

# CONVENIENCE DISTRIBUTORS REGISTER TODAY!

Deadline is April 29, 2022



Monday, September 12–  
Thursday, September 15, 2022

Hilton Chicago | Chicago, Illinois

The Business Exchange Exclusively  
for Convenience Product Distributors



Convenience  
Distribution  
ASSOCIATION





## For CDA Member Distributors Only

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

CDBX is the most productive meeting for the nation's convenience product distributors and their top trading partners. In just 2½ days, distributors can have 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 convenience product distributors.

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

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

### Register today to secure your position—Deadline April 29, 2022.

- Pay one low rate of \$495 per distribution company regardless of the number of teams or team members.
- Register online at [cdbx2022.expotracker.net](http://cdbx2022.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.



*"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, National Convenience Distributors

# 2022 Schedule at a Glance

All times are listed in the Central Time Zone

MONDAY, SEPTEMBER 12	
7:30 AM–6:00 PM	Registration Desk Open
8:00 AM–2:45 PM	Committee Meetings
3:00 PM–4:00 PM	Board of Directors Meeting
4:00 PM–5:00 PM	InfoMetrics Advisory Council Meeting
5:00 PM–6:00 PM	Welcome Reception
TUESDAY, SEPTEMBER 13	
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 14	
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 15	
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](http://www.cdaweb.net/Events/CDBX/Schedule).

## How CDBX Works

- Register and complete payment by April 29, 2022.
- 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.

*"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





## 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.

## 2022 Distributor Team Information

### How to Register

Return the Distributor Team Registration Form and payment no later than April 29, 2022, or register online at [cdbx2022.expotracker.net](http://cdbx2022.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 1, 2022. No refunds will be given for cancellations made on or after July 2, 2022. 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.

### Key Dates and Deadlines

- April 29 Registration and payment deadline.
- June 20 MeetMax system opens to rate and rank distributor teams.
- July 1 Deadline to complete rating and ranking process.
- Aug. 1 Week of Aug. 1, meeting schedule distributed to Team Lead Contact—begin planning agendas.
- Aug. 19 Deadline to book hotel rooms in the CDBX block.
- Sept. 12 Business exchange meetings begin!

### Hotel Information

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

### Group Rate and Deadline

\$259 per night. Deadline to reserve for the group rate is August 19, 2022. 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](http://www.cdaweb.net/Events/CDBX/Hotel) for full hotel details, link to reserve 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](mailto:angies@cdaweb.net) or 703-208-1648.

*"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