

2021

Become a Sponsor

to optimize the return on your investment in CDA at the two premier convenience products distribution industry events this year. February's **Convenience Distribution Marketplace (CDM)** and September's **Convenience Distribution Business Exchange (CDBX)** offer direct access to your target market, strengthen customer relationships through face-to-face interactions, build and sustain brand awareness, increase visibility and offer new business with wholesale distributors.

The **Distributors Education Foundation, Inc. (DEF)** is a supporting tax-exempt organization to CDA that operates exclusively for the benefit of CDA. DEF supports the convenience distribution industry through several platforms including webinars on a variety of topics, in-person seminars, scholarships and research.



Convenience Distribution Marketplace (CDM) February 15-17, 2021 JW Marriott Tampa Water Street, Tampa, FL

CDA's annual convention and celebration of the convenience products wholesale distribution industry. Drawing distributors from across the country, attendees learn in distributor-focused education sessions, meet up with peers and partners at the annual awards dinner, take part in networking events and do business on the highly-targeted one-day trade show floor.

Convenience Distribution Business Exchange (CDBX) September 20-23, 2021 Hilton Chicago, Chicago, IL

The convenience products wholesale distribution industry's business exchange where top trading partners meet with the nation's distributors in highly productive one-on-one meetings.



Distributors Education Foundation, Inc. (DEF)

The foundation's goals are to:

- Develop and conduct a wide range of educational programs that provide distributors with the tools needed to adapt to and succeed in a changing environment.
- Initiate and sponsor research and programs that enable distributors to operate efficiently as a vital link connecting suppliers and retailers.
- Recognize and support potential industry leaders through college scholarships.

DEF is a Section 501(c)(3) tax-exempt organization, and donations may qualify as a charitable deduction for federal income tax purposes. Donations may be made to Distributors Education Foundation, 11250 Roger Bacon Drive, Unit 8, Reston, VA 20190. For more information, please contact Kimberly Bolin at 703-208-1650 or kimberlyb@cdaweb.net.

Convenience Distribution

MARKETPLACE

SHARING SOLUTIONS

February 15-17, 2021
JW Marriott Tampa Water Street |
Tampa, FL

Marketplace provides exhibitors with all-inclusive exhibit space including a fully built and branded booth and complete associate registrations. CDA membership is required of all exhibitors, and space is limited.

Marketplace Sponsorship Packages	Platinum Sponsor \$35,000	Gold Sponsor \$20,000	Silver Sponsor \$10,000
	Platinum Choices: <ul style="list-style-type: none"> Opening Lunch & Keynote, Monday Gasparilla Party & Reception, Monday Breakfast & Industry Keynote, Tuesday CDA Awards Reception, Dinner & Afterglow, Tuesday 	Gold Choices: <ul style="list-style-type: none"> Lunch on Trade Show Floor, Tuesday Marketplace Grand Prize Giveaway, Tuesday Breakfast & Morning Sessions, Wednesday 	Silver Choices: <ul style="list-style-type: none"> Afternoon Breaks (2), Monday Attendee Badge Lanyards Attendee Hotel Keycards
Company executive introductory remarks at sponsored function	✓		
On-site sponsor recognition across venue	✓	✓	✓
Premium branding across event/area sponsored	✓	✓	
Display ad and logo listing in <i>Convenience Distribution™ Marketplace Guide & Exhibitor Directory</i> (on-site guide to Marketplace)	✓ (2 pages or 2-page spread)	✓ (1 full page)	✓ (1 full page)
Premium center banner on <i>Convenience Distribution™ NEWS</i> for three months	✓		
Premium banner on cdaweb.net for three months	✓		
280 x 200 pixel banner on <i>Convenience Distribution™ NEWS</i> and cdaweb.net for three months	✓		
Sponsor recognition on Marketplace online, <i>Convenience Distribution™ NEWS</i> and CDA's published products	✓	✓	✓
Marketplace Product Showcase shelf	✓	✓	✓
Marketplace registrations beyond booth total	10 free	5 free	2 free
Discount off earned gross rate on select CDA published products and webinars for 2021	25%	15%	10%
Sponsorship dollars added to booth selection priority points for 2022 Marketplace	✓	✓	✓

Marketplace ad programs are also available.

Marketplace Sponsor Contact: Kimberly Bolin at 703-208-1650 or kimberlyb@cdaweb.net



September 20-23, 2021
Hilton Chicago | Chicago, IL

Supplier registration includes a fully furnished and equipped meeting room with associate registrations, breakfast, lunch and receptions each day and up to 30 one-on-one meetings with distributors over three days. CDBX is restricted to CDA members. Space is limited and offered by invitation only.

CDBX Sponsorship Packages	Platinum Sponsor \$24,000	Gold Sponsor \$15,000	Silver Sponsor \$7,500
	Platinum Choices: <ul style="list-style-type: none"> • Industry Reception, Monday • Industry Reception, Tuesday • Industry Reception, Wednesday • CDA Awards Luncheon & Session, Tuesday 	Gold Choices: <ul style="list-style-type: none"> • Breakfast, Tuesday • Breakfast, Wednesday • Lunch, Wednesday • Breakfast, Thursday • Refreshment Stations (all stations—entire CDBX) 	Silver Choices: <ul style="list-style-type: none"> • Attendee Badge Lanyards • Attendee Hotel Keycards • CDBX Supporter
Company executive introductory remarks at sponsored function	✓		
On-site sponsor recognition across venue	✓	✓	✓
Premium branding across event/area sponsored	✓	✓	
Display ad in <i>CDBX Program Guide & Attendee Directory</i>	✓ (2 pages or 2-page spread)	✓ (1 full page)	✓ (1 full page)
Premium center banner on <i>Convenience Distribution™ NEWS</i> for three months	✓		
Premium home page banner on cdaweb.net for three months	✓		
280 x 200 pixel banner on <i>Convenience Distribution™ NEWS</i> and cdaweb.net for three months	✓	✓	✓
Sponsor recognition in <i>CDBX Program Guide & Attendee Directory</i> , <i>Convenience Distribution™ NEWS</i> , cdaweb.net and CDA's published products	✓	✓	✓
Promo/sample item distribution at sponsored CDBX event	✓	✓	
Promo/sample item distribution in CDBX Hospitality Lounge	✓	✓	✓
CDBX registrations beyond allotted total	10 free	5 free	2 free
Sponsorship dollars added to booth selection priority points for 2022 Marketplace	✓	✓	✓

CDBX Sponsor Contact: Kimberly Bolin at 703-208-1650 or kimberlyb@cdaweb.net

Distributors Education Foundation, Inc. (DEF)

Through the support of DEF, the **Webinar Series** is offered on a range of topics, including sales, profitability, food safety, leadership, category management, regulatory issues and more. Webinar participation is free and heavily promoted to distributor members and archived online for member access. Webinar underwriting is done via donation(s) directly to DEF.

Webinar Underwriting	Single Webinar \$5,000	Two Webinars \$8,000	Three Webinars \$10,000
Branding over entire event, all webinar materials and in CDA published products	✓	✓	✓
Underwriter recognition throughout webinar presentation	✓	✓	✓
Webinars are underwritten on a first-come, first-served basis. Underwriters must be CDA members in good standing. Full underwriting payment is due 30 days prior to each webinar underwritten.			

Donations to DEF also support **The Ray Foley Memorial Scholarship**, created in memory of the late National Candy Wholesalers Association executive vice president Ray Foley. Each year, four \$5,000 scholarships are awarded to deserving students. Scholarship applicants must either work for a CDA distributor member, or be the spouse, son or daughter of a CDA distributor member, and be enrolled full time in an undergraduate or graduate program in an accredited college or university.

DEF Contributions Contact: Kimberly Bolin at 703-208-1650 or kimberlyb@cdaweb.net



**May 2021
Washington, DC**

The annual CDA **Day on the Hill** program connects distributor members with legislators on Capitol Hill to advocate on issues of importance that affect their businesses. This program has grown in attendance and enhanced programming through the long-standing support of Altria Group Distribution Co. and RAI Trade Marketing Services Co.



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