

Summer 2023

NEW VENDOR PRODUCT GUIDE

FEATURED
VENDORS



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NEW VENDORS

DSC ARTICLES

PREVIOUS VENDORS



THE LATEST IN BLUETOOTH® TECHNOLOGY

SWAY Audio is the best choice for students seeking an immersive audio experience that will create unforgettable moments that will be cherished forever – from spending time with friends to solo adventures. They have a diverse range of products and a passion for creating high-quality audio, so students will always find their perfect match.



PORTABLE, RELIABLE, HIGH-QUALITY SOUND

No matter where you go, bring your music with you!

Sway Audio has products for every student, from compact packages to speakers that can fill a whole room with crystal-clear sound – all for affordable prices so students can get the best of both worlds. Sway Audio has products in every shape and size, ensuring that there is something for everyone!



Featured: Sway Fire Flame Hydro Go IPX7 Portable Bluetooth® Speaker – Black

The Sway Fire Flame Hydro Go is the perfect on-the-go speaker and with the latest full motion LED technology, full IPX7 certified waterproof protection, and a long-lasting battery life, it's bound to be a new student favorite. Its user-friendly pairing and audio technology allow the speaker to fill any space, indoor or outdoor -- making it perfect for everything from tailgates to living room lounging.

SLIM FUNCTIONAL EXPRESSIVE



T H R E A D W A L L E T S

Thread Wallets is redefining carry goods by turning plain wallets into expressive, minimalist, and functional wallets and accessories. Thread Wallets aims to help students express themselves and find a way to stand out, attracting artists, athletes, and leaders in individuality.

Everything you need when you're on-the-go **FEATURED: THREAD WALLETS ELASTIC WALLET AND LIP BALM HOLDER**

These wallets and accessories come in designs that fit everyone's aesthetic and are designed to be slim, simple, and stylish while staying true to Thread Wallets' slogan — Carry On. With the matching elastic wallet and lip balm holder, students can take all their essentials wherever they go without the bulk of a purse.

iHome™

iHome is the flagship brand of SDI Technologies and the premier brand in the audio accessories market. With options like Bluetooth® vanity mirrors, wellness products, and speakers, iHome has something for everyone.



A leader in innovation for consumer electronics



iHome REFLECT Bluetooth Vanity Speaker

A crystal-clear mirror with bright LEDs and a high-quality speaker – what could be better? This 2-in-1 product is perfect for students that want an uncluttered desk, great lighting for makeup, clear sound quality, and phone charging capabilities all at once.



Kai's Education provides award-winning opportunities for students to get acquainted with coding and robotics. With immersive education, Kai's Education opens a new world to students, including starter packs for an introduction to robotics.

create
FUTURE
trailblazers

Grades K-8

kaibot

Screen-Free & Hybrid



Grades 5-10

kai's <clan>

All-in-one STEAM Toolbox



Multi-Award **Winning**



GESS
EDUCATION
AWARDS
FINALIST
2022





ARTIPHON

DIGITAL MUSIC CREATION MADE EASY

Founded in Music City, Artiphon works to make music creation easy and accessible for everyone, regardless of their skill level. With intuitive technology, Artiphon can help anyone play music instantly.



ARTIPHON ORBA 2 PORTABLE ELECTRONIC MULTI-INSTRUMENT

A versatile and portable instrument that allows anyone to create music and express themselves, the Orba 2 allows students to create music from the palm of their hand. With the new Orba app, they can focus on the fun parts of making music without the barrier of learning a new instrument.

KLIK

Simplifying Digital Collaboration

KLIK helps teachers and students share any content, from any source, to any screen or personal device, regardless of physical location, with just one unified and affordable system.



KLIK Boks HUB Classroom Content Management & Distribution System

Finally, a breakthrough way to manage all of your classroom content easily, in one system. KLIK Boks HUB captures all of your media in one place, then helps you display, annotate, record, and share it, to every student inside the classroom, remotely, or all locations at the same time.

INFLUENCER MARKETING

INFO AND TIPS FOR YOUR STORE

Influencer marketing can be an incredibly powerful marketing tool for your brand. According to [Influencer Marketing Hub](#), the industry reached \$16.4 billion in 2022. This figure is expected to grow to \$21.1 billion in 2023. Here is a breakdown of the types of influencers and some tips for setting up your campaign.

Types of Influencers

Not all influencers are the same, with some having large audiences spanning across several demographics and others with smaller but more targeted and engaged audiences. The types of influencers are typically divided into four categories – Mega Influencers (1M+ followers), Macro Influencers (100K-1M followers), Micro Influencers (10K-100K followers), and Nano Influencers (<10K followers). While mega and macro influencers have a large reach, they often aren't the best pick for bookstores because they are costly and tend to work with large brands. Micro and nano influencers are likely the best option for your bookstore.

Create a Budget and Plan

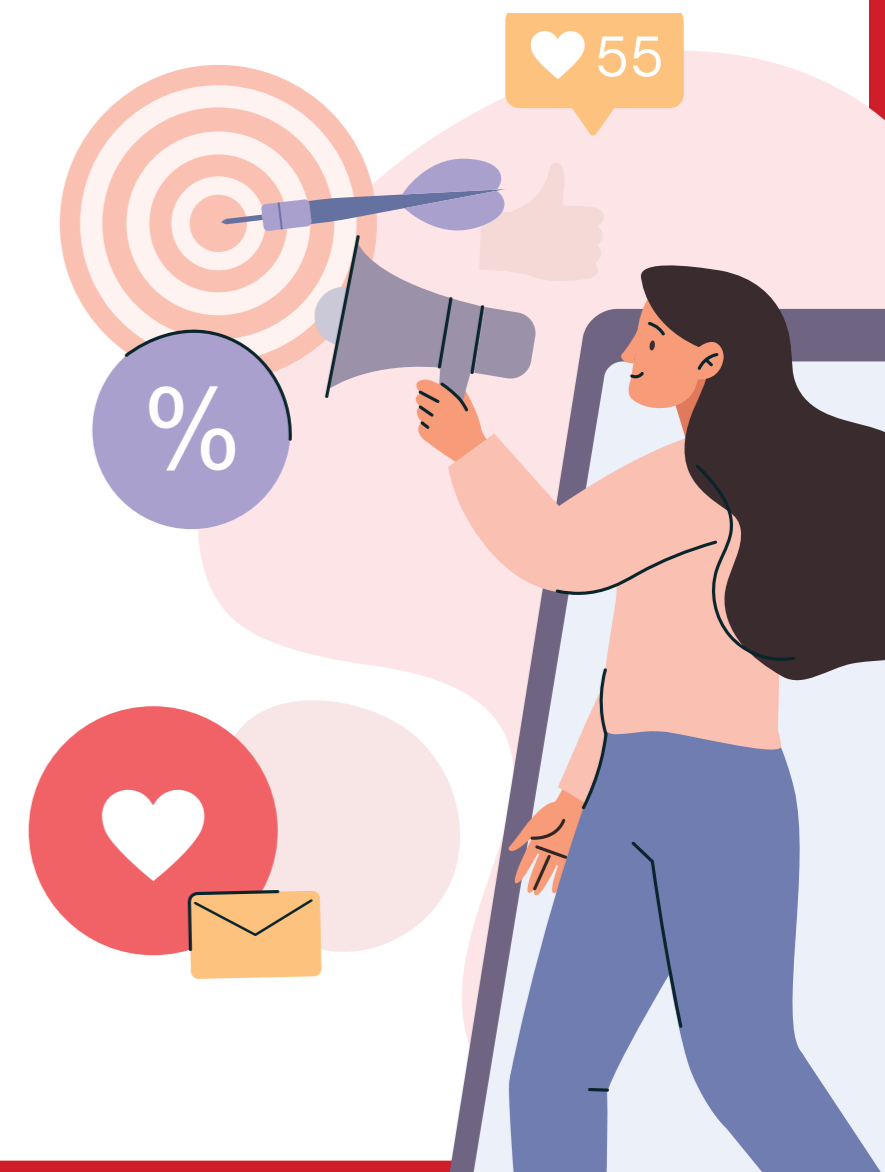
Creating a budget ensures you don't overstretch your funds and that you are able to give the influencer what they were promised. Having a plan helps ensure that time and funds are not being wasted and helps you stick to the campaign goals.

Decide Campaign Goals

Knowing your campaign goals and messaging helps to pick out an influencer and gives you and them an idea of what you're looking for in a partnership.

Decide Who Will Handle Reviewing Influencer Marketing

Having a point person that handles planning and reviewing influencer marketing removes the risk of confusion and miscommunication and makes it easier to communicate with the influencer.



A photograph of a teacher and three young students in a hallway. The teacher, a man with glasses and a beard, is on the left, wearing a plaid shirt and dark pants, looking towards the students. The students are on the right, one girl with a backpack is reaching up towards a door labeled '2.10'. The scene is overlaid with a semi-transparent red filter.

BACK-TO-SCHOOL ARE YOU READY FOR THE FIRST DAY OF SCHOOL?

With school just around the corner there's still a lot of work for teachers to do both inside and outside of the classroom. Here are 3 ways to help keep teachers on track before students arrive.

Classroom Arrangement

While setting up your classroom, make sure there are no hiding areas and enough room to move while directed at the focus of your teaching area. This can be flexible throughout the year — by rearranging desks and classroom supplies, you can find what works best and be adaptable with your learning environment.

Classroom Expectations

Plan on how to communicate effectively with your students, both positively and negatively based on your strengths as a teacher. These expectations also will let students know what they can and can't do and help the class run smoothly. Align your classroom policies to your school and district policies.

First-Week Activity

After going through icebreakers, classroom procedures and routine, and other initial set-ups, go through an overview of what the students are going to be learning this year. Here is where you can show off certain devices and/or lesson plans to get the students excited and intrigued by what is coming.

Make note in this first week of what worked and what didn't, what you would improve or change. From there you can go through lesson plans and change or adapt anything that would work best with your students.



2023 SPRING RECAP

Hover over a logo to explore products
from last season's new vendors.



2023 WINTER RECAP

Hover over a logo to explore products
from this season's new vendors.

2022 FALL RECAP

Hover over a logo to explore products
from this season's new vendors.



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trends by following us on social media**