

Why Exhibit at CAMEX?

Access to an approximately **\$10 billion market** you won't find anywhere else.

CAMEX connects you with an industry uniquely positioned to reach millions of college students across the U.S. and Canada—the college store industry. Qualified buyers from more than 1,000 college stores attend the CAMEX show every year.



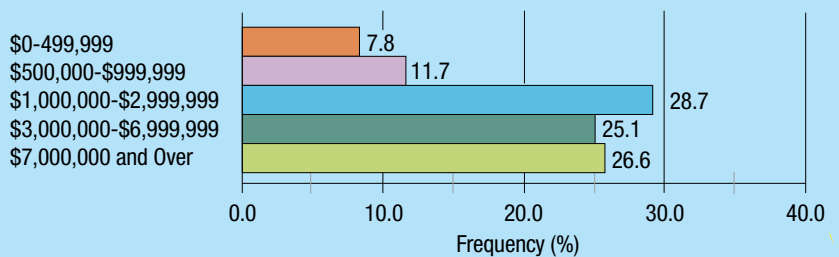
CAMEX is the Buying Show of the Year

- **99%** of attendees said they felt the products on the trade show floor were relevant to their purchasing needs.
- **99%** agreed CAMEX was an excellent way to gather information on new products and services.
- **92%** believed they saved their store money by shopping at CAMEX.
- **96%** of attendees took advantage of vendors' trade show specials.
- **66%** of buyers said they recouped the cost of their trip by benefiting from show special pricing.
- The average total value of purchase orders was **\$21,943**.

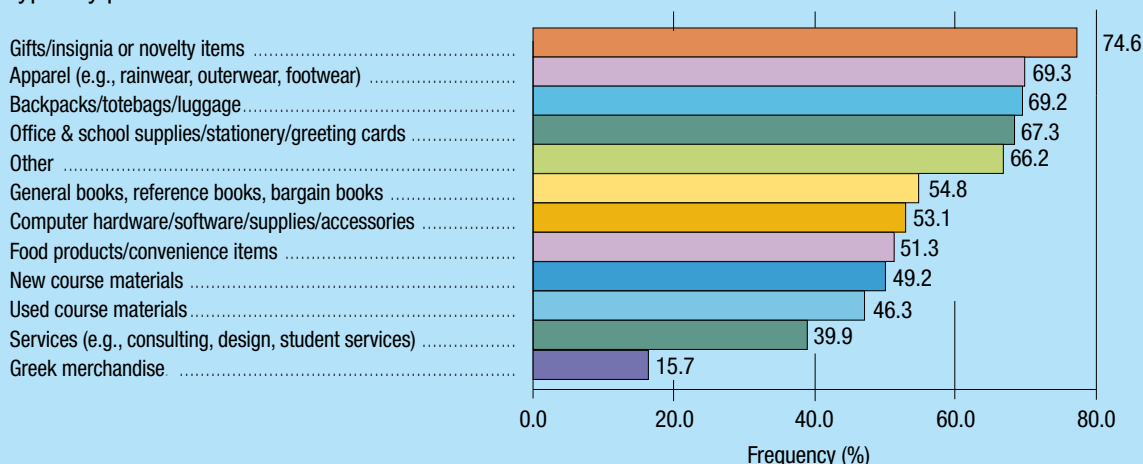
CAMEX Delivers the Market

- **80%** of attendees are from institutionally-owned stores.
- Attendees come from all 50 U.S. States, Canada, and beyond.
- **98%** said the CAMEX trade show is highly valuable to their organization.

Approximate Annual Store Sales Volume



Store products or services that survey participants typically purchase:



Note: Multiple answers can total over 100%. Data based on CAMEX 2009 attendees and exhibitor results, National Association of College Stores.



camex

Campus Market Expo 2010

Events: March 12-15
Trade Show: March 13-15
Orlando, FL

CAMEX 2010 Campus Market Expo

Event Dates: March 12-15, 2010
Trade Show Dates: March 13-15, 2010
Orange County Convention Center, Orlando, FL

CAMEX is the largest trade show in the collegiate retailing industry, attended by more than 2,000 qualified buyers from more than 1,000 college stores from the U.S., Canada, and beyond. CAMEX is produced by the National Association of College Stores. CAMEX 2010 exhibit contract, membership application and floor plan are available online at www.camex.org/exhibitor/reservebooth.asp.

What Exhibitors said about CAMEX 2009:

- **80%** said their presence at CAMEX enhances their overall image in the college market.
- **77%** said CAMEX is an important part of their overall college marketing plan.
- **74%** said CAMEX is an excellent way to gather industry information and customer feedback.

New Exhibitor Pavilion

Placement in the New Exhibitor Pavilion is available only to first-time exhibitors on a first-come, first-served basis. Request placement in this destination area on the exhibit application.

CCRA Pavilion (Campus Computer Resellers Alliance)

The CAMEX 2010 trade show floor will include a CCRA Pavilion focused on technology products. If you're interested in being a part of this new area on the trade show floor, be sure to include your product categories on the exhibit application and check the CCRA Pavilion box.



Booth Fees

After Jan. 30, 2009, booth fees are \$2,400 per 10'x10' booth. Corner fees are \$250 each.

Booth Deposit and Payment Schedule

After Aug. 1, 2009, full booth payment is due upon receipt of application. Payment may be made by credit card or check. Contracts submitted without proper paperwork, payment, or authorized signature will be rejected. If space is not fully paid for by Aug. 1, 2009, space is subject to cancellation or reassignment at the discretion of NACS Management.

Included in Your Booth Fee

8' back drape, 3' side drape for in-line booths, booth carpeting (if checked on the exhibit application), booth vacuuming the evening prior to show opening, a booth identification sign, plus five exhibit badges per 10'x10' booth, up to a maximum of 40 badges per exhibitor. Additional badges may be purchased at registration. Your CAMEX exhibitor directory listing and show special listing on the CAMEX web site and the CAMEX trade show directory listing are included free of charge, providing information is submitted by deadline dates.

NACS Members Only

Exhibiting at CAMEX is available only to Associate Members of the National Association of College Stores. Visit www.nacs.org/membership for benefits and application.

More than 93% of the show floor has been sold!

As of Nov. 1, 2009

www.camex.org



Mary Adler-Kozak
Director of Expositions
500 E. Lorain St.
Oberlin, OH 44074
E-mail: madler-kozak@nacs.org
Phone: (800) 622-7498, ext. 2265

Linda Vargo
Event Sales and Service
Representative
E-mail: lvargo@nacs.org
Phone: (800) 622-7498, ext. 2302



CONNECT | GROW | SUCCEED