

# Want to find out where business goes to grow?

Experience the one unique event that takes your business to a superior level.



## **PRIME***time*

**ICBA Buyer and Vendor Exchange**

Independent College Bookstore Association

*School & Office Supplies • Academic Resources*

### **Sell Smarter.**

- prescheduled meetings with every buyer in your category
- private one-to-one meetings
- social networking with store directors and key leaders
- most cost-effective event in collegiate retail
- we bring the buyers to you

**Save your  
space today.**

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# PRIMEtime

ICBA Buyer and Vendor Exchange

Independent College Bookstore Association  
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## ICBA is PRIMEtime



A wave of development and expansion is redefining the vendor meeting experience with college store retailers. It's ICBA PRIMEtime—where vendors and buyers truly connect. PRIMEtime schedules private, category-specific meetings with the retailers who buy and sell your products and services.

In 2005, after recognizing individually focused meetings as productive, profitable, and cost effective for buyers and vendors, Independent College Bookstore Association introduced private one-to-one meetings to the college bookstore industry. Behind closed doors, buyers and vendors have uninterrupted time to discuss marketing and merchandise strategies, new products, promotional initiatives and purchasing decisions. ICBA PRIMEtime is an extraordinary opportunity for you to form substantial, long-term relationships with leaders in the college bookstore industry.



### Sell smarter.

Make your most cost-effective decision—participate in ICBA PRIMEtime!

- Gain access to key college bookstore professionals
- Introduce and advance new products and services
- Deliver your corporate message and strengths
- Connect with new college industry partners
- Build relationships and strengthen your brand
- Grow your market



### ICBA PRIMEtime brings customers to you

Store and vendor commitment to ICBA makes PRIMEtime possible. ICBA assists buyers with free airfare, free registration and free ground transportation.

- ICBA Apparel, Backpacks & Imprinted Gifts represent more than \$250 million in retail business.
- ICBA Technology products exceed \$250 million in retail sales in consumer electronics and computer hardware, software and accessories.
- ICBA Textbooks & Course Materials represent more than \$750 million in total retail sales.
- ICBA School & Office Supplies exceed \$75 million in total retail business.



**ICBA PRIMEtime is the all-meeting event designed for buyer and vendor success. Over the past years, PRIMEtime has grown in popularity. Participant surveys indicate the all-meeting format is overwhelmingly preferred by both buyers and vendors.”**

—Sherry Pollard, past Chair of ICBA Board of Directors; Director of Retail Services, University BookStores, University of Missouri-Columbia

When your company participates in **PRIMEtime**, you establish relationships that guide business and buying actions for years ahead. Space is limited. Don't miss your opportunity.

<b>PRIMEtime expands your go-to-market strategy</b>	
<b>ICBA PRIMEtime</b>	<b>Traditional tradeshows</b>
Since 2005, PRIMEtime has a proven record of buyers committed to attend all appointments.	There is no accountability for buyers to attend the tradeshow or to visit your booth.
Vendors meet with buyers.	No guarantee any buyers will visit your booth.
ICBA schedules individual meetings between buyers and vendors in your product category.	You must schedule your own appointments. And you do not typically see everyone in your category.
Appointments occur in the privacy of a vendor's meeting room.	Meetings are in typical tradeshow booths where privacy can be compromised.
Meetings are organized, private, focused, uninterrupted and free of distractions.	Meetings can be distracting and interrupted because of atmosphere and drop-ins.
PRIMEtime is all scheduled meetings with no down-time.	Floor layout makes it difficult to keep appointments on time and causes late starts, ineffective use of time and no-shows.
Senior-level executives meet with buyers and managers.	At many tradeshows, buyers typically only meet with their local sales representative. And often it is only to say, "Hi. Call me after the show."

**To learn more and reserve your space at PRIMEtime contact:**

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**ICBA PRIMEtime is business with the buyers in your category**

The most powerful college bookstore leaders in the industry attend ICBA PRIMEtime to find, compare, buy, and evaluate vendors, products and services.

- ICBA is 100% institutional stores
- ICBA represents more than 73% of the Large Stores Group in the United States
- ICBA Stores have reported sales totaling more than \$1.5 billion
- ICBA Store sales average \$10 million



**The best thing about ICBA PRIMEtime is you have the buyer's complete attention. They are sitting down and are focused on the vendor they are meeting with."**

—Roxanne Irizarry, MV Sport

