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OPI Named International Media Sponsor for CAMEX and Ed Expo

(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 that [Office Products International](#) (OPI) has been named International Media Sponsor for the CAMEX and Ed Expo trade events.

OPI is the leading publication for the office products industry reporting monthly on global issues affecting the office supplies sector. It is distributed to more than 57,000 readers in over 110 countries. OPI analyses and reports on the key drivers for change in the industry including merger and acquisition activity, channel development, financial news and macro-economic trends.

“Having OPI as the international media sponsor will shine a spotlight on the amazing array of items within the office products space that are showcased on the exhibit floor of both halls,” said Jim McGarry, President/CEO of NSSEA. “And with its worldwide reach, OPI can help increase awareness within the international audience as well.”

“The combination of the CAMEX and Ed Expo trade events promises to create a one-stop-shop for innovative ideas,” said NACS CEO Brian Cartier, CAE. “It’s only fitting that OPI, a top publication in the office supplies industry, would be a part of it.”

OPI is getting in on the ground level of the colocation of CAMEX and Ed Expo that is creating the largest educational products tradeshow in the world at the Kay Bailey Hutchison Convention Center in Dallas, 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.

“OPI is delighted to partner with the NSSEA and NACS for this key event in the educational products sector,” said the publication’s Editor Andy Braithwaite. “We talk a lot about adjacent categories and the need for traditional office suppliers to broaden their product portfolios. One of these adjacencies is education, so the CAMEX/Ed Expo joint event is the ideal platform for resellers to learn more about this

category and to develop their educational products strategy. For vendors that are experiencing pressures in the traditional office space and are seeking new channels, CAMEX/Ed Expo is also a great opportunity for developing relationships with educational purchasing managers and for better understanding the specific needs of end-users – not only within the North American market, but internationally as well.”

[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. Ed Expo is produced by the [National School Supply and Equipment Association](#) (NSSEA) which represents the educational products marketplace.

[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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