

ATTENTION MANUFACTURERS AND SUPPLIERS



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 Manufacturers and Suppliers Only

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

CDBX is the most productive meeting for the nation's convenience product distributors and their top trading partners. In just 2½ days, suppliers can get up to 30 TOP-TO-TOP meetings with wholesale distributors all in one great venue.

While at CDBX, attendees will also 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 convenience product distributors.

NEW Feature for CDBX 2021—Optional Virtual Add-On*

Suppliers now have the option to add-on a virtual component to the 2021 in-person meetings. This will enable one-off personnel that do not generally travel to CDBX to join in a meeting virtually.

For suppliers who select the virtual add-on, a unique URL will be provided for each meeting. Suppliers will then share the meeting URL with the one-off (supplier or distributor) virtual attendee.

Suppliers will be responsible for their own equipment and facilitation of the virtual meeting if they choose this add-on. This includes providing their own laptop (with webcam and audio), connecting to Wi-Fi, inviting personnel, and joining the unique URL for each meeting.

** Companies are required to participate in-person. The virtual add-on component will not replace in-person meetings and is intended for one-off inclusion of select personnel.*

"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

Connect with the top convenience distributors in the country, including . . .

Grocery Supply Company | Eby-Brown Co. |
AMCON Distributing Co. | Cooper-Booth Wholesale Co. |
Cash-Wa Distributing Co. | McLane Co. |
Southco Distributing Co. | Merchants Grocery Co. |
Core-Mark International | MR Williams |
Chambers & Owen | Imperial Trading | and many more!

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

- Complete the registration form and return today.
- Supplier slots at CDBX are limited, and available on an invitation-only basis. Suppliers should register as early as possible to secure their position. All CDBX applications are subject to final CDA approval.
- CDA membership and exhibitor status at Convenience Distribution Marketplace are required.

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
1:00 PM	Supplier Meeting Room Access and Set-Up Begins
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.
- The Team Lead Contact will receive a full list of participating distributor meeting teams in advance of CDBX.
- The Team Lead Contact will be given access to the CDBX MeetMax system to rate distributor teams from high to low, and then rank them in order of priority on the system. Distributor teams will also rate and rank suppliers.
- The CDBX MeetMax system sets meetings, matching common rating and ranking preferences.
- Approximately 6 weeks prior to CDBX, the Team Lead Contact will receive the team's schedule and contact information for distributor teams to enable agenda setting for each meeting.
- Each business exchange meeting lasts 35 minutes, with 10 minute breaks between each, enabling up to 30 meetings per team.
- Each team will have fixed meeting room(s) and distributor teams move from meeting to meeting.
- For suppliers who select the virtual add-on, a unique meeting URL will be provided for each meeting. Suppliers (and the distributors on their schedule) will then share the meeting URL with one-off meeting attendees. Suppliers will be responsible for providing their laptop (with webcam and audio), setting up their computer in their suite, connecting to the Wi-Fi and joining the unique meeting URLs for each meeting.*
- Breakfast and lunch are included each day, along with three evening receptions and a hospitality room with refreshments for the duration of CDBX.

* The virtual component is only available as an add-on feature to in-person meetings.

"We attend CDBX because it is one of the best opportunities to sit down with our suppliers to discuss challenges and opportunities for our business."

Barry Margolis, Cooper-Booth Wholesale

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 Manufacturer/Supplier Team Registration Information

How to Register

Return the Manufacturer/Supplier Team Registration Form and payment no later than May 7, 2021.

Registration Fees

Company Team Registration \$13,750

Includes one meeting room and 6 team member registrations. Meeting room includes conference table, chairs, Wi-Fi, and electric.

Additional Company Team Registrations \$6,500

Includes one additional meeting room and 3 additional team member registrations.

Additional Team Member Registrations \$250

Optional Virtual Add-On \$2,000

Company Cancellation Policy

A penalty equal to 20% of total registration fees will be charged for all cancellations. Requests for cancellation/refund must be received at CDA by July 9, 2021. Cancellations made on July 10, 2021 and thereafter are subject to a penalty equal to 100% of your total registration fees. Penalties apply regardless of whether final payment has been received by CDA.

Team Member Cancellation Policy

Individual team member registrations may be changed by notifying CDA. Requests for refunds for additional paid team member registrations must be received by August 20, 2021. No refunds will be given for additional team member registrations cancelled after August 20, 2021.

Membership Policy

CDBX participation is limited to CDA members in good standing.

Key Dates and Deadlines

- May 7 Registration and payment deadline.
- June 28 MeetMax system opens to rate and rank distributor 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.

Questions

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

"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