

# CONVENIENCE DISTRIBUTORS



**Monday, September 8–  
Thursday, September 11**

**Arizona Grand Resort & Spa  
Phoenix, Arizona**



**Register today!**

**Deadline is  
April 18, 2025**



**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 18, 2025.**

- » Register online at [cdbx2025.expotracker.net](http://cdbx2025.expotracker.net), or scan the QR code on page 4.
- » 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 Company
- » BIC USA
- » Conagra Brands
- » Dot Foods, Inc.
- » Ferrero USA, Inc.
- » General Mills Convenience & Foodservice
- » The Hershey Company
- » ITG Brands, LLC
- » The J.M. Smucker Company
- » Kellanova
- » The Kraft Heinz Company
- » Mars Wrigley
- » Mondelēz International
- » Reynolds
- » Swisher
- » and many more!

*"... we appreciate CDBX bringing all the individual pieces together to keep a distributor relevant in an ever-changing consumer landscape ..."*

Henry Thomas, F. McConnell & Sons, Inc.



*"CDBX is a great event for us. It allows us to connect with our distributors to discuss strategy and initiatives. It's the perfect way to put our ear to the ground and listen to our customers in a condensed format that you don't get anywhere else."*

Jessica Fratacangelo, Cheyenne International, LLC

## 2025 Schedule at a Glance

All times are listed in the Pacific 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 8

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
5:00 PM–6:00 PM	Welcome Reception

### TUESDAY, SEPTEMBER 9

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 10

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 11

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 18, 2025 deadline.
- » Each company creates a minimum of one distributor team. However, we encourage distributor companies to create at least two teams (ex. tobacco and non-tobacco teams) 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 14, 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.

*"(CDBX) is by far the best event we attend all year; the ability to see so many customers in a single location would take months otherwise."*

Mark Schueller, Premier Manufacturing, Inc.



# 2025 Distributor Team Information

## How to Register

Register and pay by April 18, 2025, at [cdbx2025.expotracker.net](http://cdbx2025.expotracker.net) or by scanning the QR code. A fillable form is available upon request.



## 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 13, 2025. No refunds will be given for cancellations made on or after June 14, 2025. 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 18 Registration and payment deadline.
- June 2 MeetMax system opens to rate and rank distributor teams.
- June 13 Deadline to complete rating and ranking process.
- July 14 Week of July 14, meeting schedule distributed to Team Lead Contact—begin planning agendas.
- Sept. 8 Business exchange meetings begin!

*"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

## Hotel Information

Arizona Grand Resort & Spa  
8000 South Arizona Grand Parkway | Phoenix, AZ 85044  
(877) 800-4888

## Group Rate and Deadline

\$289 per night (rate includes a \$20 per night resort fee).  
Deadline to reserve for the group rate is August 15, 2025.  
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.

*By registering and attending CDBX 2025, participants agree to CDA's Terms & Conditions and Notices & Disclaimers available at [www.cdaweb.net/CDBX25TermsandConditions](http://www.cdaweb.net/CDBX25TermsandConditions).*

