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EXHIBITOR PROSPECTUS

FEBRUARY 26–MARCH 2, 2026
PHOENIX CONVENTION CENTER
Phoenix, Arizona

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CAMEX.ORG



EXHIBITOR OVERVIEW: FEES AND TERMS

CAMPUS RETAILING'S LARGEST EDUCATIONAL CONFERENCE AND BUYING EXPO

Booth Fees

Per 10'x10' space

- Vendor Affiliate Members receive a booth discount at CAMEX: \$400 off the first booth and 5% off each additional booth based on the non-member price.
- Booths purchased on or before September 4, 2025, are \$2,950 for the first 10x10 booth; each additional 10x10 booth is \$3,182.20.
- Booths purchased on or after September 5, 2025, are \$3,200 for the first 10x10 booth; each additional 10x10 booth is \$3,240.20.
- Corner booths are an additional \$400 each.
- Non-Affiliate Vendors \$3,350 per 10x10 booth up to and including September 4, 2025. \$3,600 if received on or after September 5, 2025.
- **Only** vendor affiliate members receive discounted booth rates, pre-show CAMEX attendee email list and special sponsorship and advertising pricing.

NACS members save money and receive special perks. Become a NACS Vendor Affiliate member for only \$400 (annual dues expire May 2026)! Join, renew, or view NACS membership benefits at nacs.org/vendor-affiliate-benefits.

Booth Deposit and Payment Schedule

- 50% deposit is due upon receipt of exhibit application.
- Booth balance is due by October 21, 2025.
- After October 21, 2025, full booth payment is due upon receipt of application.

Booth Assignment Process

- Applications received by August 11, 2025 will be assigned booths by priority point and date received.
- Applications received after August 11, 2025 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.

Included in Your Booth Fee

- Booth back and side drape and identification sign for inline booth.
- 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 attendee rebate program at NO charge.
- Online Exhibitor Service Kit.
- Access to Exhibitor-only Lounge.

Thank you for your interest in exhibiting at the Campus Market Expo! CAMEX is the place with access to nearly 400 buyers from 225 stores coming from all 50 U.S. states, Canada, and beyond.

Questions? Contact:

Una Kilberg

Director of Exhibits

(800) 622-7498 or

(440) 775-7777, ext. 2204

expositions@nacs.org

CONTINUED INFORMATION

Standard Online Booth Listing

- Includes company name, booth number, company description, product category listings, show special listing, collateral uploads, and much more!
- Online exhibitor upgrades are available to purchase with more features to increase your visibility.
- Purchasing an upgraded booth package at the time of booth application saves you money!

Cancellations

All cancellations must be received via email to expositions@nacs.org.

- If cancellation request is received on or before October 21, 2025, the exhibitor will receive 50% of total booth fee (NACS keeps 50% deposit).
- No refunds will be given on cancellations made after October 21, 2025. Refunds due to exhibitors will be paid within 45 days of receipt of written cancellation request. If we are unable to hold CAMEX due to restrictions put in place in the U.S., State of Arizona, or Phoenix, we will revisit the refund policy and schedule.



Help Bring a Buyer to CAMEX

The NACS Foundation supports education and research in the campus store industry. Through its CAMEX grant program, the Foundation helps buyers attend the show—creating more opportunities for meaningful connections between vendors and attendees.

Your support can make it happen.

Visit nacsfoundation.org/give to donate now.

Sponsorship Opportunities Available!

DRIVE TRAFFIC AND ADD EXCITEMENT!

The NACS Advertising Department can create a custom sponsorship just for you! There are many valuable opportunities to fit your budget.

Advertising opportunities and pre- and post-show registration lists are also available to target buyers directly.

Pre-Reg Attendee List is FREE for Vendor Affiliate Exhibitors.

Produced and Hosted by

NACS National Association of College Stores
nacs.org

CONTACT: advertising@nacs.org
(800) 622-7498, ext. 2339





GENERAL RULES, POLICIES, AND REGULATIONS GOVERNING THE CAMEX26 TRADE SHOW

National Association of College Stores (NACS) reserves the right to exercise its sole discretion in the acceptance or refusal of exhibit application.

NACS and its authorized representatives are hereafter referred to as NACS or NACS Management. The CAMEX26 Trade Show is hereafter referred to as CAMEX. Phoenix Convention Center is hereafter referred to as *Center*. This document, "General Rules, Policies, and Regulations Governing the CAMEX26 Trade Show" is hereafter referred to as *Rules*.

1. PAYMENT POLICIES

- All payments must be made in U.S. dollars.
- All contracts must be accompanied by payment according to the schedule listed below.
- Contracts received up to **October 21, 2025** require a 50% deposit upon submission of the application. Final Payment due **October 21, 2025**.
- Contracts received after **October 21, 2025** require full payment on receipt of the exhibit application.

2. CANCELLATION POLICIES

- All cancellations must be received in writing via email: expositions@nacs.org.
- If cancellation request is received on or before October 21, 2025, the exhibitor will receive a 50% refund of the total booth fee. To clarify—50% booth deposit collected will be forfeited by the exhibitor and charged as a cancellation fee.
- There will be no refunds issued after October 21, 2025. Refunds due to exhibitors will be paid within 45 days of receipt of written cancellation request.

3. USE OF SPACE

Upon receipt and acceptance of exhibit application, NACS Management will assign booth space and notify exhibitor of acceptance and booth number. Exhibitor may not assign, share, or sublet any space allotted to it and may not advertise or display goods other than those manufactured, distributed, represented, or sold by it in the regular course of business and as listed in the directory. Note: Only the name of the exhibitor who has contracted exhibit space will be listed in the CAMEX26 Trade Show Exhibitor Listing. NACS Management reserves the right to reassign booth space if necessary.

The following practices are **NOT** permitted at CAMEX:

- Drawings or other activities that require participants to be present at your booth.
- Scheduling events or hospitality that conflict with any officially scheduled CAMEX event.
- Holding any event or hospitality targeted to CAMEX attendees at any time during CAMEX event days without the advance approval of NACS. You can find the schedule of events [HERE](#). Email jwilmot@nacs.org with your request for an event or hospitality you must include location, date and time of your proposed event. If an event is held without approval, NACS reserves the right to exclude the exhibitor from future CAMEX Trade Shows.
- Suitcasing on the trade show floor.
- Solicitation of other CAMEX exhibitors.
- Entering any booth uninvited; harassment, plagiarizing, photographing, videotaping of another booth without exhibitor's permission.
- Conducting business outside of contracted space (including distribution of fliers or leaflets in public areas) or other aisle obstruction; mascots, models, and booth personnel must be stationed inside your booth unless a paid CAMEX Sponsorship specifically allows it.
- Selling of food or beverages in exhibit booth is not permitted. Food other than samples must be ordered through must be purchased through the catering department of the convention center. Samples need permission through a completed form to distribute product samples. (See exhibitor service kit for convention center sampling rules and regulations.)
- Smoking in the exhibit hall.
- Use or distribution of glitter, confetti, stickers or similar items.
- Use or distribution of helium balloons.
- Use or distribution of loud music or noise, odors, or flashing lights.
- Children under 16 years of age will NOT be allowed in the exhibit hall.

4. INSTALLATION AND DISMANTLE

All exhibits must be installed by **Thursday, February 26, 2026 by 6 pm**, except if NACS Management has been notified by the exhibitor and has approved late arrival, NACS reserves the right to rent such space to any other applicant and no refund will be made to the original contracting firm. Dismantling a display before the official show closing is not allowed. Early booth dismantling may result in up to \$1,000 fine and being forbidden to exhibit in future NACS events. If any exhibit is not removed by the scheduled move-out time, NACS Management reserves the right to remove and/or discard the exhibit and charge the expense to the exhibitor.

5. DISPLAY

NACS will supply the following for each exhibit: back drape and side drape for inline booths (not supplied with island or peninsula booths): one two-line sign (7'x44") for exhibitor identification; and one pressure-sensitive floor number in the aisle in front of each booth. **Carpeting is not supplied for booths. Floor covering not required.** No signs or articles may be affixed, nailed, or otherwise attached to convention center walls, doors, etc. Likewise, no attachments may be made to the floors by nails, screws, or any other devices that would damage them. Further display rules, including site-line requirements, hanging signs requirements, and booth heights can be found in the online Exhibitor Resource Center.

6. BOOTH CONDUCT AND GENERAL PRACTICES

Exhibitors must operate in a way that does not interfere with the rights of another exhibitor **including exceeding heights that limit sightlines**. Exhibits, displays, and personnel must be presented in a professional manner.

7. ORDER TAKING/SALES

Show is intended for orders to be taken for future delivery only. No retail sales of samples are permitted on the trade show floor. Exhibitors are not permitted to sell products for delivery at the show. Exhibitors will be responsible for any state or local taxes that are required. Exhibitors will also be responsible for obtaining sales permit numbers, if they are required. Exhibitors agree to indemnify NACS in the event that NACS is found liable for violating any sales tax laws or regulations that arise from or relate to sales made by the exhibitors on the show floor.

8. LICENSING

Exhibitors or their agents shall not display or offer for sale any counterfeit product, nor shall they display, offer for sale, or advertise any products which bear the name, logo, mark, symbol, or other indicia of origin of a college or university for which a licensing program exists, unless such display has been authorized by the respective institution and/or its licensing agent. In the event that NACS believes that an exhibitor has violated the licensing agreement, NACS Management shall be entitled to request removal of the unauthorized product. In the event that NACS is found liable for any licensing violation that arises from or relates to an exhibitor's actions, that exhibitor agrees to indemnify NACS.

9. EXHIBITOR DIRECTORY AND FLOOR PLAN

An official online directory will be created as part of CAMEX26. Only exhibitors with valid exhibit contracts will be listed. The exhibitor waives any and all claims with respect to errors and omissions in the listing. The exhibitor shall be responsible for submitting the information by stated deadlines, the content of the entries, and for any damages claimed through the publication thereof. **The directory will list company name as it appears in NACS database records.**

10. EXHIBITOR-APPOINTED CONTRACTORS (EACS)

Exhibitors using an Exhibitor-Appointed Contractor (EAC) are required to upload EAC forms to Shepard's online exhibitor service kit. All EACs are obligated to the same rules, regulations, and policies as exhibitors. It is the exhibitor's responsibility to provide the rules, regulations, and policies to their EACs. In addition, EACs are required to submit proof of insurance naming NACS, Phoenix Convention Center, Shepard, NACS' Official General Contractor as additional insured. Specific instructions regarding EACs can be found in the online Exhibitor Service Kit's EAC forms.

11. BADGES AND EXHIBITOR PERSONNEL

Exhibitors should register their personnel in advance, online. Exhibitors are permitted to register five personnel for each 100-square-foot booth. Each representative of an exhibiting company must wear the official CAMEX exhibitor badge at all times while in the exhibit hall. Exhibitor badges are not transferable. Exhibit booths must be staffed at all times during the trade show.

12. SECURITY

NACS Management will contract a security service to monitor the hall during move-in, exhibition, and move-out. However, exhibitors are solely responsible for the care, custody, and control of their own exhibit material. Any easily removable items should be stored away or covered during non-show hours. Any one-of-a-kind samples should be removed from the show floor and in your possession during non-show hours. It is suggested that exhibitors carry insurance for covering loss or damage to their exhibit material. See additional insurance requirements in section 13.

13. EXHIBITOR INSURANCE

The License Agreement, the Phoenix Convention Center Rules, the Exhibit Contract, and these Rules limit the responsibility of the Center, Shepard, NACS' Official General Contractor, and the National Association of College Stores for property loss or personal injury arising from exhibitor's participation in CAMEX or use of the Center. Exhibitor shall, at exhibitor's sole cost and expense, procure and maintain for a period inclusive of the entire term of CAMEX (including the time specified for installation and dismantling, and shipping to and from CAMEX), comprehensive general liability insurance against claims for bodily injury, death, and property damage which arise out of or are in any way connected with the exhibitor's participation in the trade show or use of occupancy of the Licensed Premises or the Center, including claims for injuries occurring in the Center. Such insurance must include coverage for contractual liability, product liability, and coverage for the indemnification obligations of exhibitor under these Rules, with combined single limits of liability of not less than \$1,000,000 for each occurrence. **Such insurance must designate the National Association of College Stores, Phoenix Convention Center, Shepard, NACS' Official General Contractor as an additional named insured.** Exhibitor shall obtain and furnish to NACS Management, upon request, a certificate of insurance evidencing the required insurance.

14. EXHIBITOR LIABILITY-INDEMNIFICATION AND COVENANT NOT TO SUE

Exhibitor agrees to be fully liable and responsible for any and all claims, liabilities, losses, damages, or expenses relating to or arising from an injury to any person or any loss of or damage to property, if such injury, loss, or damage arises out of, or is in any way connected with, the participation in CAMEX by exhibitor. Exhibitor releases NACS from, and agrees not to sue or otherwise make any claim against NACS for any damages or liability in any way related to CAMEX, the Exhibit Contract, the Rules, the License, the Licensed Premises, NACS' Official General Contractor, or the Center for: (i) loss, theft, damage, or destruction of goods; (ii) injury to exhibitor employees, agents, invitees, or representatives while attending CAMEX; (iii) any damage by reason of failure to provide space for the exhibit, or for the removal or alteration of the exhibit; (iv) any good faith action of any nature by NACS Management; or (v) any other loss or damage of any other nature or character. This release and agreement not to sue covers claims which are both known and unknown. To the fullest extent permitted by applicable law and statutes, exhibitor agrees to protect, indemnify, hold harmless, and defend NACS, the Center, NACS' Official General Contractor against all claims, liabilities, losses, damages, and expenses arising out of or relating to exhibitor's participation in CAMEX or use or occupancy of the Licensed Premises or Center, including reasonable attorneys' fees and all costs of litigation.

15. FORCE MAJEURE CLAUSES

NACS will not be responsible in any event for any loss, damage, delay, or limitation related to acts of God, transportation stoppages, labor disputes, government restrictions, civil unrest, warfare, acts of terrorism, unavoidable casualty, disease, epidemic, pandemic, or any other similar or dissimilar causes beyond the control of NACS. Exhibitor hereby releases and discharges NACS from liability for any such loss, damage, delay, or limitation. Should any contingency prevent the holding of CAMEX, NACS may retain such part of the fee specified in the Exhibitor Contract as is required to compensate NACS for expenses incurred up to the time such contingency has occurred.

16. CANCELLATION OF CAMEX

Should any contingency prevent holding of the exposition, other than through a direct act or omission of NACS, NACS may retain such part of exhibitor's booth fees as shall be required to recompense it for expenses incurred up to the time of cancellation, and both parties will be relieved of any other and all further liability.

17. COMPLIANCE WITH ALL FEDERAL, STATE, AND LOCAL LAWS; PHOENIX CONVENTION CENTER RULES, REGULATIONS, AND POLICIES; LOCAL LABOR RULES; AND NACS RULES, REGULATIONS, AND POLICIES

Exhibitor shall comply with all applicable laws, rules, and regulations of governing authorities, including without limitation, all applicable fire, health, and safety regulations; building/catering regulations; labor/union policies; music licensing regulations; ADA regulations; sales tax laws and regulations; as well as any and all present and future rules, regulations, and schedules of which it has notice promulgated by NACS regarding the planning, construction, maintenance, and removal of exhibits and the occupancy of exhibition areas at the conference, including the rules and regulations as set forth in the Exhibitor Service Kit and/or periodic updates.

18. MUSIC LICENSING

Exhibitors may not play unlicensed music during CAMEX. In the event that NACS is found liable for a copyright infringement arising from an exhibitor's unauthorized use of copyrighted music, the exhibitor agrees to indemnify NACS in full.

19. EXHIBITOR BOOTH DISMANTLING PENALTY

Exhibitors may not dismantle their booths prior to official show closing. Early booth dismantling may result in up to **\$1,000 fine** and being forbidden to exhibit in future NACS events.

20. RULES AMENDMENTS AND ENFORCEMENT

NACS shall have the final determination, interpretation, and enforcement of all rules, regulations, and conditions governing exhibitors. All matters and questions not covered by these regulations shall be subject to the final judgment and decision of NACS Management. If any of the above laws, rules, regulations, and/or policies are violated by an exhibitor, NACS reserves the right to annul or cancel this Contract, remove exhibitor from the exhibit hall, take away priority points, impose fines, and/or forbid the exhibitor from participation in future NACS Trade Shows. Such rules, regulations, and schedules may be amended from time to time by NACS Management, and exhibitors shall comply with any and all such amendments following written notification of such changes.

21. APPLICABLE LAW

These Rules and all other terms and conditions of the Exhibit Contract shall be governed by and construed in accordance with the laws of the state of Ohio without regard to conflict of laws, rules, policies, or principles.