

2011 Textbook Rental Conference

Agenda

- 8:00-8:30AM** **Registration**
Pick up name badge and conference information packet.
- 8:30-10:00AM** **Keynote Address:**
Michael Wood, Senior Vice President, Director of Syndicated Research with TRU, a division of TNS Custom Research, Inc.
- 10:00-10:15AM** **Break**
- 10:15-11:00AM** **Overview of Industry Trends (including textbook rental trends)**
Carol Miller, Chair of the National Association of College Stores (NACS) Rental Task Force, will provide an overview of industry trends related to textbook rental.
- 11:00AM-Noon** **Textbook Rental Programs (store- managed and vendor affiliate programs)**
Representatives from The University Supply Store and Varney's (University Book Store, Inc.) will provide an overview of textbook rental programs including examples of a current store-managed program as well as a current vendor affiliate program.
- Noon-1:00PM** **Lunch – Textbook Rental Marketing**
Mandy Johnson, Associate Director, University Supply Store at the University of Alabama, will discuss marketing textbook rental programs to students. Lunch will be provided.
- 1:15-2:45PM** **Textbook Rental (vendor affiliate programs)**
Vendor representatives briefly present highlights of their company's textbook rental programs. Vendors include:
Book Renter, Book Solutions, Cengage Learning, Follett Higher Education Group, MBS Textbook Exchange, Nebraska Book Company, and South Eastern Book Company
- 2:45-3:00PM** **Break**
- 3:00-4:30PM** **Textbook Rental Information Fair**
An opportunity to meet with vendor representatives to discuss textbook rental programs and textbook rental options. Representatives from the University Supply Store will also be on hand to discuss its textbook rental program at the University of Alabama.