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Ed Expo and CAMEX Join Forces to Cover the Educational Products Market from Pre-K to Higher Ed

First Joint Show to Be Held March 8-11, 2014 in Dallas

(Silver Spring, MD/Oberlin, OH) — [The National School Supply and Equipment Association](#) (NSSEA) and the [National Association of College Stores](#) (NACS) are pleased to announce the formation of the largest educational products tradeshow in the world by co-locating [Ed Expo](#) and [CAMEX](#) at the Dallas Convention Center, March 8-11, 2014. The new joint event will cover 600,000 gross square feet (over 10 football fields!) and feature exhibits from over 1,000 companies showcasing the most innovative products for students from pre-school to college.

“We are thrilled to be joining forces with CAMEX to bring new opportunities for expansion and growth to our membership,” said Jim McGarry, President/CEO of NSSEA. “Our industry is undergoing dramatic change and the NSSEA leadership should be commended for being proactive in providing additional value to our members looking for ways to further serve and expand its customer base.”

Dealer and retail attendees will have access to both shows by registering for either event. The education program for Ed Expo will be held on Saturday, March 8, and both exhibit halls will be open Sunday and Monday from 9:00 am to 5:30 pm and on Tuesday from 9:00 am to 3:00 pm with open access for all show attendees.

“This combination of two excellent tradeshows will provide both organizations’ members with unequalled access to products and services that will help them differentiate themselves from competitors,” said NACS CEO Brian E. Cartier, CAE. “We welcome NSSEA members to what will truly be a one-stop-shop for innovative ideas.”

[Ed Expo](#) is the premier showcase for the latest innovations in every facet of learning, from instructional materials, teaching aids, and technology products to educational games, toys, and supplies. Ed Expo connects buyers and sellers in the educational products marketplace and provides education and training to help dealers increase sales through exposure to best practices. The mission of the [National School Supply and Equipment Association](#) (NSSEA) is to serve the educational products marketplace by providing high quality tradeshows that increase the productivity of the channel; networking opportunities to build relationships with trading partners; and market information on which to make solid business decisions.

[CAMEX](#) is the higher education retailing industry's largest tradeshow and educational event, featuring the newest innovations in more than 100 product categories targeted at 18-24 year-olds. It is preceded by two days of intensive retail education, speakers and special events. CAMEX is produced by the [National Association of College Stores](#) (NACS), the professional trade association representing the \$10 billion collegiate retailing industry. Headquartered in Oberlin, OH, NACS represents more than 3,000 collegiate retailers and approximately 1,000 associate members who supply books and other products to college stores.

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