

Your Caribbean Sailing Vacation Awaits!



Grab your bathing suit, tanning lotion and shades. Your ship (chartered sailboat, that is) is waiting at the dock. iYachtClub ordered "books" with sunglasses inside to give to prospective customers. "Explore Paradise with Us!" is their statement, along with enticing photos of sailing the Caribbean. With a pair of shades inside it puts the recipient in the mood for an island adventure. They charter catamarans, mono-hulls and motor yachts. "Explore the Caribbean like you never have before with local experts!" is their theme.

Price Lowered for Distributor Supplied Products: Supply your products as the surprise gift inside BookWear®. Reduced prices as of 6/15/17.

Next Show: BookWear® is in booth #1903 at ASI Chicago July 12 and 13.

BookWear! tell your story

June 2017 Newsletter

**"Thunder is good, thunder is impressive;
but it is lightning that does the work."
Mark Twain**

Summer means vacation to some.



It means study to others, like at Boston University Summer Term. They've recruited students for six years with different versions of this "Think Summer" book. It has a Boston University shirt inside that becomes a walking advertisement for their campus. It's a winner for them with thousands of students walking around advertising the BU logo.

"Happy 50th Anniversary!"



"Advancing Capabilities to Meet Emerging Threats" is the title of this book. For the fourth year in a row USGIF (US Geospatial Intelligence Foundation) has used this novel package to promote and market their organization to 4,000 attendees at their annual convention. Inside is their t-shirt with their logo. In addition to marketing and membership this year's book was also used as a fundraiser for their educational fund. The back of the book lists ways to give, who benefits and the website for online donations. Very effective for easy giving with a message that has impact.