

ATTENTION CONVENIENCE DISTRIBUTORS



September 20-23, 2021

Hilton Chicago | Chicago, Illinois

Register today!

Deadline is May 7, 2021



Convenience
Distribution
ASSOCIATION

The Business Exchange Exclusively for Convenience Product Distributors



For CDA Member Distributors Only

CDBX features one-on-one meetings between distributors and suppliers.

CDBX is the most productive meeting in the nation for the convenience product distribution industry. In just 2½ days, distributors can get up to 30 TOP-TO-TOP meetings per distributor team with key trading partners and suppliers, all in one great venue.

While at CDBX, attendees enjoy breakfasts, lunches and receptions, celebrate the latest Dean of the Industry award winner, and have plenty of time to connect and network with the country's top suppliers.

"CDBX is the single most important event that I mark on my calendar each year. It's like speed dating with senior management of our trading partners, and it provides a great networking opportunity."

Marty Glick, Harold Levinson Associates,
a division of National Convenience
Distributors

"Between the meeting format and networking opportunities, CDBX has proven to be a must attend for the Mars Wrigley team."

Mike Gilroy, Mars Wrigley US

Connect with the top manufacturers and suppliers in the channel, including . . .

Altria Group Distribution Co. | Mondelēz International |
Conagra Brands | Reynolds American Inc. | Kellogg Co. |
The Hershey Co. | Swisher | The Kraft Heinz Co. |
BIC Consumer Products USA | Hostess Brands | Dot Foods |
Ferrero USA | General Mills | Swedish Match North America |
ITG Brands | Ferrara Candy Co. | and many more!

Register today to secure your position— Deadline May 7, 2021.

- Pay one low rate of \$495 per distribution company regardless of the number of teams or team members.
- Register online at cdbx2021.expotracker.net, or complete and return the distributor registration form today.
- CDA membership is required. Not a member?
Call Angie Simonetti at 703-208-1648 to join today.



2021 CDBX Schedule at a Glance

MONDAY, SEPTEMBER 20	
7:30 AM–6:00 PM	Registration Desk Open
8:00 AM–2:45 PM	CDA Committee Meetings
3:00 PM–4:00 PM	CDA & DEF Board of Directors Meeting
4:00 PM–5:00 PM	InfoMetrics Advisory Council Meeting
5:00 PM–6:00 PM	Welcome Reception
TUESDAY, SEPTEMBER 21	
6:30 AM–5:45 PM	Registration Desk Open
7:00 AM–9:00 AM	Breakfast Available
8:00 AM–11:35 AM	Business Exchange Meetings
11:45 AM–1:00 PM	CDA Awards Luncheon Chair's Address Dean of the Industry Award Annual Membership Meeting
1:15 PM–5:35 PM	Business Exchange Meetings
5:45 PM–6:45 PM	Reception
WEDNESDAY, SEPTEMBER 22	
6:30 AM–5:45 PM	Registration Desk Open
7:00 AM–9:00 AM	Breakfast Available
8:00 AM–5:35 PM	Business Exchange Meetings
11:30 AM–1:30 PM	Lunch Available
5:45 PM–6:45 PM	Reception
THURSDAY, SEPTEMBER 23	
6:15 AM–11:35 AM	Registration Desk Open
6:15 AM–8:15 AM	Breakfast Available
7:15 AM–11:35 AM	Business Exchange Meetings
11:35 AM	CDBX Adjourns

Schedule is subject to change. For the full and most up-to-date schedule, visit www.cdaweb.net/Events/CDBX/Schedule.

How CDBX Works

- Register and complete payment by May 7, 2021 deadline.
- Each company creates a minimum of one distributor team. However, we encourage distributor companies to create at least two teams (tobacco and non-tobacco teams recommended) to maximize meetings and the value of attending CDBX.
- The Team Lead Contact will be given access to the CDBX MeetMax system to rate suppliers for each team from high to low, and then rank them in order of priority on the system. Suppliers will also rate and rank distributor teams at CDBX.
- Approximately 6 weeks prior to CDBX, the Team Lead Contact will receive the team's schedule, along with full contact information for supplier teams to enable agenda setting for each meeting.
- Each business exchange meeting lasts 35 minutes, with 10 minute breaks between each meeting.
- Suppliers have fixed meeting rooms and distributors move from meeting to meeting.
- Breakfast and lunch are included each day, along with three evening receptions and a hospitality room with refreshments for the duration of CDBX. All are included with registration.



"Because so many quality CDA members attend, suppliers see value in sending their top people, and those key influencers are ready to listen. If you cannot get it done at CDBX, you can't get it done."

Kenneth Batterton,
Grocery Supply Company

Safety of Attendees Our Top Concern

CDA is committed to the health and well-being of Convenience Distribution Business Exchange (CDBX) attendees. We understand the uncertainty surrounding travel and event attendance in these unprecedented times, and continuously monitor guidance from the Centers for Disease Control and Prevention, local, state and national officials and the host hotel. We will remain in contact with CDBX attendees with event updates or any deviations from what you have come to expect at CDBX.

2021 CDBX Distributor Team Registration Information

How to Register

Return the Distributor Team registration form with payment by May 7, 2021, or register online at cdbx2021.expotracker.net.

Registration Fees

Team member distributor registration is \$495 per distribution company regardless of the number of teams or team members you have.

Cancellation Policy

Requests for cancellation/refund must be received at CDA by July 9, 2021. No refunds will be given for cancellations made on or after July 10, 2021. Cancellations made after deadline will be charged the published registration fees of \$495 per company.

Membership Policy

CDBX participation is limited to CDA members in good standing.

Questions

Contact Angie Simonetti at angies@cdaweb.net or 703-208-1648.

Key Dates and Deadlines

- May 7 Registration and payment deadline.
- June 28 MeetMax system opens to rate and rank supplier teams.
- July 23 Deadline to complete rating and ranking process.
- Aug. 9 Business exchange meeting schedule is supplied to Team Lead Contact —begin planning agendas.
- Sept. 21 Business exchange meetings begin!

Hotel Information

Hilton Chicago
700 S. Michigan Avenue | Chicago, IL 60605
312-922-4400

Group Rate and Deadline

\$269 per night. Deadline to reserve for the group rate is August 27, 2021. The CDBX block will fill up quickly, so we recommend that your team reserves room(s) as early as possible.

Booking Your Rooms

Visit www.cdaweb.net/Events/CDBX/Hotel to get full hotel details and links to reserve rooms online or by phone.

Support CDA by staying at our host hotel and booking within the CDBX room block. All reservations made after the block is full are at the hotel's prevailing rate and availability is not guaranteed.



"CDBX is one of the most productive industry events we attend all year. The opportunity to connect with the majority of our distributor partners over the course of three days is a great way to mutually grow our business together."

Jason Ricard, Mondelēz International