

CONVENIENCE DISTRIBUTORS



2024

**Monday, September 23–
Thursday, September 26**

**Omni Louisville Hotel
Louisville, Kentucky**

Register today!

**Deadline is
April 19, 2024**

FOURTH WAVE! STREET



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 honoree

Pay one low rate of \$995 per distribution company regardless of the number of teams or team members participating.



Register by April 19, 2024.

- » Register online at cdbx2024.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.
- » ITG Brands
- » The J.M Smucker Company
- » Kellanova
- » The Kraft Heinz Co.
- » Mars Wrigley
- » Mondelēz International
- » Reynolds
- » Swisher
- » and many more!

"CDBX is the must attend event for wholesalers. The meetings and networking are crucial to our success."

Chad Owen, Chambers & Owen, Inc.



"The CDBX is the most beneficial trade event we attend as distributors. We use the CDBX for developing connections and seeing what opportunities we have from our manufacturers for the upcoming year."

Kevin Barney, Atlantic Dominion Distributors

2024 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.

MONDAY, SEPTEMBER 23	
8:00 AM–6:00 PM	Registration
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 24	
6:30 AM–5:45 PM	Registration
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 25	
6:30 AM–5:45 PM	Registration
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 26	
6:15 AM–11:35 AM	Registration
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 19, 2024 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.
- » The week of July 15, 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 space with refreshments for the duration of CDBX. All are included with registration.

"The CDBX is the most concentrated event for focused meetings that we can attend. Every meeting is a home run."

Tom Taunton, Gurley's Foods



2024 Distributor Team Information

How to Register

Return the Distributor Team Registration Form and payment no later than April 19, 2024, or register online at cdbx2024.expotracker.net.

Registration Fees

Registration is \$995 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 14, 2024. No refunds will be given for cancellations made on or after June 15, 2024. Cancellations made after deadline will be charged the published registration fees of \$995 per company.

Membership Policy

CDBX participation is limited to CDA members in good standing.

Key Dates and Deadlines

- April 19 Registration and payment deadline.
- June 3 MeetMax system opens to rate and rank distributor teams.
- June 14 Deadline to complete rating and ranking process.
- July 15 Week of July 15, meeting schedule distributed to Team Lead Contact—begin planning agendas.
- Sept. 23 Business exchange meetings begin!

Hotel Information

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

Group Rate and Deadline

\$259 per night. Deadline to reserve for the group rate is September 2, 2024. 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 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 or 703-208-1649.

"CDBX continues to deliver exceptional connectivity between the supplier and distributor communities. Always find the time invested into CDBX to be highly effective. Great to be able to connect with so many great business partners in one location."

Jason Ricard, Mondelēz International

Health Considerations Notice

Contagious diseases are still rampant in the United States. If you have or have been exposed within the past 5 days to any serious transmittable disease such as covid, RSV, the flu, or measles, please do not attend the CDBX. CDA shall not be responsible or liable for any illness or attendant consequence due to a contagious disease. CDA shall follow all CDC and other federal, state, or local health guidelines in effect.