WHY EXHIBIT AT CAMEX?

CAMEX is the place to meet with campus retail buyers

- Attendees spent almost **3 more hours** on the CAMEX trade show floor compared to national trade show averages! That’s 11.2 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 **4.16**.
- Buying is a primary job responsibility for **77%** of CAMEX attendees.

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.
  - Nearly 2/3 of stores that attended CAMEX24 placed qualifying CAMEX Cashback orders.
  - Average dollar amount of orders placed through CAMEX Cashback was **nearly $30,000** per store in 2024.
  - There were over **$4.6 million** in orders placed through the CAMEX Cashback Program. The CAMEX Cashback program continues to gain momentum yearly. Visit [www.camex.org/cashback](http://www.camex.org/cashback) for more info.

Store Demographics

- Almost 2/3 of attendees come from stores with annual sales volumes of $1 million or more.
- 25% of attendees come from stores with sales volume of $3 million or more.
- 61% of store attendees reported that their store served a four-year college or university.
- 35% serve a two-year college or university with 4% serving K-12 School Stores.
- 62% of attendees are female.
- CAMEX attendees represent all age ranges with the majority of attendees from 46-65 years old.

Top reason attendees come to CAMEX

- Find new vendors
- The opportunity to network
- Discover new products

[camex.org/exhibit](http://camex.org/exhibit)

expositions@nacs.org
Booth Deposit and Payment Schedule

- 50% deposit is due upon receipt of exhibit application.
- Booth balance is due by October 21, 2024.
- After October 21, 2024, 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 October 21, 2024, space is subject to cancellation or reassignment at the discretion of NACS Management.
- Applications received after August 2, 2024 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.

Booth Fees

Per 10’x10’ space

- NACS Vendor Affiliate Members $2,800 up to first round booth assignment deadline date, August 2, 2024. $2,950 if received after August 2, 2024.
- Non-Affiliate Vendors $3,200 up to first round booth assignment deadline date, August 2, 2024. $3,350 if received after August 2, 2024.
- ONLY NACS 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. (An $800 value!)
- Online Exhibitor Service Kit.
- Access to Exhibitor-only Lounge.
- Booths do not include carpet (floor covering is not required) or furnishings (tables, chairs, etc.).

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

CAMEX is the place with more than 450 buyers from 250 stores from all 50 U.S. states, Canada, and beyond.

Questions? Contact:

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expositions@nacs.org

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