

The Sports Licensing and Tailgate Show continues to give exhibitors access to the growing collegiate market. More than 260 different schools were represented in 2020, including bookstore buyers, licensing directors, alumni associations and more. Schools in attendance included*:

ARIZONA STATE UNIVERSITY	TEMPE, AZ	FLORIDA STATE UNIVERSITY.....	TALLAHASSEE, FL
ARMY & NAVY ACADEMY	CARLSBAD, CA	FOLLETT HIGHER EDUCATION GROUP, INC.	WESTCHESTER, IL
ASC OF SUNY CORTLAND	CORTLAND, NY	FRESNO STATE	FRESNO, CA
ASHLAND UNIVERSITY	ASHLAND, OH	GAMEDAY SPIRIT	CHAMPAIGN, IL
ASSOCIATION OF GRADUATES OF THE USAFA	USAF ACADEMY, CO	GARNET & GOLD	TALLAHASSEE, FL
ASUCLA.....	LOS ANGELES, CA	GEORGE MASON UNIVERSITY.....	FAIRFAX, VA
ATLANTIC COASTAL SALES.....	CHARLOTTE, NC	GEORGIA SOUTHERN UNIVERSITY	STATESBORO, GA
AUBURN UNIVERSITY BOOK STORE	AUBURN, AL	GONZAGA UNIVERSITY	SPOKANE, WA
AZTEC SHOPS, LTD.....	SAN DIEGO, CA	GRAND CANYON UNIVERSITY	PHOENIX, AZ
BALFOUR OF NORMAN.....	NORMAN, OK	GREENHILL SCHOOL	ADDISON, TX
BARNARD COLLEGE	NEW YORK, NY	GREETINGS.....	BLOOMINGTON, IN
BARNES & NOBLE COLLEGE BOOKSELLERS INC	BASKING RIDGE, NJ	GRIFFIN GEAR	NEW YORK, NY
BAY TREE BOOKSTORE	SCOTTS VALLEY, CA	HAMPDEN-SYDNEY COLLEGE	HAMPDEN SYDNEY, VA
BAYLOR UNIVERSITY	WACO, TX	HARVARD COOPERATIVE SOCIETY.....	CAMBRIDGE, MA
BEDLAM SPORTS	TULSA, OK	HIES CAMPUS SHOP.....	ATLANTA, GA
BEND SENIOR HIGH SCHOOL	BEND, OR	HOPE COLLEGE BOOKSTORE	HOLLAND, MI
BISMARCK STATE COLLEGE BOOKSTORE.....	BISMARCK, ND	IDAHO STATE UNIVERSITY.....	POCATELLO, ID
BOISE STATE UNIVERSITY	BOISE, ID	IOWA BOOK L.L.C.	IOWA CITY, IA
BRIGHTON UNIVERSITY.....	PROVO, UT	IOWA HAWK SHOP	IOWA CITY, IA
BROKEN ARROW.....	BROKEN ARROW, OK	IOWA STATE UNIVERSITY BOOK STORE	AMES, IA
BROWN AND GOLD	LARAMIE, WY	IT'S OWL TIME LLC	BOCA RATON, FL
BROUIN CUSTOM PRINT.....	LOS ANGELES, CA	JAMES MADISON UNIVERSITY	HARRISONBURG, VA
BULLDOG FAN ZONE	FRESNO, CA	JEFFERSON CAMPUS STORES.....	PHILADELPHIA, PA
BUTLER UNIVERSITY.....	INDIANAPOLIS, IN	JUDGE MEMORIAL CATHOLIC HIGH SCHOOL	SALT LAKE CITY, UT
BYU BOOKSTORE.....	PROVO, UT	K-STATE ATHLETICS.....	MANHATTAN, KS
BYU-IDAHO UNIVERSITY STORE	REXBURG, ID	KALCORP ENTERPRISES INC.....	COLLEGE STATION, TX
BYSTORE	PROVO, UT	KANSAS STATE UNIVERSITY.....	MANHATTAN, KS
C C CREATIONS.....	COLLEGE STATION, TX	KENNESAW STATE UNIVERSITY	KENNESAW, GA
CAL STUDENT STORE	BERKELEY, CA	LANDMARK CHRISTIAN SCHOOL.....	FAIRBURN, GA
CALIFORNIA BAPTIST UNIVERSITY.....	RIVERSIDE, CA	LANDON SCHOOL STORE.....	BETHESDA, MD
CAMPUS BOOK MART.....	STARKVILLE, MS	LIBERTY CHRISTIAN SCHOOL.....	ARGYLE, TX
CAMPUS EMPORIUM	BLACKSBURG, VA	LIONS PRIDE	STATE COLLEGE, PA
CARDIGAN MOUNTAIN SCHOOL.....	CANAAN, NH	MAROON U, LLC	COLLEGE STATION, TX
CARNEGIE MELLON UNIVERSITY	PITTSBURGH, PA	MAYO MANAGEMENT INC.....	BIRMINGHAM, AL
CATE SCHOOL	CARPINTERIA, CA	MCLANAHANS PENN STATE ROOM	STATE COLLEGE, PA
CENTRAL COLLEGE.....	PELLA, IA	MCMASTER UNIVERSITY	HAMILTON, ON
CHAPEL HILL SPORTSWEAR.....	CHAPEL HILL, NC	MIAMI UNIVERSITY.....	OXFORD, OH
CHARLIE'S BOOKSTORE AND FAN SHOP	VERMILION, SD	MICDS CAMPUS STORE	SAINT LOUIS, MO
CHRIS' UNIVERSITY SPIRIT	STILLWATER, OK	MICHIGAN STATE UNIVERSITY	EAST LANSING, MI
CJ SPORTS GIFTS.....	SURPRISE, AZ	MISSISSIPPI STATE UNIVERSITY.....	STARKVILLE, MS
CLARK COUNTY SCHOOL DISTRICT	LAS VEGAS, NV	MISSOURI S&T	ROLLA, MO
CLARKSTON SCHOOL DISTRICT	CLARKSTON, WA	MONTANA STATE UNIVERSITY	BOZEMAN, MT
CLASSIC CAROLINA	CHAPEL HILL, NC	MOREHEAD STATE UNIVERSITY STORE	MOREHEAD, KY
COLBY COLLEGE BOOKSTORE	WATERVILLE, ME	NACDA.....	WESTLAKE, OH
COLGATE BOOKSTORE	HAMILTON, NY	NATIONAL CATHEDRAL SCHOOL STORE	WASHINGTON, DC
COLLEGE BOOK STORE, INC.	ATHENS, OH	NCAA	INDIANAPOLIS, IN
COLLEGE CORNERS.....	MADISON, MS	NDSU BOOKSTORE.....	FARGO, ND
CORNELL UNIVERSITY	ITHACA, NY	NEW HAMPTON SCHOOL.....	NEW HAMPTON, NH
CU BOOKSTORE.....	BOULDER, CO	NITTANY CLOTHIERS.....	STATE COLLEGE, PA
CULVER ACADEMIES.....	CULVER, IN	NORFOLK ACADEMY	NORFOLK, VA
DARTMOUTH CO-OPERATIVE SOCIETY.....	HANOVER, NH	NORTH CAROLINA STATE UNIVERSITY.....	RALEIGH, NC
DARTMOUTH COLLEGE	HANOVER, NH	NORTH CENTRAL COLLEGE CAMPUS STORE	NAPERVILLE, IL
DIXIE STATE UNIVERSITY.....	ST. GEORGE, UT	NORTHWESTERN UNIVERSITY.....	EVANSTON, IL
DUBOIS BOOK STORE	CINCINNATI, OH	OREGON STATE UNIVERSITY	CORVALLIS, OR
DUCHESNE ACADEMY.....	OMAHA, NE	OSU BEAVER STORE.....	CORVALLIS, OR
DUKE STORES - DUKE UNIVERSITY.....	DURHAM, NC	PACIFIC LUTHERAN UNIVERSITY	TACOMA, WA
DUKE UNIVERSITY	DURHAM, NC	PEARL RIVER COMMUNITY COLLEGE	POPLARVILLE, MS
EAST TENNESSEE STATE UNIVERSITY.....	JOHNSON CITY, TN	PRINCETON UNIVERSITY.....	PRINCETON, NJ
ECAMPUS.COM.....	LEXINGTON, KY	PRINCETON UNIVERSITY STORE LLC	PRINCETON, NJ
EWU BOOKSTORE.....	CHENEY, WA	RED RAIDER OUTFITTER.....	LUBBOCK, TX
FERMAT PARTNERS.....	ATLANTA, GA	ROSE-HULMAN INSTITUTE OF TECHNOLOGY, INC.	TERRE HAUTE, IN
FIDM/FASHION INSTITUTE OF DESIGN & MERCHANDISING.....	LOS ANGELES, CA	SCARLET FEVER	NEW BRUNSWICK, NJ
FLAGLER COLLEGE - FLAGLER'S LEGACY	SAINT AUGUSTINE, FL	SHA CAMPUS STORE	LOUISVILLE, KY
FLORIDA ATLANTIC UNIVERSITY.....	BOCA RATON, FL	SHOCKER STORE.....	WICHITA, KS

* 2020 attendees that classified themselves as a school, university, collegiate league/team or college bookstore (on- or off-campus).

SLIPPERY ROCK UNIVERSITY.....	SLIPPERY ROCK, PA
SOUTHERN ILLINOIS UNIVERSITY EDWARDSVILLE.....	EDWARDSVILLE, IL
SOUTHERN UTAH UNIVERSITY BOOKSTORE.....	CEDAR CITY, UT
SOUTHLAND GRAPHICS APPAREL LLC.....	CUMMING, GA
SPORTS ACCESSORIES INC.....	LAS CRUCES, NM
ST. IGNATIUS HIGH SCHOOL.....	CLEVELAND, OH
ST. MARK'S SCHOOL OF TEXAS.....	DALLAS, TX
ST. PIUS X HIGH SCHOOL.....	ATLANTA, GA
STANFORD HOSPITAL & CLINICS.....	STANFORD, CA
STEVENSON UNIVERSITY CAMPUS STORE.....	GARRISON, MD
STEVENSON UNIVERSITY CAMPUS STORE.....	OWINGS MILLS, MD
STONY BROOK UNIVERSITY.....	STONY BROOK, NY
STUDENT BOOK STORE INC.....	STATE COLLEGE, PA
SYRACUSE UNIVERSITY.....	SYRACUSE, NY
TARLETON STATE UNIVERSITY.....	STEPHENVILLE, TX
TAYLOR ENGLISH DUMA LLP.....	ATLANTA, GA
TEXAS A&M UNIVERSITY.....	COLLEGE STATION, TX
TEXAS A&M UNIVERSITY-KINGSVILLE.....	KINGSVILLE, TX
TEXAS CHRISTIAN UNIVERSITY.....	FORT WORTH, TX
TEXAS TECH ATHLETICS.....	LUBBOCK, TX
THE BOLLES SCHOOL CAMPUS STORE.....	JACKSONVILLE, FL
THE COLLEGE STORE.....	POTSDAM, NY
THE CORNELL STORE.....	ITHACA, NY
THE DUCK STORE.....	EUGENE, OR
THE FANS WEAR ATLANTA LLC.....	ATLANTA, GA
THE HOCKADAY SCHOOL.....	DALLAS, TX
THE HOLTON-ARMS SCHOOL STORE.....	BETHESDA, MD
THE LODGE.....	STARKVILLE, MS
THE LOVETT SCHOOL.....	ATLANTA, GA
THE MIZZOU STORE.....	COLUMBIA, MO
THE OHIO STATE UNIVERSITY.....	COLUMBUS, OH
THE SPARTAN STORE.....	NORCROSS, GA
THE TIGER SPORTS SHOP, INC.....	CLEMSON, SC
THE TROJAN SHOP.....	JENKS, OK
THE UNIVERSITY BOOK STORE.....	WEST LAFAYETTE, IN
THE UNIVERSITY BOOK STORE.....	SEATTLE, WA
THE UNIVERSITY BOOK STORE.....	MADISON, WI
THE UNIVERSITY OF ARIZONA.....	TUSCON, AZ
THE UNIVERSITY OF SOUTH DAKOTA.....	VERMILLION, SD
THE UNIVERSITY OF TEXAS, ATHLETICS.....	AUSTIN, TX
THE UNIVERSITY OF TOLEDO.....	TOLEDO, OH
THE UNIVERSITY OF VIRGINIA.....	CHARLOTTESVILLE, VA
THE UNIVERSITY OF WEST FLORIDA.....	PENSACOLA, FL
THE UNIVERSITY STORE.....	NEW HAVEN, CT
THE UNIVERSITY STORE.....	STATESBORO, GA
THE UNIVERSITY STORE.....	STILLWATER, OK
THE UNIVERSITY OF PITTSBURGH.....	PITTSBURGH, PA
THE WARTBURG STORE.....	WAVERLY, IA
THE WASHINGTON UNIVERSITY.....	ST. LOUIS, MO
TIGER BOOK STORE, INC.....	MEMPHIS, TN
TITAN SPIRIT ZONE.....	ROSWELL, GA
TOWSON UNIVERSITY STORE.....	TOWSON, MD
TOWSON UNIVERSITY STORE.....	BALTIMORE, MD
TREE OF LIFE BOOKSTORES, LLC.....	MARION, IN
TRINITY CAMPUS STORE.....	LOUISVILLE, KY
TRINITY CHRISTIAN ACADEMY.....	ADDISON, TX
UA BOOKSTORES.....	TUCSON, AZ
UA RICH MOUNTAIN.....	MENA, AR
UC BERKELEY.....	OAKLAND, CA
UC DAVIS STORES.....	DAVIS, CA
UC SANTA BARBARA BOOKSTORE.....	SANTA BARBARA, CA
UCI ALUMNI ASSOCIATION.....	IRVINE, CA
UCLA STORE.....	LOS ANGELES, CA
UCM STORE -- UNIVERSITY OF CENTRAL MISSOURI.....	WARRENSBURG, MO
UMASS STORE.....	AMHERST, MA
UMD STORES.....	DULUTH, MN
UNI BOOKSTORE.....	CEDAR FALLS, IA

UNIVERSITY AT BUFFALO.....	BUFFALO, NY
UNIVERSITY BOOKS & MORE.....	OSHKOSH, WI
UNIVERSITY COOP.....	AUSTIN, TX
UNIVERSITY OF ALABAMA SUPPLY STORE.....	TUSCALOOSA, AL
UNIVERSITY OF ARKANSAS.....	FAYETTEVILLE, AR
UNIVERSITY OF CALIFORNIA, DAVIS.....	DAVIS, CA
UNIVERSITY OF CALIFORNIA, IRVINE.....	IRVINE, CA
UNIVERSITY OF CINCINNATI.....	CINCINNATI, OH
UNIVERSITY OF COLORADO.....	BOULDER, CO
UNIVERSITY OF DENVER PIONEER STORE.....	DENVER, CO
UNIVERSITY OF FLORIDA.....	GAINESVILLE, FL
UNIVERSITY OF IDAHO.....	MOSCOW, ID
UNIVERSITY OF IOWA.....	IOWA CITY, IA
UNIVERSITY OF KANSAS - KU BOOKSTORE.....	LAWRENCE, KS
UNIVERSITY OF LOUISIANA LAFAYETTE.....	LAFAYETTE, LA
UNIVERSITY OF LOUISVILLE.....	LOUISVILLE, KY
UNIVERSITY OF MAINE AT ORONO.....	VASSALBORO, ME
UNIVERSITY OF MAINE AT ORONO.....	ORONO, ME
UNIVERSITY OF MARY BOOKSTORE.....	BISMARCK, ND
UNIVERSITY OF MARY WASHINGTON.....	FREDRICKSBURG, VA
UNIVERSITY OF MARYLAND.....	COLLEGE PARK, MD
UNIVERSITY OF MASSACHUSETTS AMHERST.....	AMHERST, MA
UNIVERSITY OF MICHIGAN.....	ANN ARBOR, MI
UNIVERSITY OF MINNESOTA.....	MINNEAPOLIS, MN
UNIVERSITY OF MINNESOTA BOOKSTORES.....	MINNEAPOLIS, MN
UNIVERSITY OF MISSOURI.....	COLUMBIA, MO
UNIVERSITY OF NEBRASKA.....	LINCOLN, NE
UNIVERSITY OF NORTH CAROLINA.....	CHAPEL HILL, NC
UNIVERSITY OF NORTH CAROLINA AT CHARLOTTE.....	CHARLOTTE, NC
UNIVERSITY OF NORTHERN IOWA.....	CEDAR FALLS, IA
UNIVERSITY OF NOTRE DAME.....	NOTRE DAME, IN
UNIVERSITY OF OREGON.....	EUGENE, OR
UNIVERSITY OF PENNSYLVANIA.....	PHILADELPHIA, PA
UNIVERSITY OF RICHMOND BOOKSTORE.....	RICHMOND, VA
UNIVERSITY OF SOUTH CAROLINA.....	COLUMBIA, SC
UNIVERSITY OF SOUTHERN CALIFORNIA.....	LOS ANGELES, CA
UNIVERSITY OF ST. THOMAS.....	SAINT PAUL, MN
UNIVERSITY OF TENNESSEE.....	KNOXVILLE, TN
UNIVERSITY OF TEXAS.....	AUSTIN, TX
UNIVERSITY OF UTAH.....	SALT LAKE CITY, UT
UNIVERSITY OF VICTORIA BOOKSTORE.....	VICTORIA, BC
UNIVERSITY OF WASHINGTON.....	SEATTLE, WA
UNIVERSITY OF WISCONSIN.....	MADISON, WI
UNIVERSITY OUTPOST.....	HARRISONBURG, VA
UNIVERSITY TEES.....	LAKEWOOD, OH
URSULINE ACADEMY OF DALLAS.....	DALLAS, TX
US NAVAL ACADEMY GIFT SHOP.....	ANNAPOLIS, MD
USA FUNDRAISERS.....	ROUND ROCK, TX
USC BOOKSTORE.....	LOS ANGELES, CA
USU BOOKSTORE.....	LOGAN, UT
UTAH STATE UNIVERSITY.....	LOGAN, UT
UVA BOOKSTORE.....	CHARLOTTESVILLE, VA
UVIC BOOKSTORE.....	VICTORIA, BC
UVM BOOKSTORE.....	BURLINGTON, VT
VARSITY BOOKSTORE.....	LUBBOCK, TX
VIRGINIA COMMONWEALTH UNIVERSITY.....	RICHMOND, VA
VOERTMAN'S COLLEGE STORE.....	DENTON, TX
WASHINGTON & LEE UNIVERSITY BOOKSTORE.....	LEXINGTON, VA
WASHINGTON STATE UNIVERSITY.....	PULLMAN, WA
WCTC BOOKSTORE.....	PEWAUKEE, WI
WESLEYAN SPIRIT SHOP.....	NORCROSS, GA
WEST CHESTER UNIVERSITY CAMPUS STORE.....	SPRINGFIELD, PA
WEST VIRGINIA UNIVERSITY.....	MORGANTOWN, WV
WHITMAN COLLEGE BOOKSTORE.....	WALLA WALLA, WA
WILDCAT SHOP CWU.....	ELLENSBURG, WA
YALE UNIVERSITY.....	NEW HAVEN, CT
YORK COLLEGE BOOKSTORE.....	YORK, PA