


# Rent

*Everything You Need to Establish a Successful Rental Program*

This is where it all began. Over one million student customers have been served through our textbook rental technologies. We were the first to deliver in-store rental programs, launching our first partner in 2009. Rent, available for both in-store and online implementation, is private labeled and is point-of-sale agnostic. It includes all textbook titles, removes all financial risk from the store and pays 100% retail for every book your store rents. Renting books right off your shelf at competitive prices increases student satisfaction and market share overnight.

There are no hardware, software or licensing costs to get started and we pay you for the books that rent. At the end of the semester you choose which books to keep and send the rest back. It's sophisticated in its simplicity.

Start your rental program, email us today:
info@sidewalkpro.com

## Pro

A complete point-of-sale solution.

## Marketplace

A peer-to-peer textbook sourcing and selling platform.

## Rent

Everything you need to establish a successful rental business.

## Promote

Take students from your competition and put them in your store.

# Pro

*A Complete Point-of-Sale Solution*

Pro combines all of our products to create the most powerful college retail platform available. Cloud-based and hardware-agnostic, Pro ensures your store has every advantage. From textbook management to business analytics, Pro integrates seamlessly into your store's existing infrastructure and is engineered to evolve to meet your future needs.

Pro is subscription-based and priced according to school enrollment. You can pay annually or quarterly and there are no annual maintenance fees.

Invest in your future, email us today:
info@sidewalkpro.com

**Sidewalk - Brochure - Copy, Production**



Sidewalk
MARKETPLACE

# MARKETPLACE

*A Peer-to-Peer Textbook Selling and Sourcing Platform*

**MARKETPLACE** changes the rules of sourcing and supply. By connecting your store to other college stores across the country, Marketplace allows you to tackle both small and large inventory moves without the middleman. Direct sourcing from peer stores nationwide increases efficiency, thus bringing higher margins to your store and significant savings to students. Marketplace also aggregates inventory available at major online marketplaces and organizes it in one place with a single check-out and invoice and bin and hold processing at our central facility.

With an invitation from a peer store, there is no cost to join Marketplace. Sellers pay only a 9% fee for inventory sold, resulting in a 50% savings over selling online through other major outlets.

Product Features and Benefits:

- Save Time and Money
- Add New Revenue
- Sell in Bulk
- Eliminate the Middleman
- Increase Profit Margins
- Pass on Savings to Students
- Over 40 Million Books Available
- Auto Price Adjusting Based on Supply and Demand
- Bin and Hold Processing
- Invoice Consolidation
- Ability to Sell Dead Stock in Bulk
- Free to Join with Peer Invitation



# AGENDA

## Thursday, November 13, 2014

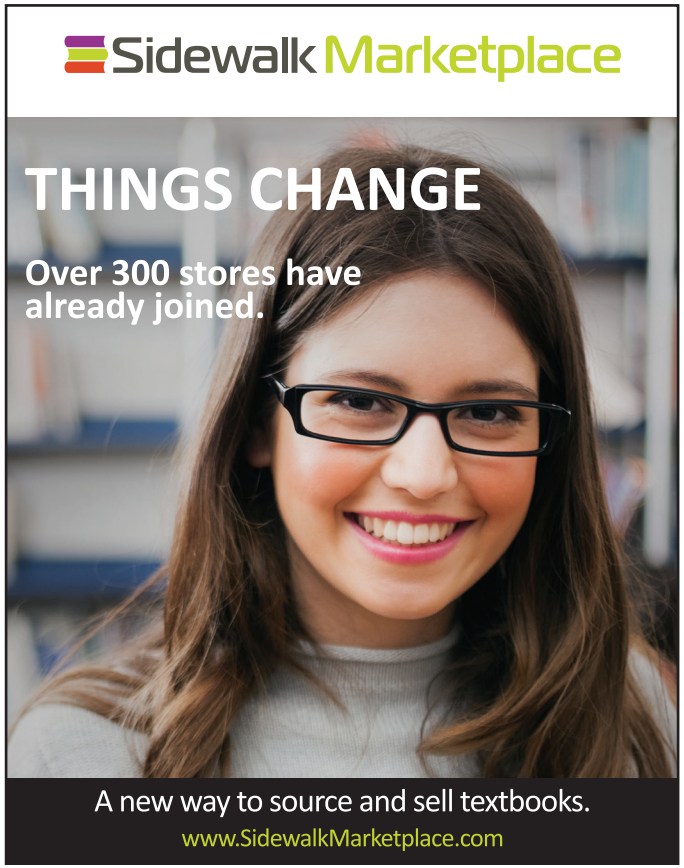
| | | |
|---|---|---|
| 8 to 8:30 am | Paris Ballroom | Registration Open |
| 8:30 to 9:15 am | Paris Ballroom | Breakfast |
| 9:15 to 9:30 am | | **Welcome, Introductions and Kickoff**, Alan Martin, Founder and CEO |
| 9:30 to 10:30 am | | **Course of Action: The Truth about Custom, Bundles and Digital Content**, Jeff Bischoff, VP, Business Development |
| 10:30 to 10:45 am | | Break |
| 10:45 to 11:45 am | | **How Rentals Impact the Future of Higher Education**, John Gilmore, VP, Strategic Initiatives and Brody Van Brocklin, VP Business Development |
| Noon to 1 pm | | Lunch |
| 1 to 2 pm | | **The Facts about Online Sourcing**, Aaron Johnson, VP, Marketplace |
| 2 to 2:15 pm | | Break |
| 2:15 to 3:15 pm | | **Beyond the Bookstore: How to Engage with Your Campus Community**, Brennon Garrett, CMO |
| 3:15 to 5 pm | | **Industry Quiz Show**, Brock McCormick, SVP, Bookstores |
| 6 to 7 pm | Bombay Room | Cocktail Reception |
| 7 pm | Paris Ballroom | Dinner and Entertainment Featuring Comedian Stephen Jones |

## Friday, November 14, 2014

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|---|---|---|
| 8:30 to 9:15 am | Paris Ballroom | Breakfast |
| 9:15 to 10:30 am | Paris Ballroom | **What's New in Sidewalk Pro 3.0 – Part 1**, Mike Clear, Sales Engineer |
| 10:30 to 10:45 am | | Break |
| 10:45 am to Noon | | **What's New in Sidewalk Pro 3.0 – Part 2**, Mike Clear |
| Noon to 12:15 pm | | Conference Wrap-up, Alan Martin |
| 12:15 pm | | Lunch |
| 1 to 4 pm | | **Group Product Demos and Q & A**: |
| | Paris Ballroom | Sidewalk Pro, Mike Clear, David Peterson |
| | Tokyo Room | Marketplace, Aaron Johnson |
| | Bombay Room | Adoptions, John Gilmore and Jeff Bischoff |
| 6 pm | Sidewalk Office | Meet in the Hotel Monaco Lobby for Transportation to Dinner |

CREATE THE FUTURE
SidewalkSummit'14

**Sidewalk - Collateral - Copy, Creative, Layout**













**Sidewalk - Digital Advertising - Copy, Media**