5:00pm
First Timers Reception	5:00pm - 5:30pm
Opening Night Networking Reception	5:30pm - 6:30pm
Dine Around Saratoga!	6:30pm - 9:30pm

SUNDAY, APRIL 11, 2010

Registration	7:00am - 5:00pm
Associations' Business Meeting Breakfasts	7:45am - 8:45pm
Customer Service - How To Keep Customers Rushing Back for More!	9:00am - 10:30am
Morning Refreshment Break	10:30am - 10:45am
Pop Up Stores	10:45am - 12:00pm
Staying Competitive in the Textbook Marketplace	10:45am - 12:00pm
Creating Podcasts to Market Your Store	10:45am - 12:00pm
Prep School Store Issues	10:45am - 12:00pm
How to Market to People Not Like You	10:45am - 12:00pm
Exhibitor Setup	12:00pm - 5:00pm
Author Luncheon	12:00pm - 1:30pm
Welcome to the Revolution	1:30pm - 3:00pm
Afternoon Refreshment Break	3:00pm - 3:15pm
Using Social Networks to Market Your Store	3:15pm - 4:30pm
Global Markets & Free Trade	3:15pm - 4:30pm
Textbook Rentals	3:15pm - 4:30pm
Loss Prevention 101: Protect Your Assets	3:15pm - 4:30pm
Communicating the Value of the Independent Store to Your Institution	3:15pm - 4:30pm
Cocktail Reception	6:00pm - 7:00pm
Recognition Banquet	7:00pm - 9:00pm

MONDAY, APRIL 12, 2010

Registration	7:15am - 12:00pm
New Products/Services Breakfast	7:45am - 8:45am
TRADE SHOW!	9:00am - 4:00pm
Morning Refreshment Break	10:00am - 10:30am
Show Lunch	12:00pm - 1:30pm
Afternoon Refreshment Break	2:30pm - 3:00pm
Show Raffle Winners Announced	3:45pm - 4:00pm
CSA-NYS Business Meeting of the Members	4:00pm - 5:00pm
Reception	6:00pm - 7:00pm
Fun Night Dinner	7:00pm - 9:00pm

TUESDAY, APRIL 13, 2010

"Birds of A Feather, Flock Together" Breakfast	8:00am - 9:00am
Best Practices Idea Exchange - Family Feud Style!	9:00am - 10:30am

Program

Customer Service - How To Keep Customers Rushing Back for More!

We all know that the customer is king. In our increasingly competitive business environment, it's more important than ever to cater to customers' needs, desires and provide customer service that goes way beyond basic politeness and courtesy. The best and smartest companies are finding that listening to what customers want and delivering on every promise, no matter how small, keeps customers happy and coming back for more. And terrific customer service doesn't have to break the bank: it's not about spending more to keep customers happy, it's about truly understanding the customer experience from a personal point of view.

Additionally, in today's diverse marketplace, recognizing that not all customers are the same and that needs may differ with cultural values, this session will address key customer insights to best deliver exceptional service.

As a result of this session, you will learn:

- » The latest techniques that innovative companies are using today to train their staff to deliver exceptional customer service
- » Best practices among leading companies and brands
- » How to listen for what a customer wants, not just what he/she may ask for
- » Key insights into delivering terrific customer service to the Hispanic customer
- » Specific strategies and tactics will be discussed as well as Do's and Don'ts



Presented by: Kelly McDonald was named #1 on the list of "26 Hot Speakers" by *Successful Meetings* magazine. She is a marketing and advertising expert with more than 20 years of ad agency experience, on both the General Market and Latino sides of the business. She worked in top positions for several global ad agencies before making the move to Latino advertising and marketing. Working with clients such as Toyota, Nissan, Subaru, BlueCross BlueShield, Kimberly-Clark, Bank One, Nationwide Insurance and Budweiser, Kelly has helped clients grow business by targeting U.S. Latinos strategically and creatively. McDonald Marketing is a full-service marketing and communications firm, specializing in market segmentation and multicultural marketing.

Staying Competitive in the Textbook Marketplace

In spite of Internet competition, some stores' textbook departments are still thriving. The presenter will share examples as well as what he has seen stores implement along the way. This session is designed to help stores that feel they cannot do anything in reclaiming textbooks sales!

Presented by: Eric Browning, Territory Manager, MBS



*Lincoln Bath House,
Saratoga Springs*

"I consider the CSA/NYS & CSNE Joint meeting to be one of the best values for the money. The educational sessions are dynamic & diverse. The trade show always produces value buying opportunities for my store and the networking opportunities are invaluable. All of these are particularly important in the current economic climate."

— Dawn Greenlaw, Associate Director
Operations, Skidmore College

Creating Podcasts to Market Your Store

If you want to join the podcasting revolution, but don't know how to start, this session will show you the way. Come and learn the basics of podcasting using Apple's easy-to-use iLife '09. You will learn how to create and distribute professional sounding and looking podcasts for marketing the services and products of your Campus Store to faculty, students and staff of your college or university community.

Presented by: Lester Ray, Market Development Executive and Diane Lipka, Higher Ed Development Executive, Apple Computer

Prep School Store Issues

In this interactive session, participants will discuss issues of importance to Prep School Stores. Topics may include doing more with less - how have cutbacks affected your store? We will also discuss accounting for the school store and other issues of interest to attendees.

Presented by: Jo Lee, Student Services Manager, Brooks School

How to Market to People Not Like You

"Marketing fitness" requires the same dedication, discipline and training as any other fitness regime. You have to fuel your marketing plans and initiatives with the right healthy ingredients to achieve top performance. One of the most important issues to address within your marketing plan is the new market segmentation. Our marketing environment has become more complex, and consumers have become more sophisticated. No longer does mass marketing and mass media necessarily fit the bill - putting your message out there as broadly as possible and hoping it will hit a majority of your prospects. Diversity marketing is the new norm, and this doesn't simply mean racial diversity. Diversity comes in many forms: gender, race, age, lifestage, language preference, religion, sexuality, and hobbies or special interests are all ways in which people's differences are recognized. By recognizing these differences and tailoring your product, message or marketing efforts to reflect consumers' uniqueness, you are validating the importance of a consumer group. It may seem counter intuitive to focus on differences rather than similarities, but that's where adding a new "exercise" to your routine can really stretch your marketing muscles and bring incremental results.

As a result of this session, you will learn:

- >> About the hottest new market segments and how they're shaping culture
- >> The key emotional drivers for important target segments and how your company can leverage those in marketing messages
- >> Which group represents the largest opportunity for your business right now and which group will be your greatest opportunity tomorrow.
- >> Specific strategies and tactics will be discussed for identifying your high-potential prospects and reaching them effectively.

Presented by: Kelly McDonald was named #1 on the list of "26 Hot Speakers" by Successful Meetings magazine. She is a recognized expert on business trends and multicultural marketing.

Program

Welcome to the Revolution

The campus bookstore industry is undergoing rapid change. Join us for this discussion as we explore what is happening in the industry, trends, opportunities, and how our stores can best position themselves to be successful in the future.

Presented by: Jay Menninger, Director, UVM Bookstore, University of Vermont

Using Social Networks to Market Your Store

This session will show you the advantage and disadvantages of using Twitter, Facebook, and blogs as a way to communicate with your customers. It will also show you great resources on the Internet that tie into social networking that will make sharing information on the web easy, fun and interactive with your customers.

Presented by: Bob Carlton, Technology/Trade Book Buyer and Web Site Coordinator, The Skidmore Shop, Skidmore College

Global Markets & Free Trade

Be a partner in Fair Trade, while increasing traffic and sales in your store. The Global Market is just one more way that you can add value to your institution and satisfy the socially conscious buying habits of this generation of college students. Hear how Houghton College Campus Store, which serves 1150 students, grew a two-foot display of Tanzanian handbags and jewelry to a 35 foot Global Market gift department. Merchandise is purchased from a variety of Fair Trade organizations which document the artisan and the flow of money back to the indigenous community. Houghton College Campus Store was a awarded Honorable Mention in the 2008 Innovation Achievement Awards from NACS. See the full story at www.nacs.org/public/foundation/recipients.asp and attend the session for more practical ideas on how to get started.

Presented by: Phyllis Gaerte, Campus Store Director & Director of Public Events, Houghton College Store

Textbook Rentals

This session will cover how to get started with Textbook Rentals. Learn how one store is doing it. Ample time for Q&A will be provided.

Presented by: Darrin Lyons, CCR, Associate Director, CAS and College Store Director, SUNY Cobleskill



"I'm looking forward to the Joint Meeting & Trade Show. I have a list of customers I haven't been able to see because of time restraints, gas prices and increased workloads for all of us. It is great to touch base with old friends and meet with new ones."

— Don Gibson, Owner, Little Dog Sales

Communicating the Value of the Independent Store to Your Institution

Attend this session to learn more about the value of institutional stores, ideas on being a successful institutional store, and messages you may want to convey to your administration and leaders on the value of your operation.

Presented by: Rick Watson, Manager of College Stores, Ithaca College

Loss Prevention 101: Protect Your Assets

This interactive session will overview the key causes of loss in the college bookstore industry, benchmark your losses against other college bookstores, and present simple strategies for successful loss reduction and profitability improvement. Participants should come to the presentation with their inventory shrinkage results and examples of their own loss prevention "best practices" that they're willing to share at this session.

Protect Your Assets: Strategies for Success!

- >> Inventory Shrinkage
- >> The True Cost of Inventory Shrinkage
- >> Causes of Inventory Shrinkage (human error, external theft & internal theft)
- >> Shrink Reduction Strategies (addressing the 3 causes of shrinkage)
- >> Physical Security Equipment
- >> The Power of Prevention

Presented by: Candy Stoll, Senior Manager of Loss Prevention Training & Wholesale Services, Follett Higher Education Group

"Birds of A Feather, Flock Together" Breakfast

Join your colleagues for these informal round table discussions. Table topics to include:

- >> Large Store (over \$3 million annual sales) Issues
- >> Prep and Small Store Issues
- >> Community College Issues
- >> Private Store Issues
- >> Vendor Issues
- >> Topic of Participants' choice at two other tables

You may stay at one table or feel free to get up and sit at another table based on your interests.

Best Practices Idea Exchange - Family Feud Style!

In this session, you pick the issues you want discussed. Each team will brainstorm solutions to the issues you have picked. The first team will give their 3 best answers. The second team will have to try and guess your answers (but of course, will end up offering more solutions!) You will have fun, play a role and be surprised at how many great ideas you will walk away with. Prizes to the winning team!



Saratoga is home to **more than 10 museums** including three national museums. Explore dance, the military, automobiles and more in Saratoga.



CSNE SCHOLARSHIP APPLICATION



Event Name: CSA-NYS & CSNE Joint Meeting & Trade Show

Event Date: April 11-13, 2010 Location: The Saratoga Hilton, Saratoga Springs, NY

Your Name: _____ Title: _____

School/Store: _____ # of people attending from your store: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ E-mail: _____

Estimated Expenses:

1. Registration Fee: _____

2. Travel*: _____

3. Lodging: _____

4. Meals: _____

Total Expenses _____ (A)

Funds Available:

1. Organization Funds Available: _____

2. Per Diem: _____

3. Other: _____

Total Available _____ (B)

Total Assistance Needed** _____ (A-B)

** If the treasurer approves your scholarship, it will be awarded after receipt by CSNE of documentation of paid expenses. Reimbursement checks will be made payable to school/store not individuals. You must attend the meeting to receive reimbursement. The treasurer will determine the scholarship amount. There is a limited amount of scholarship monies available. Maximum scholarship amount is \$300 per store. Applicants will be notified by March 5, 2010 as to whether or not they have been awarded a scholarship. Only stores whose dues have been paid for 2010 are eligible for assistance.

APPLICANT'S COMMENTS:

It is recommended that this applicant receive financial assistance from CSNE. It is my belief that this person is interested in campus store service and that he/she will benefit by attending. Our institution will grant time for attendance; however, the funds requested are not otherwise available.

Supervisor's Signature: _____ Date: _____

Applicant's Signature: _____ Date: _____

Please return completed application by March 1, 2010 to:

Steve Duffany, HCC Bookstore

303 Homestead Ave, Holyoke, MA 01040

413-552-2170; 413-493-1769 (fax); sduffany@hcc.edu

CSA-NYS SCHOLARSHIP APPLICATION



Event Name: CSA-NYS & CSNE Joint Meeting & Trade Show

Event Date: April 11-13, 2010 Location: The Saratoga Hilton, Saratoga Springs, NY

Your Name: _____ Title: _____

School/Store: _____ # of people attending from your store: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ E-mail: _____

Estimated Expenses:

1. Registration Fee: _____

2. Travel*: _____

3. Lodging: _____

4. Meals: _____

Total Expenses _____ (A)

Funds Available:

1. Organization Funds Available: _____

2. Per Diem: _____

3. Other: _____

Total Available _____ (B)

Total Assistance Needed** _____ (A-B)

** The Educational Grants Committee will notify you if your scholarship has been approved. Scholarships will be awarded after receipt by CSA-NYS of documentation of paid expenses. The committee will determine the scholarship amount. The maximum scholarship amount for the Joint Meeting & Trade Show is \$500 per store. There is a limited amount of scholarship monies available. Reimbursement checks will be made payable to school/store not the individual. See the current CSA-NYS Handbook and Directory for complete details. Only stores who have paid their membership dues for 2010 are eligible for assistance.

WHY FINANCIAL ASSISTANCE IS NEEDED:

It is recommended that this applicant receive financial assistance from CSA-NYS. It is my belief that this person is interested in campus store service and that he/she will benefit by attending. Our institution will grant time for attendance; however, the funds requested are not otherwise available. The individual is a full time employee of the store.

Supervisor's Signature: _____ Date: _____

Applicant's Signature: _____ Date: _____

Please return completed application by March 1, 2010 to:

Dawn Greenlaw, The Skidmore Shop,
Skidmore College, 815 North Broadway, Saratoga Springs, NY 12866
518-580-5490; 518-580-5496 (fax)

Hotel Information & Directions

The Saratoga Hilton is located at 534 Broadway, Saratoga Springs, NY

We have reserved a block of overnight rooms for this meeting at the 4-star Saratoga Hilton, Saratoga Springs, NY at a discounted rate of just \$110 a night single/double. To reserve your room, please call **888-866-3596** by **March 2, 2010** and use our group code of **ADAZ** or say you are with College Stores Association to receive our discounted group rate. All educational sessions and group events will take place at The Saratoga Hilton and the trade show will take place at the Saratoga City Center which is connected to this hotel.



Refreshingly modern style and full-service features set The Saratoga Hilton apart from each and every one of the surrounding Saratoga hotels. Witness the dramatic transformation of this familiar landmark, located in the heart of the downtown along Broadway - the town's main thoroughfare. Prepare for an enjoyable visit at this classic Saratoga New York hotel, surrounded by a host of features, including:

- >> Onsite restaurant and lounge
- >> 46,000 square feet of event / banquet space
- >> Business center
- >> Heated indoor swimming pool
- >> Fitness center
- >> 212 boutique-style guest rooms

Experience a full range of conveniences at this full-service luxury hotel in Saratoga, New York including:

- >> Wireless Internet access
- >> Complimentary newspaper
- >> Express check-in / check-out
- >> Concierge service, available seasonally
- >> Laundry and valet services
- >> Safe deposit box
- >> Bell service
- >> 24-hour front desk
- >> Video check-out available
- >> Wake-up service available



Driving Directions

From South: Take New York State Thruway (I-87 North) to exit 24. Take Adirondack Northway (I-87) to exit 15. Turn left off exit. At the 5th traffic light, turn left onto Rock Street. At stop sign turn right onto Maple Ave. The hotel parking lot will be on your right.

From East: Take Mass turnpike-West to New York Thruway, take exit B-1 (I-90 Bypass) to I-787 North for about 6 miles to Route 7-west for about 2 miles to Adirondack Northway (I-87) for about 22 miles to exit 15. Turn left off exit. At the 5th light, turn left onto Rock Street. At stop sign turn right onto Maple Ave. The hotel parking lot will be on your right.

From West: Take New York State Thruway (I-90 East to exit 24). Take Adirondack Northway (I-87 North) to exit 15. Take left at exit. At the 5th light turn left onto Rock Street. At stop sign, turn right onto Maple Ave. The Saratoga parking lot is on your right.

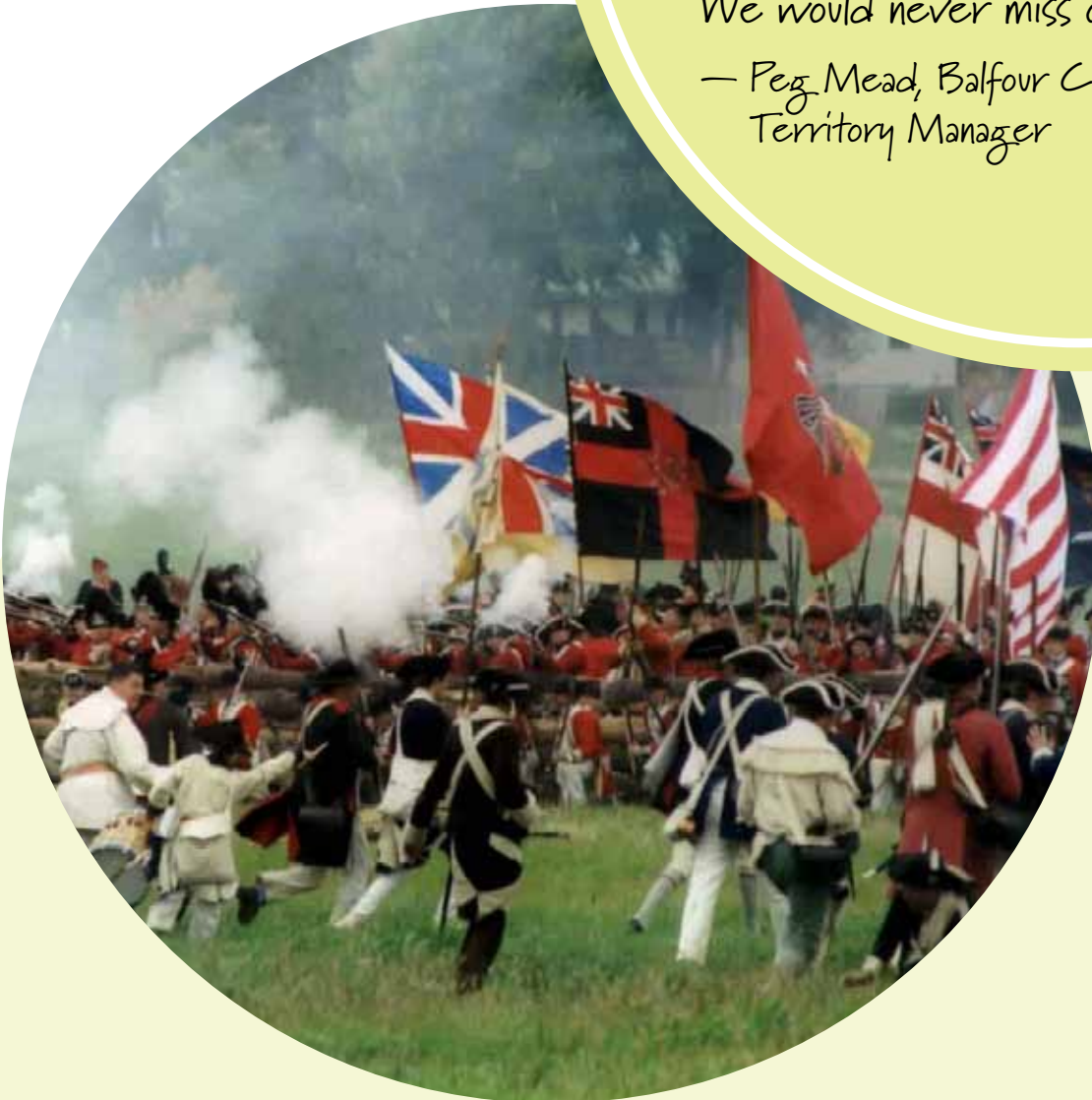
From North: Take Adirondack Northway (I-87) South) to exit 15. Take right at exit. At the 4th light turn left onto Rock Street. At stop sign, turn right onto Maple Ave. The hotel parking lot will be on your right.

From Albany International Airport (ALB): Turn left out of the airport parking lot onto Albany-Shaker Road. Drive about 1.5 miles to the Adirondack Northway (I-87). Take I-87 North to exit 15. Turn left off the exit. At the 5th light, turn left onto Rock Street. At the stop sign, turn right onto Maple Avenue. The hotel parking lot will be on your right.

From Albany / Rensselaer Amtrak Train Station: Take East St. south to Adams St., and make a left. Turn right at Third Avenue. Take the I-787 ramp north to Troy. Take Route 7 West, exit 9W, to the Adirondack Northway (I-87). Follow to exit 15, Saratoga Springs. Turn left off the exit. At the fifth traffic light, turn left onto Rock Street. At the stop sign, turn right onto Maple Avenue. The hotel parking lot will be on your right.

“There is no better opportunity to see your customers than at the association shows. People are relaxed and open to new ideas and products. We would never miss one!”

— Peg Mead, Balfour College,
Territory Manager



Named one of the fifteen most decisive battles in world history, the **Battle of Saratoga** helped shape our nation. Visit Saratoga and discover Saratoga National Historical Park, where history remains preserved for our generation.

Registration Form

2010 Joint Meeting & Trade Show



Name for badge: _____ Title: _____

Store Name: _____

Institution(s) Served: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ E-mail: _____

REGISTRATION FEE: (Registration Fees are PER STORE NOT PER PERSON)

On or Before March 19, 2010

- Member \$99
- Non-Member \$149

After March 19, 2010

- Member \$124
- Non-Member \$174

Registration Fee: \$ _____

Discount Code: _____

Discount Codes

Has your store's budget been slashed or eliminated? No worries! Members may use any of the following discount codes when they register! If registering online, please note these codes are case sensitive.

Some Budget: If you can pay a \$50 registration fee, please enter a code of: **Some Budget**

Little Budget: If you can pay a \$25 registration fee, please enter a code of: **Little Budget**

No Budget: If you have no budget, please enter a code of: **No Budget** (You will not be charged a registration fee!)

Still need financial help to attend? CSA-NYS and CSNE members may apply for scholarships! You may be able to receive the money you need to cover your overnight room, meals & travel costs! Simply complete the application in this packet for the association you belong to!

MEALS:

Circle your choices for our group meals here.

Saturday, April 10	First Timers Reception	Free
Saturday, April 10	Welcome Reception	\$25
Saturday, April 10	Dine-A-Round	Dutch Treat
Sunday, April 11	Associations' Business Breakfasts	\$22
	Check one: <input type="checkbox"/> CSNE <input type="checkbox"/> CSA-NYS	
Sunday, April 11	Author Luncheon	\$30
Sunday, April 11	Recognition Banquet	\$50
Monday, April 12	New Products/Services Breakfast	\$25
Monday, April 12	Show Lunch	\$15
Monday, April 12	Fun Night Dinner	\$50
	Check one: <input type="checkbox"/> Chicken Saltimbocca	
	<input type="checkbox"/> Block Island Swordfish <input type="checkbox"/> Vegetarian	
Tuesday, April 13	"Birds of A Feather, Flock Together" Breakfast	\$20

Register for ALL Meals and deduct \$25 from your total - \$25

Total Meals: \$ _____

Total This Page: \$ _____

OVER >>

Total from page 10:

\$_____

Name for badge: _____

Diet Restrictions? _____

Vegetarian? _____

PRE-REGISTRATION:

- Check if you are a first timer
- Check if you have a disability and may require accommodations to fully participate
(Please attach details on your needs with your registration)

BUYER SHADOWING PROGRAM:

- Check here if you are a new buyer and you would like to shadow an experienced buyer during the first hour of the show - between 9:00 am and 10:00 am on Monday, April 12, 2010 (N/C)
- Check here if you are an experienced buyer willing to help a new buyer who would shadow you during the first hour of the show - between 9:00 am and 10:00 am on Monday, April 12, 2010 (N/C)

Total for this registration: \$_____

Totals from other attendee's forms: \$_____

Grand Total: \$_____

PAYMENT:

If paying by check, make payable to College Stores Association of New York State.

I authorize College Stores Association of New York State to charge my credit card below for the Grand Total above: _____

MasterCard/Visa/American Express

Card Number: _____ Security Code: _____ Expiration: _____

Authorized Cardholder Signature: _____

Please Print Authorized Cardholder's Name: _____

Credit Card Billing Address: _____

Fax registration with payment to: **978-250-1117**

Or mail to: CSA-NYS, c/o McKenna Management, Inc., 6 Boston Road, Suite 201, Chelmsford, MA 01824

POLICIES:

By registering for this meeting, I agree to comply with the Joint Meeting & Trade Show policies and procedures and understand the contact information I provide on this registration form will be published & distributed in meeting handouts. I also understand the associations may photograph me and use the photographs in association publications/web sites.

Sorry, no refunds after March 19, 2010. Cancellations are subject to a \$25 processing fee.

Companies who Exhibited in 2009

Activewear Unlimited, Inc.
Advance Specialties
Alexander Supply
AMA Incentives
American Traditions Basket
Apple Inc.
ASH CITY
ATCO Systems, Inc.
Balfour
Barbarian Rugby Wear
BEARHANDS & BUDDIES
BlueRaven Technology, Inc.
Bolduc's Apparel
Book Drives, Inc.
Boxercraft Incorporated
Budgetext Corporation
Burt's Bees
C&A Sportswear
C2F, Inc.
Caddy Concepts, Inc.
Camp David, Inc.
Campus Crystal
Campus Customs
Canadian Collegiate Supply
Canyon Outback Leather Goods, Inc.
Cengage Learning
Champion Custom Products
Chilton Laboratories
Church Hill Classics
Class Quotes
Clear Solutions
Clear View Bag
Comet School Supplies, Inc.
Commencement Flowers
Components, LLC
Connect2One
Corman & Associates
Cote-Uniflex Bag Co.
Cotton Exchange
CrystalWear Apparel
CSI International, Inc.
D&H Distributing
David M. Rapport, Mfg. Rep.
DeFluris Fine Chocolates
Dodger Industries
Dubwear
Earth Divas
EMERSON STREET
Enjoy The City
Enviro-Tote, Inc.
Follett Higher Education Group
Forbes Photographics
FOUR POINT PRODUCTS
Framing Success
Franklin Fixtures
GameWear
Gear For Sports
Giantmicrobes, Inc.
Gill Sports by Carl Banks
GreenSmart
Gulbenkian Swim, Inc.
Guyot Designs
Hamilton Bell Co., Inc.
Harrow Sports
Herff Jones, Inc.
HERITAGE BRASS
Highland Beef Farms
HPI International, Inc.
ICM Distributing Company
ICS
In the Clutch
ITM, Inc.
J. AMERICA SPORTSWEAR
JA Majors
JAFFE ASSOCIATES LLC
JanSport, Inc.
Jardine Associates
Jayes by Malabar Bay
Jordan Worldwide, Inc.
Jostens
Keezer Sportswear
Kiss My Face Corp.
LAD Custom Publishing
Legacy Athletic
LevelVision
Lexi-Comp, Inc.
Little Dog Sales
Matthews Book Company
MBS Textbook
Midwest College Marketing
Group, Inc.
mitt-minders
MJ Soffe
MV SPORT
MY U
NACSCORP
Nebraska Book company
NEIL ENTERPRISES
New Jersey Books
NewEnglandPicture.com
Nordic Company, Inc.
Northeast Supply, Inc.
Oak Hall Cap & Gown
OGIO
OneCoast Collegiate Team
OSM, Inc.
ouraysportswear.com
Paper House Productions
PartnerShip
Pearson Education
Plantronics
PRIDE SASH
R.F.S.J., Inc.
Rapp's Packaging
RATEX Business Solutions, Inc.
REA - A Courier Corp.
Regal Poly-Pak
Rittenhouse Book Distributors, Inc.
Roaring Spring Paper Products
Robinson Home Products
Saltwater Canvas
Screamer Hats
SDA
Second Wind Sales
Service Wholesale, Inc.
Showbest Fixture Corp.
Siriani & Associates, Inc.
SLS Arts
South Eastern Book Company
Spirit Products Ltd
Storm Duds Raingear
Sutter's Mill Specialties
Tchotchke's
The Belted Cow
The Game
The Great Elephant Poo Poo Paper Co.
The Pennacle Group
Third Street Sportswear Mfg., Inc.
Tichenor College Textbook Company
TMC
Toegoz, Inc.
Top Flight, Inc.
Total Computing Solutions
Turfur Sport
Twins Enterprise, Inc.
Under Armour
University Cap & Gown Co., Inc.
University Frames, Inc.
Used Textbook Association
Vantage Apparel
Vermont Designs Unlimited
Vermont Originals
Vineyard Vines
Weisel Associates, Inc.
Write Way Dist. Inc.
XanEdu

POLICIES AND PROCEDURES – JOINT MEETING & TRADE SHOW

College Stores Association of New York State, Inc. (CSA-NYS) and Campus Stores of New England, Inc. (CSNE) invites you to exhibit and participate in our Joint Meeting & Trade Show which will be held April 11-13, 2010 at the Saratoga Hilton and Saratoga Springs City Center in Saratoga Springs, New York. To insure this meeting is a successful, professional experience for all involved, we have adopted the following policies.

REGISTRATION/PAYMENT: Registrants for this meeting and its associated events including but not limited to the educational sessions and/or trade show hereby agree to abide by our policies as outlined herein. Vendors must be members of one or more of the two sponsoring associations (CSNE, CSA-NYS) and/or MACS to register at the member rate. Registrations will be considered complete when our office has received all necessary forms and payment. Only complete registrations will be assigned booth space, given badges and meal tickets, and allowed entrance to any portion of the meeting/trade show. Registration and payment will be accepted online and by fax and mail. No phone registrations. All company identification (booth sign, program listing, badges) will bear the company's name as listed in one or more of the associations' membership databases. Booth sharing is not allowed. Due to the difficulty involved in adding late registrants, cutoff dates and registration/booth pricing will be enforced. Name badges will be given to all registrants and will be required for admittance to all meeting/show events. No group meals will be ordered for anyone without payment. A limited number of group meals will be available for purchase on site. All fees related to bounced checks and/or charge backs will be the responsibility of the registrant.

CANCELLATIONS: All cancellations must be in writing. No cancellations will be accepted or refunds given by the associations after March 12, 2010. In the event of cancellation due to fire, strikes, weather, war, terrorism, labor disputes or other events beyond the control CSA-NYS, CSNE, their partners, agents and/or McKenna Management, Inc. shall not be held liable for failure to hold the meeting or associated events including but not limited to the show and sessions.

HOTEL: Members are responsible for making their own hotel reservations. The Saratoga Hilton has their own policies and interested parties are hereby referred to them.

INTERPRETATION AND AMENDMENT: The interpretation of the policies outlined in this document shall be the final responsibility of the Joint Meeting & Trade Show Office. CSA-NYS and CSNE reserve the right to make amendments to these policies.

HOSPITALITY/SOCIAL: Organizing functions in conflict with scheduled events is prohibited. Private entertaining during scheduled events is strongly discouraged.

EXHIBIT ATTENDANCE: Exhibits must be attended at all times during the Trade Show. The maximum number of reps per booth is 5.

SUBLETTING OF EXHIBIT SPACE: Exhibit space shall not be sublet.

EXHIBIT DISPLAYS & ASSIGNMENTS: Displays shall conform to guidelines set forth by the Joint Meeting & Trade Show Offices, the Saratoga Springs City Center and Clifton Park Renta. There will be no interference in the visibility of neighboring exhibits. No displays are permitted in hotel suites or rooms. If there are any questions about whether or not a planned display is acceptable, please ask for clarification from the Joint Meeting & Trade Show Committee Chair, Evan Koster.

Booth space will be assigned on a first come first served basis. We may not be able to accommodate all interested vendors. Booth assignments are made by the Joint Meeting & Trade Show. The Committee will make every effort to honor registrants' requests regarding placement. Vendors wishing to be placed next to other vendors must register at the same time. The Committee reserves the right to reassign the booth space of any vendor who has not begun booth setup by 3:30 PM on Sunday, April 11, 2010. In such instance, no refunds will be given. Vendors are NOT permitted to break down their displays prior to the end of the trade show. Failure to observe these or other Joint Meeting policies may jeopardize future booth placement.

FIRE AND OTHER LAWS: Federal, state and city fire and other laws must be strictly observed. Cloth and other decorations must comply with fire department and underwriters rules. Exhibitors must not block aisles and fire exits. No anti-trust violations will be tolerated.

LIABILITY AND INSURANCE: The Saratoga Springs City Center, Saratoga Hilton, Clifton Park Rental, CSA-NYS, CSNE, and McKenna Management Inc. will not assume responsibility for the safety or the property of the exhibitors or other attendees from theft, damage by fire, accident or other causes which may occur while the exhibitor/attendee has use of the facilities. Exhibitors/attendees are cautioned to exercise prudent judgment in the protection of all goods, merchandise & other items. Exhibitors/attendees wishing to insure their goods must do so at their own expense.

DAMAGES: CSA-NYS, CSNE and/or McKenna Management Inc. shall not be responsible for injury that may occur to an exhibitor or his/her employees or representatives or attendees. The exhibitor shall be responsible for providing insurance against loss and/or injury resulting from the exhibitor's participation in the meeting. If an exhibitor damages the building, he/she shall reimburse whoever is owed for the cost of repairing such damage.

SELLING: Selling or canvassing customers and the distribution of samples, leaflets or other advertising/promotion materials may only be made from the exhibitor's booth. It is considered unethical to entice customers from the booth of another exhibitor. No retail sales allowed. Industry licensing compliance is required. Legal action and/or taxes, fines, penalties related to the aforementioned will be the responsibility of the offending vendor.

NOISE/LIGHTS/AUDIO & VIDEO: Flashing lights and loud noises, including music that interferes with other exhibitors positive show experience, are not permitted. Audio and video of any portion of the Joint Meeting & Trade Show may be allowed only under a written application to the Joint Meeting and Trade Show Office and with the permission of our office and those being recorded.

CHILDREN: Children are not permitted on the show floor or in sessions. Parents are responsible for supervising children at all events related to the Joint Meeting & Trade Show, especially those with alcoholic beverages.

ALCOHOL: There will be alcoholic beverages at the associations' evening receptions and meals. CSA-NYS, CSNE and McKenna Management, Inc. encourage responsible drinking. CSA-NYS, CSNE and McKenna Management, Inc., will not be responsible collectively or individually for any incidents, legal/insurance action and/or payments resulting from excessive consumption of alcoholic beverages.

CELL PHONES: Please refrain from talking on cell phones during any Joint Meeting presentations. Please set cell phones to silent or off while attending any Joint Meeting & Trade Show Presentations.

PROFESSIONAL CONDUCT: The Joint Meeting & Trade Show is a professional event. Attendees and/or exhibitors who display what we consider to be very unprofessional behavior will not be allowed to attend or exhibit at this event and such behavior will be reported to the appropriate boards.

INDEMNIFICATION: Registrants agree to hold CSA-NYS, CSNE, their partners, and McKenna Management Inc harmless for any and all legal action related to exhibiting/attending the Joint Meeting & Trade Show.

Questions?

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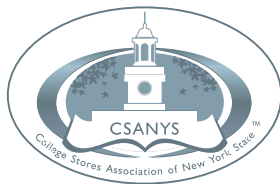
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