

CAMEX24

Trade Show: Feb. 25-26

Educational Sessions: Feb. 24, 27 & 28

Savannah Convention Center
Savannah, GA

WHY EXHIBIT AT CAMEX?

CAMEX is the place to meet with campus retail buyers

- Attendees spent almost **4 more hours** on the CAMEX trade show floor compared to national trade show averages! That's 12.2 hours versus 8.3!
- Attendees were very satisfied with the ability to meet, discuss, and do business as part of the CAMEX trade show. On a scale ranging from one (extremely dissatisfied) to five (extremely satisfied), the average satisfaction rating was **4.43**.
- Buying is a primary job responsibility for **77%** of CAMEX attendees.



Store Demographics

- 2/3 of attendees come from stores with annual sales volumes of \$1 million or more.
- Nearly half of attendees come from stores with sales volume of \$3 million or more.
- About 1/3 of attendees come from stores with annual sales volumes of \$7 million or more.
- More than two-thirds of store attendees reported that their store served a four-year college or university.
- 30% serve a two-year college or university with a smattering of K-12 School Stores.
- 65% of attendees are female.
- CAMEX attendees represent all age ranges with the majority of attendees from 46-65 years old.

FREE inclusion in the CAMEX Cashback program

The CAMEX Cashback program pays rebates to buyers for qualifying orders placed with exhibitors! Incentivizing buyers to place more orders with more exhibitors at CAMEX!

Participation is included in your CAMEX booth fees. An \$800 value when compared to other trade shows that offer attendee rebate programs.

- More than 2/3 of stores that attended CAMEX100 placed **qualifying** CAMEX Cashback orders.
- Average dollar amount of orders placed through CAMEX Cashback was **more than \$30,000** per store in 2023.

There were over **\$4.2 million** in orders placed through the CAMEX Cashback Program. The CAMEX Cashback program is quickly gaining momentum, doubling the amount of orders placed in 2022. Visit www.camex.org/cashback for more info.

Top reason attendees come to CAMEX



Find new vendors



The opportunity to network



Discover new products



camex.org/exhibit

expositions@nacs.org

PRODUCTS MOST OFTEN PURCHASED BY CAMEX BUYERS



Course Materials/Store Services/
Supplies/Technology



Gifts/Novelty



Apparel



General Merchandise/
Convenience Items

Booth Fees

Per 10'x10' space

- NACS Vendor Affiliate Members \$2,750 up to first round booth assignment deadline date, August 4, 2023. \$2,850 if received after August 4, 2023.
- Non-Affiliate Vendors \$3,100 up to first round booth assignment deadline date, August 4, 2023. \$3,200 if received after August 4, 2023.

Corners

- \$400 each

ONLY vendor affiliates receive discounted booth rates, pre-show CAMEX attendee email list and special sponsorship and advertising pricing.

Included in Your Booth Fee

- Booth back and side drape for inline booths.
- Five exhibit badges per 10' x 10' booth.
- CAMEX online exhibitor directory and show special listings.
- Pre-show CAMEX attendee email list (NACS vendor affiliate members only).
- Inclusion in the CAMEX Cashback program after agreement sign-off.

Booth Deposit and Payment Schedule

- 50% deposit is due upon receipt of exhibit application.
- Booth balance is due by September 29, 2023.
- After September 29, 2023, full booth payment is due upon receipt of application.
- A booth confirmation email with invoice indicating booth number will be sent once booth is assigned.
- Payment may be made by credit card, ACH or check.
- Contracts submitted without proper paperwork, payment, or authorized signature will be rejected.
- If space is not fully paid for by September 29, 2023, space is subject to cancellation or reassignment at the discretion of NACS Management.
- Applications received after August 4, 2023 will be assigned booths based on date received.
- Companies that wish to exhibit side-by-side must submit their applications together with an explanatory letter.

Thank you for your interest in exhibiting at the Campus Market Expo!

CAMEX is the place with more than 500 buyers from 275 stores coming from all 50 U.S. states, Canada, and beyond.

Questions? Contact:

Mary Adler-Kozak
Sr. Director of Meetings & Expositions
(800) 622-7498 or
(440) 775-7777, ext. 2265

Lynn Mangol
Exhibit Manager
(800) 622-7498 or
(440) 775-7777, ext. 2612

expositions@nacs.org

FOLLOW US:



campusmarketexpo



camexshow

#camexshow