

THE PERFECT PITCH BY JEN ZORGER

Make a **\$22,000 profit** with your client's next promotion

Campus Store

Your client is looking for some logoed merchandise to add pizzazz – and profits – to a college bookstore. Since college students work and play equally hard, only a combination of the scholarly and the silly will do.

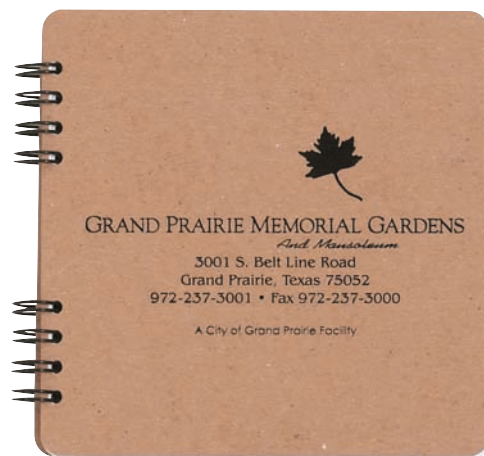
Starting with the obvious, writing materials like pens, pencils and notebooks are essential for this audience. We've chosen some styles that offer something extra, either through their make-up (for instance, recycled material), their design (a compact stationery kit) or add-on features.

Students like to wear their support for their teams on their sleeves – or at least on their bodies somewhere. Spirit scarves are hot in Europe, and they're growing in popularity here, too, because they're so cozy. For warmer weather, how about offering flip-flops? For the gym, a pair of moisture-wicking, antimicrobial shorts will help college athletes keep their cool. We've also suggested a cool string backpack.

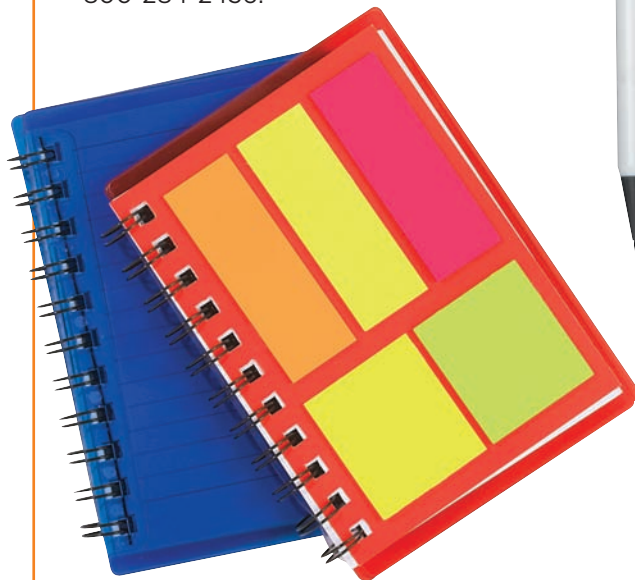
No other age group is quite so wired as the young, so show your client a smattering of electronic accessories, too. A protective case keeps personal devices safe during the inevitable bumps and drops, rushing to and from class. A car kit module adds new dimension to an iPod. We've also found an unusual flexible keyboard and a flash drive with natural-wood housing.

Editor's Note: ESP Online features an Event Planner tool, which is based on this section. Be sure to check it for even more tips and solutions for upcoming events.

STATIONERY OBJECTS



Square journal with wire-O binding is made from 100% post-consumer content. From Drum-Line, asi/50873, 800-284-2456.



Spiral notebook comes with its own supply of sticky notes mounted on the cover. From Hit Promotional Products, asi/61125, 800-282-4480.



SenseMatic automatic pencil "senses" when it needs more lead and provides it automatically. Has .7mm medium point. From Dixon Ticonderoga Co., asi/50150, 877-947-7666.



Stationery kit includes scissors, tape dispenser, extra roll of tape, stapler and extra staples. Case features snap closure. From Hit Promotional Products, asi/61125, 800-282-4480.



The Samba ballpoint pen features silver accents, a black grip and a blue, green, yellow, red or purple barrel. From Hub Pen Company, asi/61966, 800-388-2323.

READY TO WEAR



Woven acrylic stadium scarf with 2" fringe billboards school spirit while keeping the wearer warm. Measures 52" x 8". From BamBams, asi/38228, 866-913-4463.



Bali surf-style flip-flop features a fleece-lined, embroidered acrylic strap and a three-layer sole with a recessed logo or message. From Neet Feet, asi/73525, 760-721-1944.

TO THEIR OWN DEVICES

Flexible, waterproof, dust-proof keyboard for PCs is easy to clean. Has soft, comfy keypads and a USB plug. From Atlantis Time-Line, asi/37385, 800-656-0551.



Protective case holds a cell phone, PDA, MP3 player or other device. Has a swivel clip on top, belt loop and slot for ear buds. From Hit Promotional Products, asi/61125, 800-237-6305.



USB flash drive features a natural wooden housing. We chose the 1 GB version, but it also comes in 128 MB, 256 MB, 512 MB, 2 GB, 4 GB or 8 GB. From Prime Memory Solution Inc., asi/79538, 775-825-4404.



Four-in-one car kit module allows the user to play music from an iPod, MP3 player or DVD player through a car stereo. From Benchmark Industries LLC, asi/39700, 800-458-9457.



The String-a-Sling backpack is made from 210d polyester and has two mesh side pockets and string shoulder straps. From Prime Resources Corporation, asi/79530, 800-873-7746.

Made of 100% polyester, these antimicrobial shorts fight the growth of odor-causing bacteria and wick moisture away from the body. From NES Clothing Co., asi/72808, 800-782-7770.



PROFIT POTENTIAL

Here is a breakdown of our suggested items, their list prices and price codes, all boiled down to your potential profits. Keep in mind, supplier prices were current as of press time, but are subject to change.

	Price	Code	Quantity	Total	Profit
Journal	\$2.95	r	500	\$1,475	\$590
Notebook	\$3.10	r	500	\$1,550	\$620
Stationery Kit	\$3.14	r	500	\$1,570	\$628
Auto Pencil	\$0.83	r	500	\$415	\$166
Ballpoint Pen	\$0.70	p	500	\$350	\$175
Scarf	\$5.58	r	500	\$2,790	\$1,116
Shorts	\$18.82	p	500	\$9,410	\$4,705
Flip-flops	\$14.50	s	500	\$7,250	\$2,538
String-a-Sling	\$2.98	r	500	\$1,490	\$596
Case	\$1.88	r	500	\$940	\$376
iPod Car Kit	\$26.00	r	500	\$13,000	\$5,200
Keyboard	\$15.95	r	500	\$7,975	\$3,190
Flash Drive	\$9.70	r	500	\$4,850	\$1,940
Total				\$53,065	\$21,840