

CAMEX

TRADE SHOW TIPS

Plan ahead to maximize your experience and work the show strategically:



BEFORE ARRIVAL

- **Develop an Open to Buy** budget for all departments.
- **Run your sales and inventory reports** and bring them with you. You'll be able to speak knowledgeably about terms, discounts, and other issues.
- **Meet with your boss** to determine expectations for what should be accomplished at the show. Make a list of your goals (i.e. find a source for a specific product, meet 3 new colleagues for support, etc.).
- **Review the course** "Retail Calculations Workshop" on NACS University (Learn.NACS.org) to refresh your memory on basic retail math and prepare for vendor discussions.
- **Be aware of the trends** that are working in your store and come to the Trends session before the trade show to learn even more.
- **Prepare your purchase orders** by sorting them by booth number or alphabetically by name for quick access at the show.
- **Bring 2 copies of each PO** (1 for you and 1 for exhibitor) and additional PO numbers so you are ready to purchase as you discover new products, fashions, trends, or new vendor opportunities.
- **Make appointments with your top vendors** and know the topics you want to address with each one.
- **Pack business cards and comfortable shoes.**



DOWNLOAD THE CAMEX APP

- **View the floor plan**, which exhibitors to see, and potential categories.
- **Look for "Exhibitor Quick Lists"** for cashback, low minimums, new exhibitors, collateral, scheduled events, and more!
- **Add sessions and events** to create your personal schedule.
- **Browse show specials**, exhibitor flyers, and resources.



STAY INFORMED

- **Bookmark CAMEX.org** to stay up to date on activities and resources.
- **Expect and rely on email alerts**, social media posts, and specific articles in the *Campus Marketplace* eNewsletter sent every Friday.
- **Research the city** so you know where to go for lunch, dinner, and evening events.

Hosted by

NACS National Association
of College Stores
Shaping the Future of Collegiate Retailing

nacs.org



DURING THE SHOW

- **Wear comfortable clothing and shoes.** Bring supplies such as water, small snacks, business cards, pens, notebooks, etc.
- **If you're traveling as a team,** divide and conquer. Plan quick meetings throughout each day to share takeaways and ideas while they are fresh on your mind.
- **Look for "New Exhibitor" signage** on the floor in front of each new exhibitor's booth.
- **Find newly added Show Specials** and exhibitor collateral in the CAMEX App and update your pre-planned purchase orders as needed.
- **Arrive on time to your appointments.** Your vendor partners are doing their best to maximize their time as the show just as you are.
- **Buy what sells.** It's okay to say "No, thank you" and pass on any item.
- **Ask for discounts.** Now is the time to be proactive and it doesn't hurt to ask.
- **Ask for a sample** if you think a product might sell well in your store. Though exhibitors may not be able to give you something from the display, they may be willing to send one to you after the show.
- **Document your purchases.** Always take an order copy, either paper or emailed to you at the end of your appointment. Be as precise as possible about quantities, design, price, and delivery dates.
- **Plan to be at the show for all open hours.** This is a terrific opportunity to see what others are buying and what vendors are showing.
- **Visit every booth you have time for.** You never know where you might find the next big thing for your store. Also, be sure to allow time for breaks throughout the day.

CONNECT WITH COLLEAGUES

- **Participate and introduce yourself to new peers.** Make it your goal to return home with 1-2 new industry connections with whom you can virtually share ideas and concerns. Never pass up an invitation to dine with a group.
- **If you are at the show alone, there are plenty of others who are too.** Set up lunch or dinner plans with a new acquaintance or take advantage of evening CAMEX events to connect.

SPECIAL THANKS TO THESE STORE AND VENDOR CONTRIBUTORS:

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