

# RETAIL PORTFOLIO



At Barnes & Noble College, we elevate the bookstore experience, pouring our passion and innovation into creating premier destinations on campus. Our stores go beyond retail to support the unique needs of the institutions we proudly serve and heighten school pride.

The colleges and universities showcased on the following pages represent a cross-section of our partners in higher education. They all share a common vision: To create a vibrant destination that inspires and excites students, faculty, alumni and fans.

Our campus stores are where style, spirit, discovery, learning and social experiences converge. We offer an unparalleled retail experience with localized, carefully curated emblematic merchandise, a seamless omni-channel presence and a suite of products and services to support student success.

*As your partner, Barnes & Noble College will work closely with you to customize an interior design package that is worthy of your school brand.*





## A WORLD-CLASS RETAIL EXPERIENCE FOR YOUR CAMPUS COMMUNITY.

Our reimagined approach to collegiate retail delivers an unmatched merchandise assortment and next-generation ecommerce capabilities. At the local level, our store teams are empowered to create an experience customized to each campus, from supporting product selection to planning events and promotions that keep customers engaged.

AT A LOSS... BUT THE YELL OF ALL YE

THE YELL THAT WINS THE DAY IS THE 'HOYA' 'HOYA' 'SAXA' OF THE DEAR OLD BLUE AND GRAY. IT'S BEEN SO LONG

SINCE LAST WE MET... LIE DOWN FOREVER, LIE DOWN... OH, HAVE YOU ANY MONEY TO BET... LIE DOWN FOREVER, LIE DOWN



# RETAIL REIMAGINED

Your store should reflect your unique campus culture. In collaboration with our institutional partners, we design stores to represent and enhance the school brand with custom memorabilia graphics that immerse visitors in the school's rich history. Our merchandise assortment is carefully curated based on customer data and trends to carry styles your students, parents, faculty, alumni and community crave.



## OUR PREMIUM BRANDS



M.LAHART

WEAR  
BY ERIN ANDREWS™





## COURSE MATERIALS CONCIERGE

Our concierge service simplifies course material access. In-store, experts are available to answer any questions and assist with textbook rentals, purchases, and buyback.

Students that place orders online or through the My College Bookstore app have the option to choose curbside pickup for their convenience as well as receive order notifications and rental return reminders. It's never been easier to access the largest selection of digital, physical, rental, new and used course materials in the industry.





## TECH CENTER

Technology is a vital part of students' daily academic and social lives. From laptops and tablets to printers and software, our tech stores ensure that students can find all their must-have tech products without ever leaving campus.



# ESSENTIALS

To support your academic mission, the campus store will fully stock school and office supplies as well as specific items required for a variety of curricula. Our wide range of vendor partners assures all required supplies are carried to the faculty's precise specifications.





# ACADEMIC & SOCIAL HUBS

We create dynamic hubs that foster academic and social interactions in the campus community. Our flexible spaces support a variety of activities, including author readings, art exhibits, music nights, esports tournaments and more.





## ATHLETICS

Our campus stores serve as a year-round destination to celebrate school pride, and on Game Day, we help our partners take the energy to the next level. In the bookstore and in stadium stores, kiosks and trailers, we deliver the ultimate fan experience, with in-demand spirit gear that keeps customers engaged and excited, including apparel, gifts and accessories.





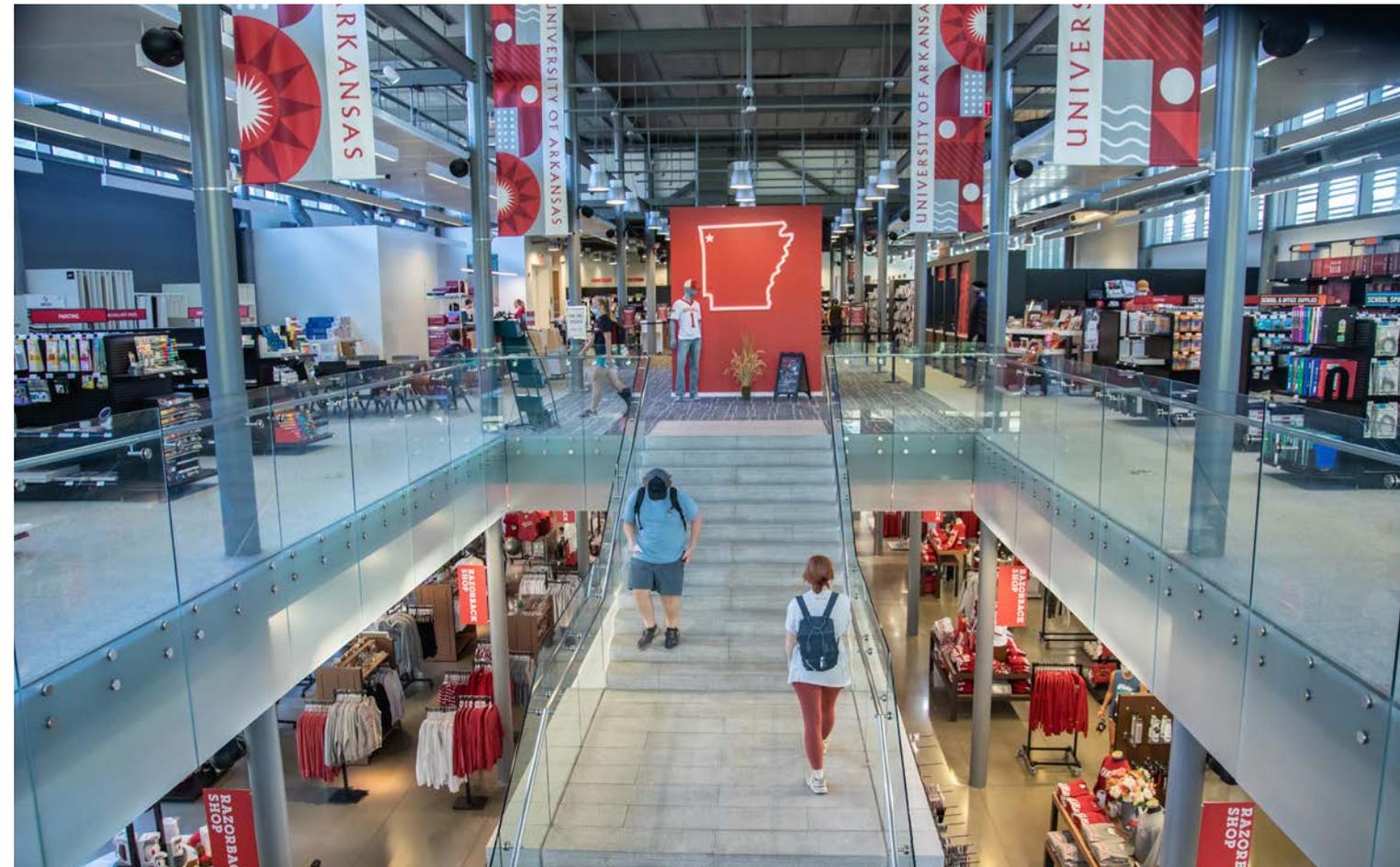
## CUSTOMER EXPERIENCE

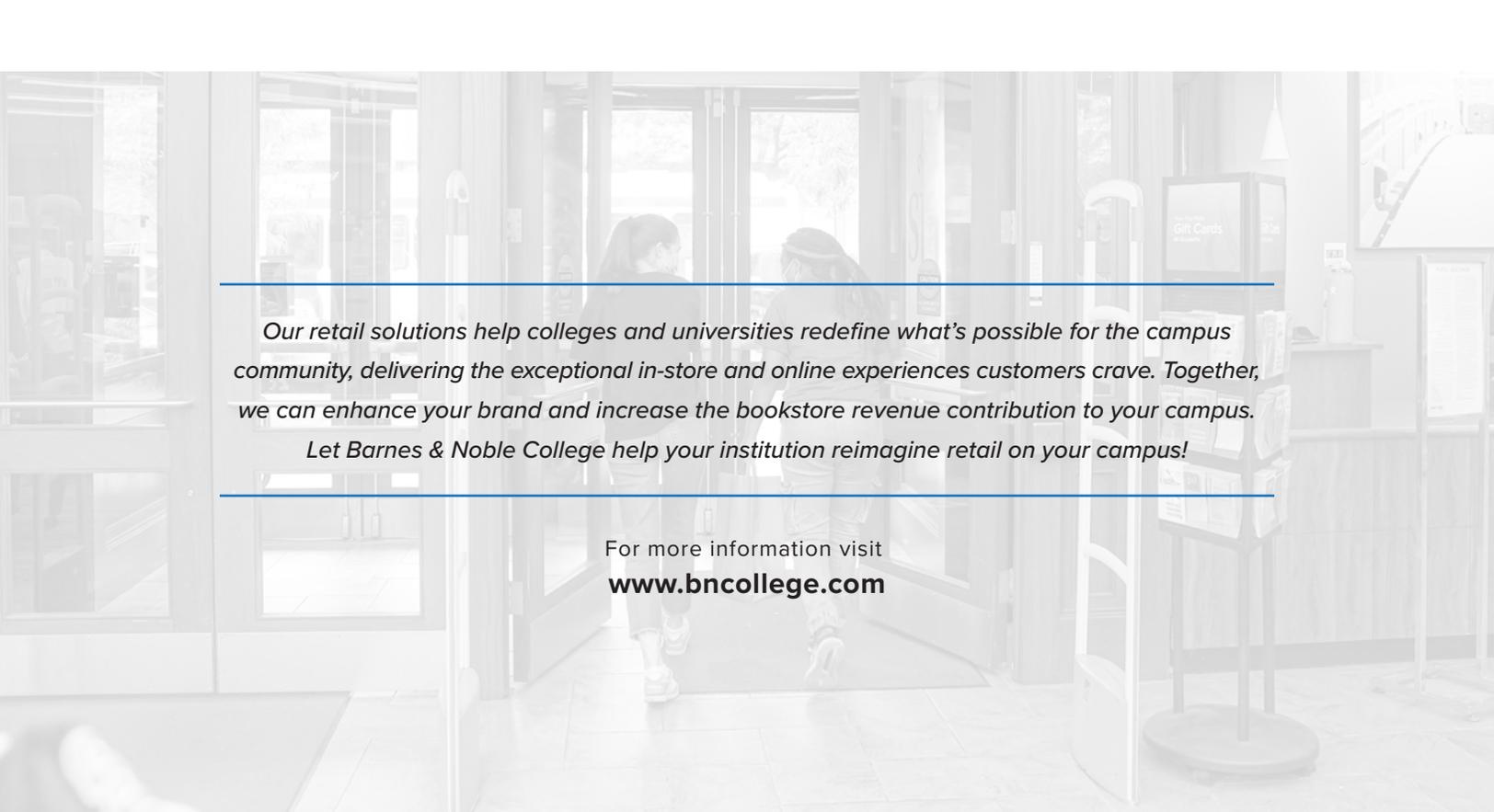
Our commitment to exceptional customer service positions the campus store as a trusted academic resource. Our experienced booksellers are equipped to address any questions and provide counter service for course material distribution, returns and buyback – all while maximizing retail opportunities throughout the academic year.



## YOUR STORE YOUR VISION

Our expert design & construction and merchandising teams work directly with you to bring your vision for your campus store to life. Each store is unique, combining the latest retail trends and innovations to suit your needs and preferences. From branding and layout to product assortment, we help you customize your store to achieve your goals and generate revenue for your institution.





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*Our retail solutions help colleges and universities redefine what's possible for the campus community, delivering the exceptional in-store and online experiences customers crave. Together, we can enhance your brand and increase the bookstore revenue contribution to your campus.*

*Let Barnes & Noble College help your institution reimagine retail on your campus!*

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For more information visit  
**[www.bncollege.com](http://www.bncollege.com)**

