



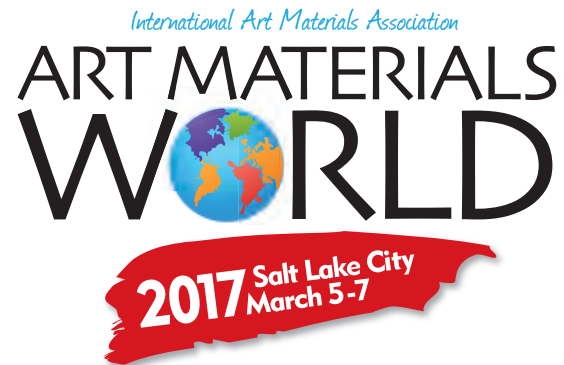
Chris Vince Design

Professionally Designed Marketing

NAMTA LOGO DESIGN + MARKETING:



ART MATERIALS WORLD LOGOS



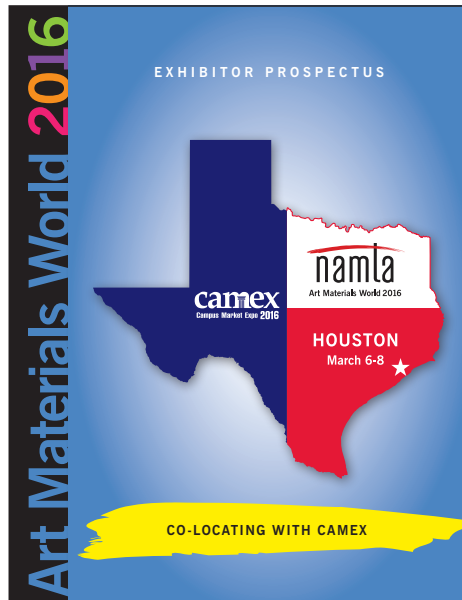
ALL 2020 DATES
CANCELLED DUE TO COVID



OTHER LOGOS



EXHIBITOR PROSPECTUS



FLYERS

Earn up to \$350 at: ART MATERIALS WORLD 2020 Chicago

APRIL 26-28

Buyers who attend Art Materials World 2020 can earn up to \$350 with the NAMTA BUCKS Program by purchasing from NAMTA exhibitors at the show!

HOW IT WORKS:

STEP 1
Place an order at Art Materials World with NAMTA exhibitors to earn NAMTA BUCKS.

STEP 2
Collect official NAMTA BUCKS Forms from each exhibitor you place an order with.

STEP 3
Turn in your NAMTA BUCKS Forms at NAMTA Registration. NAMTA staff will total, verify and send your NAMTA BUCKS check within 90 days. **Orders will be accepted until May 6, 2020** as long as you attended Art Materials World 2020 and complete the required form on namta.org.

TOTAL OF ALL ORDERS PLACED	BUCKS AMOUNT
\$1,000 - 4,999	\$150
\$5,000 - 14,999	\$250
\$15,000 - 24,999	\$300
\$25,000+	\$350

*** Each participating exhibitor must complete and sign the NAMTA BUCKS Form including the total net dollar amount and either the PO # and/or Exhibitor Order #. Incomplete forms will not be counted.**
*** All orders by buyers from the same company will be combined in calculating the NAMTA Bucks. This includes multiple buyers from one location or from all branches and corporate offices.**
*** For online orders, orders of material forms must be turned in at Art Materials World Registration or the NAMTA Booth by 2:30 PM on Monday, April 20, 2020.**
*** Orders will be accepted until May 6, 2020 as long as you attended Art Materials World 2020 and complete the required form on namta.org.**
*** NAMTA will verify all orders with participating exhibitors and send a check payable to the buyer's business within 90 days of the close of Art Materials World 2020. Order reductions, cancellations, and/or total discrepancies may result in the reduction or deletion of the NAMTA BUCKS awarded.**

The NEW NAMTA Art Advocacy GRANT PROGRAM

is open to any organization that supports the visual and creative arts in one of the categories below.

Promote this **NEW** program to your customers and organizations in your community that support the arts.

Interested in sponsoring the grant program? Contact NAMTA: 704.892.6244

Grant application will be available on namta.org on **May 1**.

Application will remain **open until July 31**. All applications must be postmarked by this date to be considered.

Recipients will be announced on **October 1**.

Categories:

- Public Art
- Art Education
- The Military
- Health & Healing

MEMBER benefits & resources

new benefit
Affordable Healthcare Coverage Options for Namta Members and Employees!

new & better app
Have You Checked Out Our New App?
The new app gives you membership directory info in real time. Have directory, show info, current resources, and general Namta information at your fingertips.

new mailing address: 8606 Balfour Road, Suite 240, Cornelius, NC 28031 | SAME PHONE NUMBER: 704.892.6244 | info@namta.org

FOR MORE DETAILED INFORMATION ON ANY OF THESE MEMBER BENEFITS AND RESOURCES VISIT: www.namta.org OR CALL 704.892.6244. MOST PRODUCTS ARE FREE TO NAMTA MEMBERS.

MEMBER benefits & resources

Discounts & Deals
You may not be aware of it, but your Namta membership offers a **Special Advantage** when you purchase from participating exhibitors. Get the details: www.namta.org

Stay Informed and Up-to-Date About Industry News
with our Bi-Weekly e-Newsletters:
NEW! Features industry membership and member news items.
The Palette is a critical collection of art and industry news from websites and publications.
Namta offers is sent out every other week to members.
The Palette is available to all non-members who welcome to subscribe for free with this link.

Get Valuable Survey Data About the Art Materials Business and Its Customers with Our 2018 Studies:
Namta's 2018 Retail & Art Materials Study is the most recent study in our bi-annual series which is designed to help you understand the art materials business. The study is designed to help you understand the art materials business. The study is designed to help you understand the art materials business.

Learn How to Manage a Retail Art Materials Business
with our Series of Retail Operations Training Manuals:
Go to the Resources page which outlines what is in each volume - **FREE to members!**

Looking to contact a member?
You can view the available Online Membership Directory on www.namta.org

Namta's Tool Box is a collection of creative ideas designed to help you with your business needs and most importantly, share with you the best of the best. Visit the Resources page to learn more.

Stand up for the Arts in America

Annual Membership **FREE**

Join the Campaign to Reach One Million Members!

The Arts Action Fund is America's largest national arts advocacy organization, dedicating 100% of its time, money, and political clout to advancing the arts across the country.

Members of the Arts Action Fund help to:

- Stand up for every child's right to a comprehensive, high quality arts education
- Promote public policies that provide individuals & families affordable access to all forms of the arts
- Rally national support against attacks to the arts
- Build political influence to ensure bipartisan support for the arts

Your online benefits include:

- Membership to vote on the legislative policy platforms
- Breaking news and legislative alerts from the E-Advocacy center
- Quarterly updates through Arts Action eNews
- Exclusive access to the member's only Arts Action Fund PAC
- Access to the biennial Congressional Arts Report Card where you will discover voting statistics, facts and the grading scale evaluating every member of Congress (House and Senate) pro-arts positions to help you make arts-informed voting decisions.

The Arts Action Fund is enlisting one million Americans to mobilize support for the arts and arts education and YOU have the ability to help! Ask how.

learn how to advance the arts

in your community

ART MATTERS
10th Anniversary

Every NAMTA member is passionate about supporting art education and funding. Research shows that art plays an important role in producing more engaged and productive students. From Einstein to Picasso and back again, many of the world's smartest and most creative citizens have spoken to the value of the art.

For the second year NAMTA is partnering with The Arts Action Fund, a 501(c)(3) nonprofit membership organization affiliated with Americans for the Arts. Join Annika Kruziel of the Arts Action Fund on Wednesday at 2:00 pm in the NAMTA Theater on the exhibition show floor to learn how you can play a part in advancing the arts in America. Annika will be discussing ways to further arts advocacy in your own communities and will be providing information on a new NAMTA and Arts Action Fund partnered campaign and how you can participate. While you are at this session you can also join the movement by becoming a free member!

2:00 Wednesday NAMTA Theater

VISIT THE NAMTA BOOTH TO LEARN MORE

Grow Revenue with a Well-Planned PROMOTIONAL CALENDAR

Feb. 2020 - Jan. 2021

Every art materials retailer has a marketing/promotional plan for the year. Some of these plans are more formal - and more successful than others - because the managers and staff of those stores take the time to plan and strategize.

Special events and promotions draw attention to your store, create excitement and, when properly developed, boost the bottom line. An orchestrated promotion can have a significant impact on product demand and sales.

On the next page is a month-by-month list of potential promotion events NAMTA has compiled for you.

Discuss these opportunities with your staff and don't forget to add local events to this list. Think about demos and classes that could tie in. Speak with your reps and suppliers.

By planning several of these exciting events each year, you're giving customers a reason to return to the store on a regular basis.

Here are a few things to keep in mind while growing your revenue this year:

- Choose a promotion that fits your target audience and goals.
- Maintain a calendar of all planned and actual promotional events.
- Don't forget to add local community events.
- Think about whether you need to purchase extra inventory for special events.
- Try to schedule events for enough in advance to create an effective promotion.
- Create a folder for each event to maintain records and review the final results.
- Think about using Instagram to publicize your promotions.

namta
International Art Materials Association

2020 PROMOTIONAL CALENDAR FOR ART MATERIALS RETAILERS

Dates and observances to help you plan your 2020 marketing events from January 2021

February
BLACK HISTORY MONTH
1 Grounding Day
2 Super Bowl
3 Bob Marley's Birthday
4 Presidents' Day
10 Martin Luther King Jr. Day
14 Anni-Maria Day
25 Mardi Gras

March
AMERICAN RED CROSS MONTH
YOUTH ART MONTH
CRAFTING MONTH
1 Star Wars Day
2 Super Bowl
3 Bob Marley's Birthday
4 Presidents' Day
10 Martin Luther King Jr. Day
14 Anni-Maria Day
25 Mardi Gras

April
CELEBRATE DIVERSITY MONTH
1 April Fool's Day
2 Chinese New Year
3 International Day of the Girl
4 International Day of the Girl
5 International Day of the Girl
6 International Day of the Girl
7 International Day of the Girl
8 International Day of the Girl
9 International Day of the Girl
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28 International Day of the Girl
29 International Day of the Girl
30 International Day of the Girl

May
NATL MILITARY APPRECIATION MONTH
NATL PHOTOGRAPHY MONTH
1 Star Wars Day
2 Super Bowl
3 Bob Marley's Birthday
4 Presidents' Day
10 Martin Luther King Jr. Day
14 Anni-Maria Day
25 Mardi Gras

June
NATIONAL CANDY MONTH
1 Star Wars Day
2 Super Bowl
3 Bob Marley's Birthday
4 Presidents' Day
10 Martin Luther King Jr. Day
14 Anni-Maria Day
25 Mardi Gras

July
NATIONAL HOT DOG MONTH
NATIONAL ICE CREAM MONTH
1 Canada Day
2 Canada Day
3 Canada Day
4 Fourth of July (US)
5 Fourth of July (US)
6 Fourth of July (US)
7 Fourth of July (US)
8 Fourth of July (US)
9 Fourth of July (US)
10 Fourth of July (US)
11 Fourth of July (US)
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August
BACK TO SCHOOL SEASON
1 September Day
2 First Day of School
3 First Day of School
4 First Day of School
5 First Day of School
6 First Day of School
7 First Day of School
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September
NATIONAL COUPON MONTH
1 Labor Day
2 Labor Day
3 Labor Day
4 Labor Day
5 Labor Day
6 Labor Day
7 Labor Day
8 Labor Day
9 Labor Day
10 Labor Day
11 Labor Day
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October
NATIONAL BOOK MONTH
1 National Book Month
2 National Book Month
3 National Book Month
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6 National Book Month
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30 National Book Month

November
HOLIDAY SEASON BEGINS
1 Thanksgiving Day (Canada)
2 Thanksgiving Day (Canada)
3 Thanksgiving Day (Canada)
4 Thanksgiving Day (Canada)
5 Thanksgiving Day (Canada)
6 Thanksgiving Day (Canada)
7 Thanksgiving Day (Canada)
8 Thanksgiving Day (Canada)
9 Thanksgiving Day (Canada)
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30 Thanksgiving Day (Canada)

December
HOLIDAY SHOPPING SEASON
1 Hanukkah
2 Hanukkah
3 Hanukkah
4 Hanukkah
5 Hanukkah
6 Hanukkah
7 Hanukkah
8 Hanukkah
9 Hanukkah
10 Hanukkah
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January
INTERNATIONAL CREATIVITY MONTH
NATIONAL KENTING MONTH
1 New Year's Day
2 New Year's Day
3 New Year's Day
4 New Year's Day
5 New Year's Day
6 New Year's Day
7 New Year's Day
8 New Year's Day
9 New Year's Day
10 New Year's Day
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29 New Year's Day
30 New Year's Day

"I always get inspired to buy better merchandise better and your vision. I attend NAMTA. Seeing some of the vendors and finding product that I may have not known about help me generate more revenue."
— Patricia Herring, President of Herring and Company

"It is important to have face-to-face time with manufacturers and vendors and see the product the way they intended it to be displayed – to be able to see the benefits of the line. Attending NAMTA lets me do that."
— Bob Marshall, Artist

2015

International Art Materials Association
ART MATERIALS WORLD®
Colorado Convention Center
APRIL 15-17

DENVER

Expand your reach at the only trade show dedicated *exclusively* to art materials!

- ✓ Over 150 Art Materials Exhibitors
- ✓ Meet your vendors
- ✓ Special "Show Only" Discounts
- ✓ Customized Education Sessions
- ✓ Latest New Products
- ✓ Ideas to Improve Your Bottom Line
- ✓ Networking Opportunities
- ✓ Craft & Hobby Association Pavilion
- ✓ Social Events

FREE Registration for NAMTA Members!

- ▶ Register in advance to save time at event
- ▶ Book special conference rate at host hotel
- ▶ Reserve booth early to receive first choice

To register and for more information, go to namta.org or call 704.892.6244

namla
International Art Materials Association

Colorado Convention Center

Art Materials World 2016

More Attendees. More Exhibitors. *More Excitement!*

CO-LOCATING WITH CAMEX

CAMPUS MARKET EXPO:
Over 2,000 Attendees
Over 700 Exhibitors

namla
Art Materials World 2016

HOUSTON
March 6-8

ART MATERIALS WORLD:
Over 700 Attendees
Over 150 Exhibitors

NAMTA buyers can attend both shows for free!

Art Materials World is the only show dedicated *exclusively* to art materials:

Meet your Vendors
Explore New Product Lines
Customized Education Sessions
Latest New Products

Ideas to Improve your Bottom Line
Networking Opportunities
Social Events

FREE Registration for NAMTA Members!

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- ▶ Book special conference rate at host hotel

To register and for more information: namta.org
704.892.6244 | 20200 Zion Ave., Cornelius, NC 28031
Learn more about our partner: camex.org

Reach over 700 art materials buyers

Introduce new products

Develop new sales & distribution channels

International Art Materials Association
ART MATERIALS WORLD

2017 Salt Lake City
March 5-7

Photo by Steve Greenwood

Register today at: namta.org
704.892.6244 | rmunisteri@namta.org | 20200 Zion Ave., Cornelius, NC 28031

ART MATERIALS WORLD 2017 will once again be co-locating with CAMEX. Campus Market Expo is the largest trade show in the collegiate retailing industry, attended by more than 1,000 college stores and 2,000 buyers from around the world. All registered attendees will have unlimited access to both tradeshow floors.

Develop new & nurture existing relationships

Find out what's new in the industry

camex
Campus Market Expo

namla
International Art Materials Association

Our new, year-round App is another benefit for members with all that NAMTA has to offer including all the details on Art Materials World.

Get our new App!

namla
International Art Materials Association

Stop by the NAMTA booth to learn more. When you download the App from the App Store or Google Play and show it to us, you will receive a NAMTA pin.

FOR MORE INFO: namta.org

INTERNATIONAL ART MATERIALS ASSOCIATION
ART MATERIALS WORLD

2018

MARCH 4-6

reach over 700 art materials buyers
discover what's new in the industry
introduce new products
develop new sales leads
expand distribution channels
create new relationships
nurture existing relationships

DALLAS

namla
2000 Zion Avenue
Cornelius, NC 28031

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camex
Campus Market Expo

San Antonio River Walk

INTERNATIONAL ART MATERIALS ASSOCIATION
ART MATERIALS WORLD

2019

SAN ANTONIO
FEBRUARY 24-26

Join us in beautiful San Antonio at ART MATERIALS WORLD 2019 for an unparalleled opportunity to connect with serious art materials buyers & expand your company's reach in the fine art and creative materials industry. We will once again be co-locating with CAMEX – Campus Market Expo – the largest trade show in the collegiate retailing industry, attended by more than 1,000 college stores and 2,000 buyers from around the world. All registered attendees will have unlimited access to both tradeshow floors.

namla
2000 Zion Avenue

camex
Campus Market Expo

Register today!

ART MATERIALS WORLD
Chicago
NEW DATES:
APRIL 23-25

International Art Materials Association is excited to announce that ART MATERIALS WORLD is returning to Chicago in 2021 where all events will be held at the popular Hyatt Regency Hotel on Chicago's scenic Riverwalk!

Chicago, Take 2!

For more information:
Visit namta.org
or contact us at
info@namta.org

"Networking is a big reason I go to NAMTA – talking to and sharing with other retailers."
— Andrew Lenz,
LENZ ARTS

namla
2000 Zion Avenue
Cornelius, NC 28031
704.892.6244

Become Smarter and More Successful with NAMTA's Retail Operations Program
Created Specifically for Art Materials Retailers

2015 Manual Available May 1 at NAMTA.org

2013 & 2014 Manuals Available Now at NAMTA.org

More than ever, today's Art Materials Retailer needs to be smart about retail merchandising, the process used to conduct retail sales. Successful Art Materials Retailers pay close attention to the types of products offered for sale, how to best present those products to consumers and determine what is a reasonable retail price for each unit sold, both in their brick and mortar store and online.

This year's manual, part of NAMTA's Retail Training series, addresses a wide array of important retail merchandising issues to help Art Material Retailers be more successful.

Stop by the NAMTA membership booth to view this year's and the past two year's manuals, "Managing People" and "Advertising & Marketing."

namla
International Art Materials Association

Free to NAMTA members
For more information: info@namta.org
20200 Zion Ave., Cornelius, NC 28031 • 704.892.6244 • NAMTA.org

2015
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ART MATERIALS WORLD
Colorado Convention Center
APRIL 15-17
HAPPY NEW YEAR!

Art Materials World 2016

More Attendees. More Exhibitors.
More Excitement!

CO-LOCATING WITH CAMEX

namla
Art Materials World 2016

HOUSTON
March 6-8

REGISTRATION OPENS Early November

2 shows.
1 location.
850 exhibitors.
2900 attendees.

SAVE THE DATE!

International Art Materials Association
ART MATERIALS WORLD

2017 Salt Lake City
March 5-7

Happy New Year!

NEW Show Hours!
Sunday & Monday 9-5 | Tuesday 9-2

NEW Welcome Reception!
Saturday 5:30-7 FREE at the Radisson

NEW Comhole Tournament!
Throughout the show!

NEW Next Generation Reception!
Monday 5:30-7 at the BTG Wine Bar

namla
National Art Materials Association

art matters!

- "Art reminds us that the limits of our language do not define the limits of our thinking."
www.artinaction.org
- "Engaging Adolescents in Art Strengthens Identity ('I Am')". Develops a positive view of the future by internalizing optimism about the outcomes for one's life ("possible selves") and increasing one's ability to set short- and long-range goals (especially in education and/or employment).
www.nationalguild.org
- "In today's multimedia society, the arts are the media, and therefore provide powerful and essential means of communication."
www.nccas.wikispaces.com
- "The arts teach children that in complex forms of problem solving purposes are seldom fixed, but change with circumstance and opportunity."
www.ncaea.org
- "Art criticism helps students develop observation, analysis, interpretation and evaluation skills that can be transferred to other areas of study."
www.incredibleart.org
- "Excellent visual arts teaching helps learners navigate through our visual world using two qualitative and interlinked experiential processes: creative expression and critical response."
www.arteducators.org
- "The arts enable us to have experience we can have from no other source and through such experience to discover the range and variety of what we are capable of feeling."
www.ncaea.org
- "The arts help to provide experiences for students to continue to become lifelong learners after they reach adulthood, creating awareness that learning is a never-ending process. Education in the arts helps students to acquire those skills that will be essential to their being successful in the new millennium."
www.nationalguild.org
- "Design Thinking" (as defined and adopted by consensus at the National Design Thinking Institute in Philadelphia, August 6-9, 1998) is an inventive process, through which problems are identified, solutions proposed and produced, and the results evaluated. It is creative thinking and problem solving action, with no single answer.
www.designthinking.org
- "You study it, you bring your own critical analysis and objectivity to it, offer up a diagnosis of what's wrong with it and then offer a prescription for how to make it work. Doing so provides the individual with a whole set of resources to draw upon when moving forward to the next project. It's about problem solving. And it's a skill that's not just applied to design projects, but to how we navigate life."
www.smithsonianmag.com/arts-culture/q-and-a-tin-gum

ART MATTERS
100th anniversary

NATIONAL ART EDUCATION ASSOCIATION
www.naepa.org
NAMTA
www.namta.org
NATIONAL ART MATERIALS ASSOCIATION ART ADVOCACY
www.artinaction.org
NCAEA DESIGN ISSUES GROUP/POD
www.designthinking.org
NATIONAL CORE ARTS STANDARDS
www.nationalcoreartsstandards.org

Save the dates!

INTERNATIONAL ART MATERIALS ASSOCIATION
ART MATERIALS WORLD

MARCH 4-6
2018
DALLAS

namla
National Art Materials Association

CO-LOCATING WITH CAMEX
Dallas World Cup 2018

REGISTRATION OPENS NOV. 2017

Save the dates!

INTERNATIONAL ART MATERIALS ASSOCIATION
ART MATERIALS WORLD

2019 SAN ANTONIO
FEBRUARY 24-26

REGISTRATION OPENS NOVEMBER 1, 2018

namla
National Art Materials Association

San Antonio's River Walk

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ART MATTERS
100th anniversary

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www.artinaction.org
NCAEA DESIGN ISSUES GROUP/POD
www.designthinking.org
NATIONAL CORE ARTS STANDARDS
www.nationalcoreartsstandards.org

Attend
ART MATERIALS WORLD
2020 Chicago
APRIL 26-28

And See
Hundreds of Art Supply Brands from phenomenal exhibitors!

namla
National Art Materials Association

Presented by: INTERNATIONAL ART MATERIALS ASSOCIATION

We moved to a new office!

namla
National Art Materials Association

