



NACS Campus Market Expo 2019

Event: Feb. 22-26 | Trade Show: Feb. 24-26 | San Antonio, TX
www.camex.org

Attendee R.O.I. Worksheet

Date:

To:

From:

Requested Event & Travel Dates: Campus Market Expo (CAMEX), San Antonio, TX, Feb. 22-26, 2019, produced and hosted by the [National Association of College Stores](#).

CAMEX Value Proposition:

Educational Conference—CAMEX, the industry’s premier educational conference, has refocused to help me better outfit students for the campus experience and lifestyle. With a condensed schedule, advance online content, and more engagement opportunities, I’ll save time and money while nurturing my industry relationships and building better business connections.

At CAMEX 2018:

- 88% said that session insights and takeaways will help them improve their store operations.
- 85% found the educational content to be relevant to the campus retail market.
- 84% agreed that information from educational sessions will help them get up-to-date on industry issues.

I will take part in a comprehensive educational Pathway that provides solutions and insights specific to MY job. Additionally, I have the opportunity to attend online Virtual Primers within my Pathway, as well as from other Pathways, increasing the number of educational sessions available for me. The targeted content provides access to more than 17 hours of learning—almost 2 times more than I could have attended in the previous onsite-only CAMEX schedule.

Trade Show—I will have the opportunity to meet with more than 450 exhibitors specific to the campus market. Last year, more than 32% of exhibitors were new to CAMEX. I will have access to one-of-a-kind exclusive deals and hot new products for our store that only CAMEX can offer. By introducing new products in our store, we can add much-needed and new revenue streams.

At CAMEX 2018:

- 89% said that CAMEX exhibitors present the products their stores need.
- 85% agreed CAMEX is a great place to meet, discuss, and do business.
- 83% were satisfied with the Trade Show and 70% said the categorized floor had a positive effect on their experience.

Savings from Show Specials, along with the value of developing vendor relationships, discovering new products, connecting with colleagues, and the knowledge gained through additional sessions in the trade show theaters, will help me see a positive return on every visit to CAMEX.

CAMEX Attendance Return on Investment:

Educational Conference Benefits

Trade Show Benefits

Return on Investment from Past Attendance

Thank You

Submitted by:

Date:

[Signature]