



Campus Market Expo 2016

Event: March 4-8 | Trade Show: March 6-8 | Houston, TX
www.camex.org

Why I Should Attend

Date:

To:

From:

Requested Travel Event & Date: Campus Market Expo (CAMEX), Houston, TX, March 4-8, 2016, produced and hosted by the National Association of College Stores.

CAMEX Value Proposition:

Educational Conference—CAMEX is the premiere educational event for campus store professionals. More than 2,250 store professionals meet annually to take part in 100+ educational sessions, keynotes, tours, and workshops by both professional speakers and industry experts.

At CAMEX 2015:

- 90% found the educational content to be **relevant to the campus retail market**.
- 85% agreed that information from educational sessions will help them get up-to-date on **industry issues**.
- 80% agreed that information from educational sessions will help them **improve their store operations**.

At CAMEX 2016, I will take part in a comprehensive educational offering that addresses key issues across all the competency areas of our industry and at the skill levels needed most by attendees like me—Intermediate and Advanced.

Trade Show—An amazing 97% of CAMEX 2015 attendees agreed that the trade show is an excellent way to gather information on new products and services. The directors and buyers that attended CAMEX in 2015 also found products relevant to their purchasing needs (99% of attendees) and took advantage of vendor Trade Show Specials for extra savings (92% of attendees).

The average Show Special savings per store at CAMEX 2015 was \$3,433 and that does not include the value GAINED through developing relationships with vendors, finding new products, connecting with colleagues, or the educational conference.

CAMEX Attendance Return on Investment:

Educational Conference Benefits

Trade Show Benefits

Return on Investment from Past Attendance

Thank You

Submitted by:

Date:

[Signature]