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.

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%  

Note: Data based on CAMEX 2020 Evaluation Results, National Association of College Stores, unless otherwise noted.  
*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