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FOR IMMEDIATE RELEASE

CAMEX 2010 Debuts Exciting New Format

October 28, 2009 (OBERLIN, OHIO) – By revising its schedule, CAMEX, the largest annual trade show and educational event in the collegiate retailing industry, is seeking to help attendees and exhibitors save travel expenses and time.

Sponsored by the industry's leading trade association, the [National Association of College Stores \(NACS\)](http://www.nacs.org), the now four-day event will take place in Orlando, Fla., March 12-15 at the Orange County Convention Center. With the elimination of one day, attendees are estimated to save about \$250 on travel expenses and get back to their stores sooner.

In addition, the CAMEX Online Conference, new to this year's event, gives attendees the opportunity to extend and reinforce information from on-site education sessions. Nick Bilton, author of *Byte. Snack. Meal. The New Business of Storytelling* and the online catalyst presenter, will discuss how the changing nature of the media impacts college stores. Eight other sessions are already planned and more are being developed that offer a variety of collaboration, communication and learning tools entirely via the Internet.

The annual conference of the Campus Computer Resellers Alliance, a NACS special interest group representing technology resellers in higher education, will also be wrapped into the CAMEX weekend to provide additional one-stop shopping.

Also unique to CAMEX 2010 is a Disney Institute Session during which attendees will learn about Disney's approach to quality service.

For more information and details about the event, visit www.camex.org.

About NACS

Headquartered in Oberlin, Ohio, the National Association of College Stores (NACS) is the professional trade association representing the \$10 billion collegiate retailing industry. NACS represents more than 3,100 collegiate retailers and approximately 1,100 associate members who supply books and other products to college stores. NACS member stores daily serve America's college students while supporting the academic missions of higher education institutions everywhere. Additional information on NACS can be found online at www.nacs.org.

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