



You're at CAMEX. Now What? 15 Tips to Make Your CAMEX Experience Outstanding!

At Your Hotel

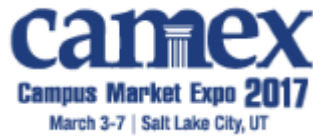
1. Completely unpack and get organized.
2. Getting to the convention center:
 - a. If your hotel is within walking distance, ask the hotel's concierge the best route.
 - b. If your hotel is on the shuttle route, locate the shuttle pick-up and drop-off location.

At The Convention Center

3. Checking-in.
 - a. If you have your badge, go to the "Gift Bag" lines to get your welcome bag and lanyard.
 - b. If you don't have your badge, go to the "Scan-n-Go" lines to get everything you need.
 - c. If you are not registered, go to the "Registration" lines.
4. Locate the NACS Opportunity Hub. This is your go-to-location for **ANY and EVERY question** you may have while at CAMEX.
5. Locate the Cyber Café – for all your printing, Internet, and email needs.
6. CAMEX badges have a color system.
 - a. Store member - Orange
 - b. Non-store member - Yellow
 - c. Exhibitor - Lime
 - d. Non-exhibitor - Red
 - e. CCRA reseller – Pink
 - f. Connect2One member – Teal
 - g. ICLA member – Purple
 - h. Guest – Grey
 - i. Press – Brown
 - j. NACS Staff – STAFF ribbon. Any NACS staff can help if you have a question.

Working The Trade Show Floor

7. Work the Tradeshow floor in an organized manner. Depending upon how you planned to work the Tradeshow floor
 - a. Sunday: Appointments/must see; Monday: Want to see/sounds interesting, Tuesday: If time allows/walk the floor to see what's going on
 - b. Sunday: Walk the floor to see what's going on/appointments; Monday: Must see/want to see; Tuesday: If time allows
8. On your map, cross out vendor booths you have visited and completed business with. Some vendors will have multiple booths on the floor. Use your buying plan!



9. Using MBS/UPS Shipping Boxes.
 - a. You don't need to be a MBS client to use this service.
 - b. Early on the first day, pick up a MBS shipping box. For 2017, their booth # is 2345.
 - c. Use this box for shipping home all the education and vendor information you collected.
10. Being organized is key!
 - a. Use "TO DO" and "DONE" folder system.
 - b. Sort pre-written purchase orders (PO) by booth number. Write the booth number on the corner, drop the PO off, and move on.
 - c. Be sure you have 2 copies of each PO, since you may want to add items or comments to the purchase order and you'll need to keep a record.
 - d. Specify required shipping delivery dates – "Ship now," "Ship June 30," etc.
11. Don't forget to say a quick "hello" to your sales reps while you're there!
12. This is a great time to find unique and new products for your store. Make time to check out the New Exhibitor Pavilion and Technology Pavilion (CCRA) area for trendy products.
 - a. Visit vendors that sent show flyers prior to CAMEX on products that fit your core customer demographic.
 - b. Ask for a sample of product if you think it might sell in your store.
 - c. Ask if there is a display of a product that is "for the taking." Don't assume.
 - d. Vendors may not be able to give you something from the display but may be willing to send you a sample after the show.
13. If you're making a purchase from a vendor for the first time:
 - a. Find out who your regional representative is and get their contact information.
 - b. Always ask about freight charges and include a shipping date on your order. Find out if they offer free freight. And be sure to find out the dollar amount of product you need to purchase to get free freight.
 - c. Ask about cancellation and back order policies. Always include a cancellation date on your order, and take a copy of the order with you.
14. If you're not a part of any of the industry buying groups, consider checking them out while at the show. They usually have booths at the Trade Show.

One Last Tip!

15. Confirm your shuttle/taxi service the morning before your flight leaves.