Access the nearly $10 billion campus youth market

**WHY EXHIBIT AT CAMEX?**

**CAMEX 2020 Survey Results Show That Exhibitor Satisfaction is the highest in years!**

**CAMEX delivers campus store buyers who want to buy.**
- **$15,000** is the average spent per attendee at CAMEX.
- **86%** of attendees say they are likely to purchase up to 60 days after CAMEX as a result of attending.

**Campus store buyers want to buy and network AT CAMEX.**
- **84%** of attendees rate the ability to meet, discuss, and do business as a very to extremely important part of the CAMEX trade show.
- **80%** of exhibitors said the opportunity to network with others was a very to extremely important part of their CAMEX experience.

**CAMEX offers access to buyers.**
- **88%** of attendees come from stores with annual sales volumes of $1 million or more. Nearly 1/3 of store attendees come from stores with annual sales volumes of $7 million or more. Nearly 1/2 come from stores with sales volume of $3 million or more.
- **63%** of attendees are from institutionally owned or private stores.
- Buying is a primary job responsibility for **77%** of CAMEX attendees.

**Buyers evaluate new products and suppliers at CAMEX.**
- Most exhibitors believe CAMEX is an excellent way to gather industry information and customer feedback.
- **70%** of trade show attendees in **ALL** age groups rate face-to-face interaction as highly important.*

**PRODUCTS MOST OFTEN PURCHASED BY CAMEX BUYERS:**

Percentage totals = more than 100% due to buyer category cross over.

- **Gifts/Novelty**: 65%
- **Apparel**: 61%
- **Course Materials/Store Services/Supplies/Technology**: 53%

**camex.org/reserve-a-booth**

*Source: The Role and Value of Face-to-Face Interaction—Generational Differences in Face-to-Face Interaction Preferences & Activities; Center for Exhibition Industry Research (CEIR), 2013*
Booth Fees
The booth fee for NACS Vendor Affiliates is $2,325 (Non-Affiliates $2,525) per 10'x10' space if application is received by June 15, 2020. After June 15, 2020, the booth fee for NACS Vendor Affiliates increases to $2,425 (Non-Affiliates $2,625) per 10'x10' space. Corners are $400 each.

Booth Assignment Process
Applications received by June 15, 2020, will be included in the first round booth assignment. An online booth space draw will take place the week of June 22nd, by appointment.

See Priority Points Accrual for the order in which booth space draw appointments will be made. First round booth assignments are made based on priority points and by date the application is received. Applications received after June 15, 2020, will be assigned booths on a date-received basis. Companies that wish to exhibit side-by-side must submit their applications together with an explanatory letter.

A copy of the application and contract will be returned with booth assignment and authorized signature. The contract is subject to the general rules, regulations, and policies governing the CAMEX 2021 trade show.

In an effort to make the most of attendees’ time at CAMEX, help them efficiently navigate the categories they purchase, and allow them to schedule more appointments with exhibitors, we’ve segmented the show floor by product category. You’ll indicate your company’s principal or primary product category on your exhibit application.

Priority Points Accrual
1. Exhibit Consistency: One point for each year of consecutive exhibition at CAMEX.
   • One point for every $2,500 in CAMEX Sponsorship/ad support
   • 1/4 point (.25) for every NACS Foundation Bring-a-Buyer Grant supported
4. Exhibit Space: One point for every 100 Sq. Ft. of exhibit space, reserved in the current year for CAMEX 2021.*

An exhibitor’s total number of priority points and the date and time application and deposit are received determine the order of booth assignment.

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

Booth Deposit and Payment Schedule
A deposit of 20% is due by Nov. 1, 2020. Balance is due by Dec. 18 2020. After Dec. 18, 2020, full booth payment is due upon receipt of application. Payment may be made by credit card or check. Contracts submitted without proper paperwork, payment, or authorized signature will be rejected.

If space is not fully paid for by Dec. 18, 2020, space is subject to cancellation or reassignment at the discretion of NACS Management.

Included in Your Booth Fee
8’ back drape, 3’ side drape for online booths, booth carpeting (if checked on the exhibit application), booth vacuuming the evening prior to show opening, a booth identification sign, plus five exhibit badges per 10’x10’ booth, up to a maximum of 40 badges per exhibitor. Additional badges may be purchased at registration.

Your CAMEX online exhibitor directory and show special listings are included free of charge. Exhibitor badges also allow CAMEX Exhibitors entry into educational sessions—a great opportunity to network with buyers prior to the trade show!

Vendor Affiliate Discounts
NACS Vendor Affiliates are eligible for discounting and special pricing on CAMEX booth space, advertising, and sponsorships. Learn more and apply at nacs.org/GrowYourBusiness.

TO LEARN MORE, CONTACT:
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CAMEX 2021 EXHIBIT CONTRACT, MEMBERSHIP APPLICATION, AND FLOOR PLAN ARE AVAILABLE AT:
camex.org/reserve-a-booth

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