

"You Need Shades!"



The SAGE 2017 show at the Irving Convention Center in Texas was big because it was their 25th Anniversary. They wanted to make it important and chose to market the show with BookWear®. The surprise gift inside was sunglasses to go with "The Future's So Bright" theme. They were mailed out prior to the show like thick postcards to 1,550 distributors. What a great way to get attention for a major show.

No More \$65 Art Charge. That charge is listed in the brochure, but is no more.

Price Lowered for Distributor Supplied Products: Use your products as the surprise gift inside BookWear®.

BookWear!
tell your story

September 2017 Newsletter

**"People who fly into a rage always make a bad landing."
Will Rogers**

Small College gets Big Impact



"Small Environment. Big Impact. 26 Degree Programs. 8 Pre-Professional Programs. Eighteen Varsity Sports. Service Learning and Mission Opportunities. Exceptional Liberal Arts Education with a Christian Worldview." That's the text on the back of this "book" for Williams Baptist College. With a Williams t-shirt packed inside it tells a concise and compelling story for their annual recruiting. They've used BookWear® for nine years. It works.

Website

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