

CAMEX27

*Kansas
City*

EXHIBITOR APPLICATION

MARCH 4-8, 2027

TRADE SHOW: MARCH 5 & 6

KANSAS CITY CONVENTION CENTER

Kansas City, Missouri

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BOOTH APPLICATION: 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 first booth, \$200 discount on additional booths.
- Booths purchased on or before August 31, 2026, are \$3,100 for the first 10 x 10 booth; each additional 10x10 booth is \$3,300.
- Booths purchased on or after September 1, 2026, are \$3,400 for the first 10 x 10 booth; each additional 10x10 booth is \$3,600.
- Corners are an additional \$450 each.
- Non-Affiliate Vendors: \$3,500 per 10'x10' booth if received by the first-round assignment deadline (August 31, 2026); \$3,800 if received on or after September 1, 2026.
- **Only** Vendor Affiliates 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 2027)! Join, renew, or view NACS membership benefits at nacs.org/vendor-affiliate-benefits.

Included in Your Booth Fee

- 8' back wall, 3' side rails, and an identification sign.
- Five exhibit badges per 10'x10' booth.
- Exhibitor Compliant Insurance
- 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.

Booth Deposit and Payment Schedule

- 50% deposit is due upon receipt of exhibit application.
- Booth balance is due by October 21, 2026.
- After October 21, 2026, 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. *(We do not charge credit card processing fees).*
- Contracts submitted without proper paperwork, payment, or authorized signature will be rejected.
- If space is not fully paid for by October 21, 2026, space is subject to cancellation or reassignment at the discretion of NACS Management.
- Applications with deposits received by August 17, 2026 will be included in first round booth assignment.
- Online booth assignments will take place by appointment after the August 17, 2026 deadline.
- Booth assignments will be based on priority points and application date will begin the week of August 17, 2026—submit your application early to secure the best possible location.

Booth Assignment Process

- Booth assignment appointments will be made with exhibiting companies from highest to lowest Priority Points and date the application and deposit are received.
- The online booth space draw will allow you to see available booth space, check where others have been assigned, and select your desired location in real-time.
- Applications received after August 17, 2026 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.

Priority Points Accrual (determines order of first round booth assignments)

1. Exhibit Consistency: One point for each year of consecutive exhibition at CAMEX.
2. Sponsorship/Engagement Spend: Incurred at the previous year's CAMEX event.
 - > One point for every \$2,500 in CAMEX sponsorship/ad support
 - > One point for every \$2,500 in NACS Foundation donations
3. Vendor Affiliate Status: One point for **current Vendor Affiliate status through May 31, 2027.**
4. Exhibit Space: One point for every 100 sq. ft. of exhibit space, reserved in the previous CAMEX.

**Downsizing booth space after initial booth assignment is considered cancellation and will result in booth space reassignment.*

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

Questions? Contact:

Una Kilberg

Director of Exhibits

(800) 622-7498 or

(440) 775-7777, ext. 2204

expositions@nacs.org

Trade Show Schedule

MOVE-IN

March 3 & 4, 2027

TRADE SHOW

March 5 & 6, 2027

MOVE OUT

March 6, 2027

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, 2026, the exhibitor will receive 50% of total booth fee (NACS keeps 50% deposit). Refunds due to exhibitors will be paid within 45 days of receipt of written cancellation request.
- No refunds will be given on cancellations made after October 21, 2026.
- If we are unable to hold CAMEX due to restrictions put in place in the U.S., State of Missouri, or Kansas City, we will revisit the refund policy and schedule.



Support Attendee Grants for CAMEX

A tax-deductible gift of \$1,000 helps offset the cost of bringing a qualified buyer to CAMEX.

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



I. BOOTH RESERVATION:

ON OR BEFORE AUGUST 31, 2026 (Early Rate)

Vendor Affiliate: First 10'x10' booth ____ @ \$3,100.00 = \$3,100.00 | Additional 10'x10' (qty.) ____ @ \$3,300.00 = ____
Corner fee (qty.) ____ @ \$450.00 = ____ 10'x10' booths: ____ Total Price: \$ _____

Non-Vendor Affiliate: 10'x10' booth (qty.) ____ @ \$3,500.00 = ____ Corner fee (qty.) ____ @ \$450.00 = ____
Total Price: \$ _____

ON OR AFTER SEPTEMBER 1, 2026 (Standard Rate)

Vendor Affiliate: First 10'x10' booth ____ @ \$3,400.00 = \$3,400.00 | Additional 10'x10' (qty.) ____ @ \$3,600.00 = ____
Corner fee (qty.) ____ @ \$ 450.00 = ____ 10'x10' booths: ____ Total Price: \$ _____

Non-Vendor Affiliate: 10'x10' booth (qty.) ____ @ \$3,800.00 = ____ Corner fee (qty.) ____ @ \$450.00 = ____
Total Price: \$ _____

**Fee per corner is \$450. Island booths require purchasing 4 corners for an additional fee of \$1,800.*

*Please note that booth choices are an indication of desired placement, not a guarantee of placement.
NACS reserves the right to place and/or move your exhibit when deemed in the best interest of CAMEX.*

II. INDICATE YOUR DESIRED BOOTH LOCATION IN ORDER OF PREFERENCE:

Preliminary floor plan available online at camex.org/exhibit:

When selecting multiple booths, indicate the lowest booth number in the cluster ☐ I'm requesting an island booth

#1 Booth choice # _____ #2 Booth choice # _____ #3 Booth choice # _____

III. METHOD OF PAYMENT:

- **If paying by check:** 50% deposit is due upon receipt of contract, final balance due October 21, 2026. Contracts received after October 21, 2026 must be paid in full upon submission of exhibit application. **Make checks payable to NACS-CAMEX27.** See remittance address/instructions on the following page.
- **If paying by credit card:** 50% deposit is due upon receipt of contract, final balance is due October 21, 2026. Contracts received after October 21, 2026 must be paid in full upon submission of exhibit application. Please note the cancellation policy in the General Rules, Regulations, and Policies Governing the CAMEX27 Trade Show attached to this contract. (Please note: we do not charge credit card processing fees).

IV. BOOTH ASSIGNMENT PROCESS:

Applications received by August 17, 2026 will be included in the first-round space draw. After August 17, 2026, NACS staff will contact all who submitted applications to set booth assignment appointments. Appointments will be set in order of priority points and by date/time the application was received. **Companies that wish to exhibit side-by-side must submit their applications together with an explanatory letter. The priority points of both companies will be averaged to determine their position in the placement process.** After August 17, 2026, booths will be assigned on a date-received basis without regard to priority points. A booth confirmation/invoice will be sent following booth space assignment with balance due October 21, 2026. This contract is subject to general rules, regulations, and policies governing the CAMEX27 trade show.

- V.** I would like to be contacted regarding **sponsorship and advertising** opportunities.
Contact me at _____.

VI. Help support attendee grants for CAMEXz—make a donation to the NACS Foundation. ☐Yes ☐No
Contact me at: _____.

VII. EXHIBITOR INFORMATION:

Please provide the name, email address, and phone number (all required) of the individual responsible for choosing booth location for CAMEX27. In many cases, this is a different address than the NACS Membership address of record. Submit your application online at **camex.org/exhibit**.

Company Name: _____

Exhibit Manager: _____

Your company's email: _____

Address: _____

City: _____ State/Province: _____ ZIP/Postal Code: _____

Country: _____

Phone: _____ Fax: _____

Website: _____

Products exhibited: 1. _____

2. _____ 3. _____

(Requests from companies that wish to be located next to each other will result in the averaging of each company's priority points. All companies involved are to include placement requests on their exhibit contracts prior to booth placement.)

Check enclosed in the amount of: _____

If paying by check: Make checks payable to NACS-CAMEX27 and mail check to the bank address below and send scanned contract to expositions@nacs.org.

Charge my ☐AMEX ☐VISA ☐MC (☐Charge 100% of Booth Fee)

Acct #: _____ Exp. Date: _____ Verification #: _____ (3-4 digits)

Cardholder Name/Signature: _____

Cardholder Billing Address: _____

In accordance with the following terms, conditions, and regulations governing exhibits at the NACS CAMEX27 Trade Show at Kansas City Convention Center, Kansas City, MO, the undersigned hereby makes application for exhibit space(s) which, when accepted by NACS, becomes a contract. The attached General Rules, Regulations, and Policies Governing the CAMEX27 Trade Show are part of said contract.

Authorized Exhibitor Signature: _____

Title: _____

By signing this contract, I acknowledge that NACS will share my contact information only with CAMEX official contractors who provide products and services for the CAMEX Trade Show.

50% booth deposit due upon submission of exhibit application. Remaining balance is due **October 21, 2026**. Exhibit applications received after **October 21, 2026** must be paid in full upon receipt of application.

If paying by check, scan and email completed application to expositions@nacs.org and mail check to the address below.

PAYMENT INFO:

Mail checks (including overnight payments) to the following address: Must include Dept. number.

NACS Services Company, LLC
Department 3361
PO Box 986500
Boston, MA 02298-6500

Scan and email completed application to **expositions@nacs.org**.

Contact **expositions@nacs.org** for ACH/Wire Transfer information.

GENERAL RULES, POLICIES, AND REGULATIONS

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 CAMEX27 Trade Show is hereafter referred to as CAMEX. Kansas City Convention Center is hereafter referred to as *Center*. This document, "General Rules, Policies, and Regulations Governing the CAMEX27 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, 2026** require a 50% deposit upon submission of the application. Final payment due **October 21, 2026**.
- Contracts received after **October 21, 2026** 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, 2026, 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. Refunds due to exhibitors will be paid within 45 days of receipt of written cancellation request.
- There will be **no refunds** issued after October 21, 2026.

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 CAMEX27 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/vaping 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, March 4, 2027 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 CAMEX27. 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, Kansas City 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

We've streamlined the process for you. Liability insurance that meets all show requirements is now included with your booth space, removing the added cost and hassle of obtaining and submitting your own coverage.

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; KANSAS CITY 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.