



“Before I Get To CAMEX” To Do List

The following reference checklist is to assist in preparing for CAMEX.

- ❑ Make [travel arrangements](#) to allow you to make the most your time from CAMEX education and Trade Show days. Check out pre-conference days and post trade show events.
- ❑ Make a list of goals you want to accomplish at CAMEX (e.g., find a source for specific product, volunteer for next year’s CAMEX). This includes meeting with your boss to determine his/her expectations!
- ❑ Survey store inventory—what do you need, what do you want to avoid, etc. Use this information to create a purchase plan per product category and its open-to-buy. Many of the items you will be purchasing can be shipped for fall. You don’t have to take the merchandise immediately.
- ❑ Be familiar with the CAMEX web site (www.camex.org) and all the resources available to you.
 - Also if you have a smartphone, use the CAMEX mobile site m.camex.org
- ❑ Use the CAMEX mobile app and [CAMEX Connect](#). These tool allows you to organize your time.
 - These are two separate tools. CAMEX Connect is web address tool. While the CAMEX mobile app can be downloaded to your smartphone.
 - Your CAMEX Connect login will be sent to you once you register for CAMEX.
 - Your login for both CAMEX Connect and CAMEX mobile app is the same - your badge number and your last name.
 - CAMEX Connect and CAMEX mobile app will sync once every morning starting early February, then every hour during CAMEX.
 - Use CAMEX Connect to plan your days, from flight, hotel, airport shuttle information to education sessions you plan to attend, your vendor appointments, and even lunches, evening events, and personal agenda items.
 - Seriously, schedule lunches – you’ll get busy and may forget to eat. Food vendors have scheduled hours; outside these hours your lunch voucher tickets will not be honored.
- ❑ Please don’t think you can go to CAMEX without planning before you arrive. Get to know the [Trade Show](#) before you go!
 - Learn from your peers on how they work the trade show with [Hub thread](#).
 - Review Show Specials.
 - Share your plan with the co-worker(s) who aren’t attending CAMEX. See if you can do some work/networking for them as well.
 - The Trade Show tool displays a floor plan and list vendors by alphabetical order and by category.



- Identify vendors into categories such as must see, want to see, sounds interesting, and if time allows.
- Co-locating is when two shows share space. This year CAMEX and NAMTA are co-locating. As a CAMEX attendee, you'll have access to the NAMTA floor and you may place orders with their vendors.
- ❑ Consider how you plan to work the Trade Show floor.
 - Sunday: Appointments/must see; Monday: Want to see/sounds interesting, Tuesday: If time allows/walk the floor to see what's going on.
 - There's no right or wrong way. It's a personal preference.
 - Make an Excel spreadsheet that is organized by booth # and put headings on the top such as: Orders to Place, Drawings, Free Samples, and Places to Stop, Interesting New Stuff, etc.
 - Don't let the word 'Pavilion' stop you from checking an area out. Pavilions are simply a group of vendors in a specific category.
- ❑ Understand the difference between direct manufacturers (company sales reps) and manufacturer representatives (multi-company sales reps) to determine whether your sales representative will be in one or multiple locations during CAMEX.
- ❑ Pack plenty of business cards, purchase order numbers, and artwork for imprinted orders. Bring contact information for your licensing administrator, if licensed.
 - If you think you packed too many business cards, pack a few more! You won't be sorry.
 - Don't forget business cards from co-workers who won't be attending CAMEX. You never know when you'll see something that may interest them and you'll want the vendor to follow-up with your co-worker.
- ❑ Prepare your paperwork.
 - Make a master quick reference list of all your vendors with names, account numbers and those in approved buying groups.
 - Make a "special contacts" list for new vendors you want to connect with. Make an appointment through CAMEX Connect.
 - Prepare orders ahead of time for companies you know you'll order from, including your account number on the PO. Some vendors only offer discounts or promotions at CAMEX.
 - Prepare a generic reference/credit application, which includes your local sales tax number, resale license number, billing/shipping information, ownership of your store, etc.
 - Make preprinted labels with your store name, address, phone number, and e-mail address.
- ❑ The details are in the extras - pack your supply items, such as a small stapler, calculator, pen, highlighter, adhesive notes, folders, and paperclips.



- ❑ Consider packing an extra piece of luggage just for bringing home literature and samples. Or take advantage of the MBS/UPS shipping boxes. Visit them at booth #2345 for details to use this service. Oh, and you don't need to be an MBS client to use the service.
 - Pack comfortable shoes! Review attire recommendations for planned functions.
- ❑ Review [Educational Sessions](#) and develop a plan for yourself and other staff attending that you are responsible for.

Prepare to Have Fun!