

Access the nearly \$10 billion campus youth market!

Reserve Your Booth Today!

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NACS Campus Market Expo 2018

Event: March 2-6, 2018
Trade Show: March 4-6, 2018
Kay Bailey Hutchison Convention Center | Dallas, TX

www.camex.org/boothapplication2018

"We had a GREAT show and the location was perfect. See you next year!"

Juliana Giliberto
Sales Manager-North America, Mustard
Jackson Heights, NY

Why Exhibit at CAMEX?

CAMEX delivers campus store buyers who WANT to buy.

- **\$30,754** is the average total spending per store at CAMEX.
- **79%** of attendees say they are likely to purchase up to 60 days after CAMEX as a result of attending.

Campus store buyers want to buy and network AT CAMEX.

- **85%** of attendees rate the ability to meet, discuss, and do business as a very to extremely important part of the CAMEX trade show.
- **74%** of exhibitors said the opportunity to network with others was a very to extremely important part of their CAMEX experience.

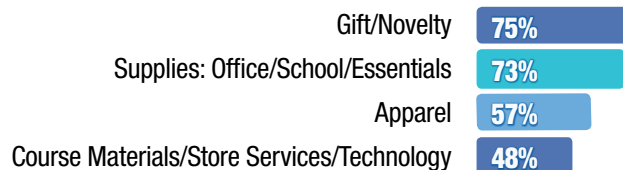
CAMEX offers ACCESS to BUYERS.

- **84%** of attendees come from stores with annual sales volumes of \$1 million or more. Nearly 1/3 of store attendees come from stores with annual sales volumes of \$10 million or more.
- **74%** of attendees are from institutionally owned or private stores.
- Buying is a primary job responsibility for 90% of CAMEX attendees.

Buyers EVALUATE new products and suppliers at CAMEX.

- Most exhibitors believe CAMEX is an excellent way to gather industry information and customer feedback.
- **70%** of trade show attendees in **ALL** age groups rate face-to-face interaction as highly important.*

Products most often PURCHASED by CAMEX buyers:



www.camex.org/exhibitor

Note: Data based on CAMEX 2017 Evaluation Results, National Association of College Stores, unless otherwise noted.

*Source: The Role and Value of Face-to-Face Interaction—Generational Differences in Face-to-Face Interaction Preferences & Activities; Center for Exhibition Industry Research (CEIR), 2013



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CAMEX, produced and hosted by the **National Association of College Stores (NACS)**, is the largest trade show in the campus retailing industry, attended by nearly **1,800 qualified buyers** from nearly **1,000 stores** from the U.S., Canada, and beyond.

Art Materials World, produced by the **International Art Materials Trade Association (NAMTA)**, provides an opportunity to connect with art materials buyers in the fine art and creative materials industry, adding nearly **570 attendees** from **185+ companies**.



CAMEX again welcomes Art Materials World attendees

Course Materials Pavilion

The Course Materials Pavilion is a focused space for publishers/course content providers and related course materials technology and other service providers. To be part of this highly anticipated area for course materials and digital strategy needs, check the Course Materials Pavilion box on the exhibit application. Course Materials presentations are only available to exhibitors placed in the pavilion.

Booth Fees

Booth fees are \$2,675 per 10'x10' booth space. Corner fees are \$400 per corner.

Booth Assignment Process

To make it easier to see available booth space, check where others have been assigned, and select your desired location in real-time, an online booth space draw was introduced for CAMEX 2018!

CAMEX Exhibitors are awarded one priority point for each year of exhibiting. First round booth assignments are made based on priority points and by date the application and payment are received. Our deadline for first round booth assignment expired April 24, 2017. Applications and payments received after April 24, 2017 will be assigned booths on a date-received basis. Companies that wish to exhibit side-by-side must submit their applications together with an explanatory letter. A copy of the application and contract will be returned with booth assignment and authorized signature. This contract is subject

to the general rules, regulations, and policies governing the CAMEX 2018 trade show

In an effort to make the most of attendees' time at CAMEX, help them efficiently navigate the categories they purchase, and allow them to schedule more appointments with exhibitors, we're segmenting the show floor by product category for 2018. Attendees have been asking for this change and we're thrilled to make this part of CAMEX 2018. You'll indicate your company's principal or primary product category on your exhibit application.

Booth Deposit and Payment Schedule

A deposit of 20% is due with applications received up to July 31, 2017. After Aug. 1, 2017, 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, 2017, 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 inline 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 and show special listings are included free of charge provided information is submitted by deadline dates. Exhibitor badges also allow CAMEX Exhibitors entry into Educational Sessions, the Fashion Show, and General Sessions—great opportunities to network with buyers prior to the trade show.

NACS Members Only

The opportunity to exhibit at CAMEX is available only to Business Partner Members of the National Association of College Stores.

Business Partner dues include a one-time \$250 application fee, and annual dues of \$495. Visit www.nacs.org/membership for benefits and application.

TO LEARN MORE, CONTACT:

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

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



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