

# CAMEX26

## Phoenix, Arizona

**FEBRUARY 26 - MARCH 2, 2026**

By Carol Dreste and Suzin Norris  
University of California Santa Barbara

### Bring Your Ideas, Insight & Inspiration



**Sunday, March 1  
8:30 AM – 9:30 AM**

**PCC North Bldg: 2nd Floor – 225 AB**



Join this dynamic, peer-led idea exchange focused on your top-performing products.

Come prepared to show a few of your bestselling items (photos or physical samples) and be ready to share the story behind their success — quantities sold, cost and retail pricing, and vendor contact info.

Whether it's a breakout hit or a steady seller, we want to see it! Ready to spark some merch magic? Walk away with fresh product ideas by tapping into insights from our collective community.



- Share merchandising wins & lessons learned
- Exchange fall buying trends & product ideas
- Explore visual display & in-store experiences
- Discuss marketing & student engagement strategies
- Build buyer connections

**Come Ready to Participate — Your Voice Matters!**

\*For Store / Institutional Attendees Only\*  
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