

# CONVENIENCE DISTRIBUTORS

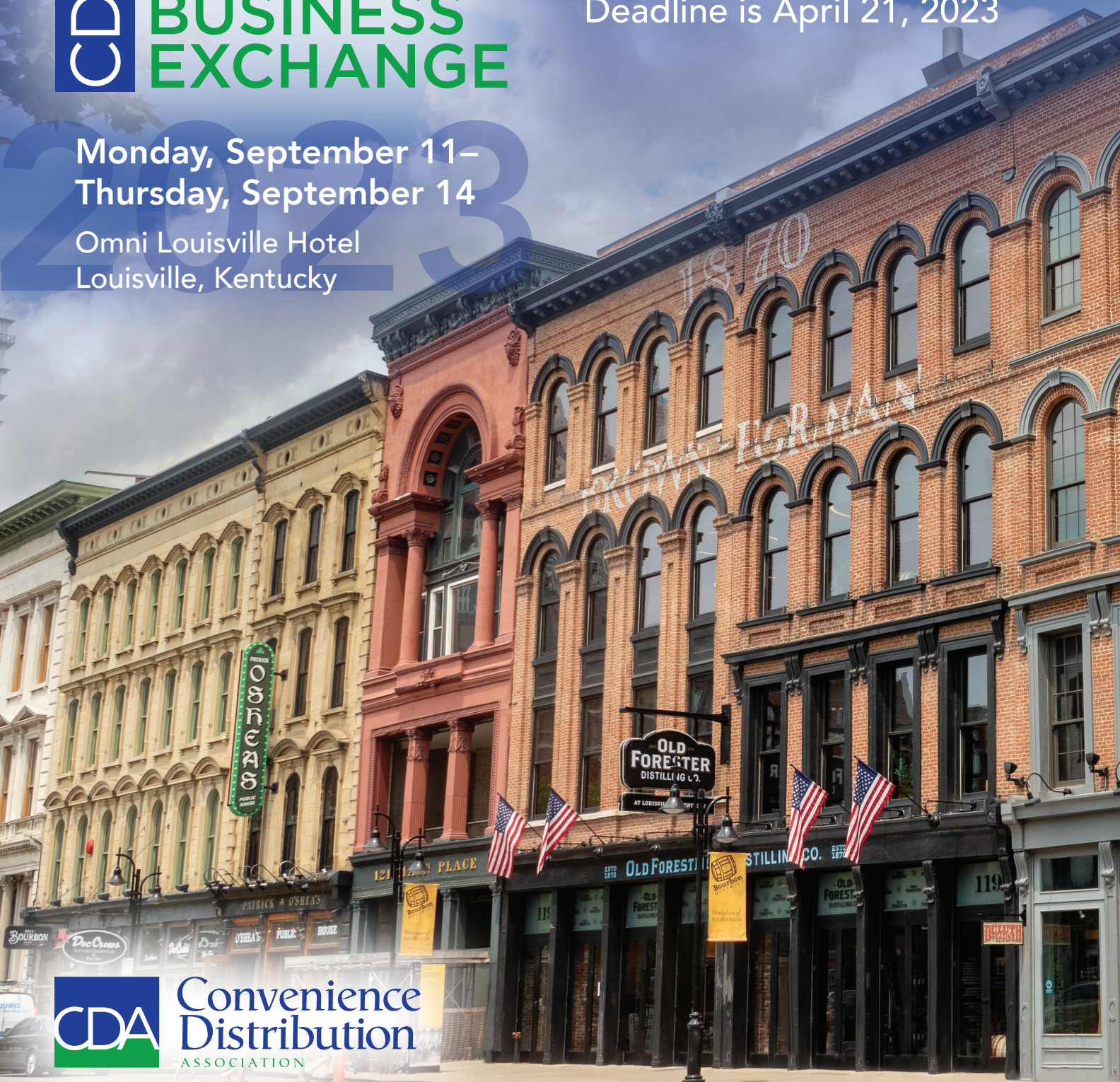


## Register today!

Deadline is April 21, 2023

Monday, September 11–  
Thursday, September 14

Omni Louisville Hotel  
Louisville, Kentucky



The Business Exchange Exclusively for Convenience Product Distributors



# The Value of CDBX

For CDA Member Distributors Only



CDBX is the most productive meeting for the nation's convenience product distributors.

**In just 2 ½ days, distributors participate in**

- » **Up to 30 TOP-TO-TOP one-on-one meetings** per distributor team with key trading partners and suppliers
- » **Networking and social events** including breakfasts, lunches and receptions
- » **Celebrating colleagues** including the latest Dean of the Industry award winner

**Pay one low rate of \$495 per distribution company regardless of the number of teams or team members participating.**



**Register by April 21, 2023.**

- » Register online at [cdbx2023.expotracker.net](http://cdbx2023.expotracker.net), or complete and return the distributor registration form today.
- » By registering for CDBX, distributor company agrees that registered on-site participants will include president/CEO, division/department heads, senior executives and/or applicable personnel.
- » CDA membership is required. Not a member? Jenn Finn at 703-208-1649 for details.



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

- » Altria Group Distribution Co.
- » BIC Consumer Products, USA
- » Conagra Brands
- » Dot Foods
- » Ferrero USA
- » General Mills
- » The Hershey Co.
- » Hostess Brands
- » ITG Brands
- » Kellogg Co.
- » The Kraft Heinz Co.
- » Mars Wrigley
- » Mondelēz International
- » Reynolds
- » Swisher
- » and many more!

*"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 Co.

*"This is the most important event I attend each year. The opportunity to connect with all of our top vendors in a condensed window is so valuable. Our team prepares for weeks leading up to CDBX to be able to make the most of the time during these meetings. Additionally, networking with new contacts or sharing a connection with industry friends is something I look forward to."*

Marie Wise, S. Abraham & Sons, Inc.



## 2023 Schedule at a Glance

*All times are listed in the Eastern Time Zone*

*Schedule is subject to change. For the full and most up-to-date schedule, visit [www.cdaweb.net/CDBXschedule](http://www.cdaweb.net/CDBXschedule).*

### MONDAY, SEPTEMBER 11

8:00 AM–6:00 PM Registration Desk Open

9:00 AM–2:45 PM Committee Meetings

1:00 PM Supplier Meeting Room Access and Set-Up Begins

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 12

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 13

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 14

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

## How CDBX Works

- » Register and complete payment by April 21, 2023 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 7 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 development 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.

*"The perfect opportunity for us to meet and network with a large number of our customers. We always uncover opportunities and synergies. Great event to create lasting partnerships."*

David Worley, Campbell Soup Company



# 2023 Distributor Team Information

## How to Register

Return the Distributor Team Registration Form and payment no later than April 21, 2023, or register online at [cdbx2023.expotracker.net](http://cdbx2023.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 June 16, 2023. No refunds will be given for cancellations made on or after June 17, 2023. 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 21 Registration and payment deadline.
- June 5 MeetMax system opens to rate and rank distributor teams.
- June 16 Deadline to complete rating and ranking process.
- July 17 Week of July 17, meeting schedule distributed to Team Lead Contact—begin planning agendas.
- Sept. 11 Business exchange meetings begin!

## Hotel Information

Omni Louisville Hotel | 400 S. 2nd Street | Louisville, KY 40202 | 502-313-6664

### Group Rate and Deadline

\$249 per night. Deadline to reserve for the group rate is August 21, 2023. 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/CDBXhotel](http://www.cdaweb.net/CDBXhotel) 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 Jenn Finn at [JennF@cdaweb.net](mailto:JennF@cdaweb.net) or 703-208-1649.

*"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

## Covid Notice & Disclaimer

CDA is pleased that it can host the 2023 Convenience Distribution Business Exchange (CDBX) at the Omni Louisville Hotel. COVID and its variants are a concern presenting possible risks to CDBX attendees. By attending, you are assuming any risk due to a COVID exposure and agree to adhere to all COVID related guidance. Therefore, you agree that you are assuming any and all COVID risks and that you hold CDA and its agents, including attendees, sponsors, directors, officers, employees, agents, contractors, volunteers or venue harmless from any liability, known or unknown, from any illness you may contract. Additionally, you agree that you will not attend CDBX if you are ill or have tested positive for COVID five days before the start of CDBX. You also agree to follow all CDC guidance; federal, state and local rules; and hotel and CDA protocols while attending CDBX. All restrictions and guidelines are subject to change based on updates from the CDC and federal, state and local officials.