

ESPORTS IS HEATING UP ON CAMPUSES

Learn About Esports and How You Can Leverage It in Your Store



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Almost any game where players compete can be an Esports game.

Source: idtech.com



Lead the Pack with a tiny but mighty Dell G7

Unlock unrivaled speed

Kick performance into high gear: Engineered with up to 9th Gen Intel® Core™ i9 processors and optional Intel Optane™, the Dell G7 15 possesses powerful performance for uninterrupted gameplay.

No shortage of storage: Experience faster load times and a quieter system thanks to multiple storage options including dual drives with SSD options, plus M.2 NVMe PCIe.

Battle ready: Stay in the fight with an improved and stable WiFi connection due to optional 2x2 WiFi antennas.

One port does it all: Enjoy the benefit of multiple port options in just one, with the Thunderbolt™ 3 port. It features a USB 3.1 Gen 2 Type-C™ port, capable of 40Gbps transfer speeds, or a DisplayPort v1.2 output enabling one 5K or two 4K displays.

DSC# 139890 | VENDOR# 210-ARKH
SRP \$1,299.99 | COST \$1,151.48

[Shop Now »](#)



Pair the G7 with a Gaming Keyboard

Alienware AW768 Pro Gaming Keyboard
Keyboard with iconic Alienware aesthetics, 15 programmable macro key functions, mechanical switch keys and a zone-based RGB backlight with AlienFX™ technology.

DSC# 112323 | VENDOR# 580-AGJP
SRP \$109.99 | COST \$86.60



Esports players are a lot like traditional athletes. They spend hours each day practicing their craft both on their own and as a team.

Source: idtech.com



Wenzel's Farm is a premium provider of high quality, hand-crafted, small batch meat snacks and products.

✓ Naturally Smoked ✓ No Artificial Colors ✓ No MSG ✓ Gluten Free

WENZEL'S NATURALLY SMOKED BEEF JERKY



Contains 10 grams of protein!

DESCRIPTION	FLAVOR	DSC#	VENDOR#
3oz Pouch	Peppered Beef	141614	00376
3oz Pouch	Original	141612	00374
3oz Pouch	Teriyaki	141613	00375

MIN 4 | SRP \$6.19 | COST \$4.19

Beef Jerky Spinner Rack

Drive your sales with this spinner rack. This rack holds (48) 3oz Beef Jerky packages.

DSC# 141619 | VENDOR# 20004

Free with purchase of (24) 3oz packages of Beef Jerky.

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There is an Esports Hall of Fame.

Source: idtech.com



Esports will become a \$1.2 billion market.

Source: idtech.com



Building a PC is a highly personalized journey. Components are carefully chosen based on price, functionality, and aesthetic preference. From custom PC's to tricked-out gaming rooms, Cooler Master fits every budget and personality

CK530 MECHANICAL GAMING KEYBOARD

Get a straightforward keyboard that performs well on the battlefield with the CK530 Gaming Mechanical Keyboard. A portable, ten keyless format allows students to take their gear without sacrificing features or performance. On-the-Fly Controls allow customization of their settings like RGB lighting and macros in real time, while software lets them get even further customization. Simply put, the CK530 is a capable tool that gets the job done.

**DSC# 137886 | VENDOR# CK-530-GKGR1-US | MIN 1
SRP \$89.99 | COST \$66.19**



CM310 GAMING MOUSE

The choice for gamers of all levels, providing unassuming dependability and reliability without asking for much. An adjustable DPI optical sensor offers gaming-grade performance, while the rubber side grips and weighted body give just the right level of comfort.

**DSC# 137888 | VENDOR# CM-310-KKWO2 | MIN 1
SRP \$29.99 | COST \$22.06**

[SHOP NOW »](#)



Hard Drives for High Resolution Imaging

Transfer, edit, and hit deadlines faster with Rugged Hard Drives

Rugged USB-C – 1 TB

Do your students want an ultra-compact hard drive that works with USB-C and USB 3.0 and has loads of space? This hard drive provides plenty of space for files, photos, videos, and whatever else your students are working on.

**DSC# 121676 | VENDOR# STFR1000800
MIN 1 | SRP \$99.99 | COST \$74.29**

[Shop now »](#)



GAME ON!

What started as a thing that kids would do in their own time after school has gained so much traction that universities now offer scholarships to play in Esports leagues. Students that are in Esports are not in it for leisure. They're in it to win. And that's because if they win, they win money...*a lot of money*.

HOW ARE THEY EARNING SO MUCH MONEY?

Esports has more viewers than other sports. Compared to traditional sporting events, Esports pulls in over 450+ million viewers world-wide. This increase in viewers has attracted the attention of advertisers and investors for obvious reasons.

450+ million 102 million 17.8 million 9.17 million

In 2019, Esports competitions pulled in 450+ million viewers.

In 2020, the Super Bowl LIV pulled in 102 million viewers.

In 2019, the World Cup had a reported 17.8 million viewers.

In 2019, The Daytona 500 had 9.17 million viewers.



Many universities are investing a lot of money into state-of-the-art gaming facilities.

WHAT DOES IT TAKE TO BUILD A WINNING TEAM?



Fast Internet



Gaming Hardware



Gaming Monitors



Gaming Headphones



Gaming Ergonomics



Gaming Peripherals



In July of 2016 there were only 7 universities that were part of NACE—the National Association of College Esports. Today over 170 colleges have varsity Esports programs. On top of that, 50 schools currently provide player scholarships. Esports is something that everyone should be paying attention to as the popularity of Esports in universities is rising.

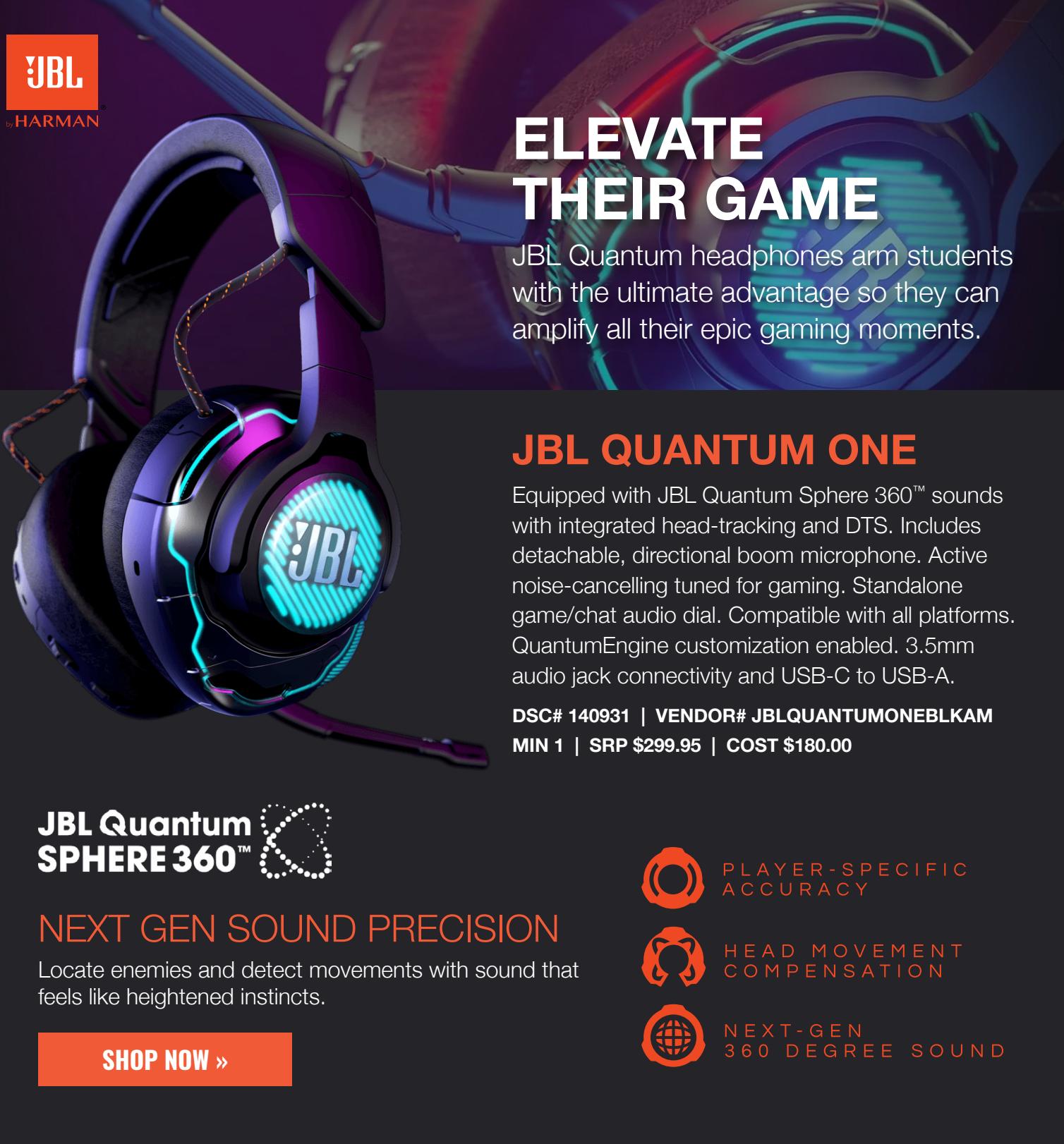


Source: edtechmagazine.com, cnbc.com, statista.com, nacesports.org, roundhillinvestments.com



The largest single prize pool in the USA was \$18 million and split among players.

Source: side-line.com



JBL
by HARMAN

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JBL Quantum headphones arm students with the ultimate advantage so they can amplify all their epic gaming moments.

JBL QUANTUM ONE

Equipped with JBL Quantum Sphere 360™ sounds with integrated head-tracking and DTS. Includes detachable, directional boom microphone. Active noise-cancelling tuned for gaming. Standalone game/chat audio dial. Compatible with all platforms. QuantumEngine customization enabled. 3.5mm audio jack connectivity and USB-C to USB-A.

DSC# 140931 | VENDOR# JBLQUANTUMONEBLKAM
MIN 1 | SRP \$299.95 | COST \$180.00

JBL Quantum SPHERE 360™



NEXT GEN SOUND PRECISION

Locate enemies and detect movements with sound that feels like heightened instincts.

-  **PLAYER-SPECIFIC ACCURACY**
-  **HEAD MOVEMENT COMPENSATION**
-  **NEXT-GEN 360 DEGREE SOUND**

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Pro gaming is a worldwide phenomenon.

Source: idtech.com



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Happy Plugs first true wireless headphones. With the vision of creating more than tech, the Air¹ true wireless headphones get you 14-hours of music from two earbuds completely free of wires. Experience high performance sound quality, superior connectivity and a lifestyle without wires, with a stylish design to spice up your everyday look.

DSC# 127904 | VENDOR# 1618
MIN 1 | SRP \$89.99 | COST \$50.00



Air¹ Go and Air¹ Plus coming soon!

DESCRIPTION	SRP	COST
AIR ¹ GO	\$49.99	\$29.38
AIR ¹ PLUS	\$99.99	\$56.25

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