

About ICBA

Since its inception in 1927, Independent College Bookstore Association (ICBA) has been focused exclusively on serving and supporting institutionally affiliated college stores. The ICBA Mission is to provide guidance, resources, and leadership to empower college stores to remain independent and to be both financially and operationally successful through education sessions, networking discussions, and vendor programs.

ICBA helps our Member Stores and Vendor Partners efficiently and effectively overcome challenges and achieve goals. We can help you grow your business in the strategic college store market fast and efficiently – ask us how!

ICBA seeks out Vendor Partners who provide products and services that address the collegiate market needs, and there are three main ways ICBA works with Vendor Partners. See below for a brief overview of the college store market and details on ICBA program offerings for Vendors.



Channel Overview

College Store Industry

- **20+ Million Students**
- **\$8 Billion Industry**
- **Approximately 4,000 Stores**
- **Average Store Sales \$1.8 Million**
- **Ownership Types in the Channel**
 - **Institution owned and/or affiliated**
 - Student Associations, Co-ops, Auxiliary Foundations
 - **Private ownership**
 - **Lease operated**
 - Follett, Barnes & Noble College Division, & other chains

ICBA Member Stores

- **2.8 Million Students**
- **\$1.4 Billion in Sales**
- **270+ Member Stores**
 - All ICBA stores are owned or affiliated with an institution of higher education in the US or Canada.
- **Average Sales nearly \$5.6 Million**
 - 3 times the industry average
 - 37 of the 40 largest independent college stores in the US are ICBA Member Stores

ICBA Vendor Partner Opportunities

ICBA Conference & PRIMETIME Event

Known for addressing the most pressing issues in the industry and initiating solutions, the annual ICBA Conference & PRIMETIME event combines industry-leading professional development, face-to-face Exhibitor meetings, and peer-to-peer networking.

- Held annually in early to mid-February
- All-inclusive format for Store & Exhibitor attendees
- Round-robin 10- or 20-minute Buyer appointments by product category/Track
- Specialty Zone tabletop Exhibit space available in high traffic zones
- Exhibitor fees support Scholarships for Buyer attendee registrations and travel expenses
- Sponsorship opportunities available for Exhibitors

ICBA Annual Vendor Partner (AVP) Program

Build your relationship with ICBA Member Stores throughout the year with a win-win solution for Member Store attendees, Vendor Partners, and store customers.

- Variety of tools and options to raise visibility and awareness of your products, services, and value
- ICBA vetting process and strong endorsement increases “consideration”

ICBA Leading Edge

Webinar-based focus groups of 10-15+ Member Store participants from a dedicated and committed group of top participating ICBA Member Stores to provide feedback to encourage successful strategies for the marketplace.

- Develop a college store strategy or create test opportunities that can be extended to other Member Stores upon proof of concept
- Ideal for product development, service providers, pop-up shops, pilot/test sites, prestige brands, sampling programs, campus events, etc.

The SOURCE Program

If your company can provide high-volume, everyday products suitable for advance commitment or pre-booking at greatly reduced pricing, contact the ICBA Vendor team for additional information.

New to the Marketplace?

We encourage Vendors new to the college market or new to ICBA to contact us for a review of your goals in the channel. Contact ICBA at Vendor@ICBAinc.com to schedule a conversation about these opportunities as well as The SOURCE volume bid request program, seasonal promotions, educational & commercial webinars, advertising, & sponsorships that may be available. Please visit ICBAinc.com for a current list of ICBA Member Stores.



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BUILD YOUR BRAND, YOUR SALES, & YOUR SUCCESS WITH ICBA