



Convenience
Distribution

MARKETPLACE

February 15–17, 2021

JW Marriott Tampa
Water Street
Tampa, Florida

PRESENTED BY
THE CONVENIENCE
DISTRIBUTION
ASSOCIATION (CDA)

Exhibitor Prospectus

CDA Hall
of Fame
Induction

Targeted
Distributor
Education
Sessions

Networking
with the
Nation's Top
Distributors

One-Day, All
Inclusive
Trade Show

www.cdamarketplace.net | 703-208-1649

CONNECT with distributors. BUILD your network. GROW your business.



Convenience Distribution MARKETPLACE

February 15–17, 2021
JW Marriott Tampa Water Street | Tampa, Florida

Schedule at a Glance

Monday, February 15, 2021

- 7:00 AM–5:30 PM Registration Open
- 8:00 AM–12:15 PM CDA Committee and Board Meetings
- 11:30 AM–1:00 PM **Welcome Lunch**
- 1:00 PM–2:00 PM **Welcome Keynote**—*Knowledge Is Power: Using This Economic Outlook to Your Advantage*, Mary Kelly, PhD
- 2:00 PM–2:15 PM Networking Break
- 2:15 PM–3:45 PM Education Session—*Six Things You Can Do to Gain a Competitive Edge During This National Reboot*, Jim Pancero
- 3:45 PM–4:00 PM Networking Break
- 4:00 PM–5:00 PM Education Session—*Tobacco: The State of the Industry*, Tom Briant
- 5:00 PM–7:00 PM Gasparilla Fest: A Tampa Tradition

Tuesday, February 16, 2021

- 7:00 AM–5:30 PM Registration Open
- 7:00 AM–7:45 AM InfoMetrics Advisory Council Meeting
- 7:00 AM–8:00 AM Breakfast
- 8:00 AM–9:00 AM Industry Keynote—*Demography Is Destiny: What It Means for Your Business*, Ken Gronbach
- 9:00 AM–4:00 PM Marketplace Trade Show Floor Open
- 9:00 AM–4:00 PM CDA Lounge with Refreshments and your chance to win with a Spin of the Prize Wheel
- 12:30 PM–2:00 PM Lunch on Trade Show Floor
- 3:45 PM Grand Prize Drawing
- 5:00 PM–5:30 PM Past Chair’s Advisory Council Meeting
- 5:30 PM–9:00 PM CDA Industry Awards Reception, Dinner and Afterglow

Wednesday, February 17, 2021

- 8:00 AM–9:00 AM Breakfast and Learn Session—*CBD & Cannabis: The State of the Industry*
- 9:15 AM–11:00 AM Closing Session—*Seizing Profit Opportunities in Food Service*
- 11:00 AM Marketplace Adjourns

Schedule is subject to change.

Highlights for 2021

Just Industry Leading Exhibitors

Marketplace’s focus is on top trading partners and suppliers. Your company will be presented along with other industry leaders, and you won’t be sharing the floor with a vast array of hundreds of suppliers. Space is very limited. Distributors’ main aim is to connect with their top trading partners and suppliers, and Marketplace makes that happen!

One-Day Trade Show Floor

A full day of Marketplace floor, enabling you to get your business done quickly.

Marketplace Kick-Off Keynote & Networking Function

Marketplace will kick off Monday afternoon with a keynote address and a special networking event, bringing distributors and suppliers together for a great afternoon.

CDA Awards Reception & Dinner

CDA’s Annual Hall of Fame induction ceremony will take place at our special CDA Awards Dinner, as all gather together to celebrate our inductee and industry.

Distributor-Focused Education Sessions

A full line-up of targeted education sessions and speakers on a variety of topics key to distributor success, from executive leadership to regulatory issues.

“I look forward to this event each year. It’s a great way to learn about issues that affect all customers each and every day. It also provides a quick review of upcoming issues that are on the horizon.”

Mike McNamara, BIC Consumer Products USA

Marketplace Welcomes the Following Exhibitor Categories

Manufacturers and Suppliers of Warehouse-Delivered Products

- Candy & Snacks
- Grocery Items
- Food Service Programs & Products
- General Merchandise & HBC
- Packaged Beverages & Dispensed Beverage Programs
- Tobacco & Tobacco Related Products

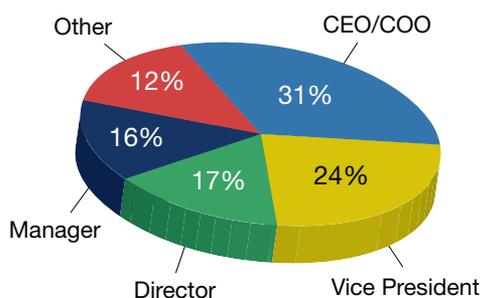
Providers of Industry Solutions

- Logistics, Warehouse & Material Handling Technologies, Solutions & Equipment
- Stamping Technologies, Products & Solutions
- Financial Products & Programs for Distributors
- Data Analytics Programs & Products for Distributors
- Sales, Merchandising & Fulfillment Technologies, Products, Displays & Solutions

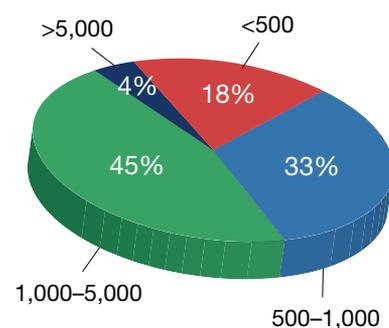


Connect With Distributors Having Unparalleled Buying Power

Marketplace will bring the top executives from both national and regional distributors from across the country, with attendees representing **more than \$102 billion in U.S. sales** annually.



Marketplace Brings Decision Makers



Marketplace Attendee Buying Power
(NUMBER OF RETAIL OUTLETS SERVED)

CONNECT with distributors. **BUILD** your network. **GROW** your business.

Marketplace 2021 Booth Costs & General Information

Participation at the Convenience Distribution Marketplace is restricted to CDA members in good standing.

Booth Sizes 10' x 10' and 10' x 20' booths
20' x 20' exhibitor lounges

Booth Rates 10' x 10' booth space: \$5,500
10' x 20' booth space: \$11,000
20' x 20' exhibitor lounge: \$22,000

Booth Rate Includes Built, Branded & Furnished Booth/Lounge

- Booths come built and furnished, with basic WiFi and electricity. Booth configuration is shown below and will be built by Marketplace's official decorator.
- 10' x 10' and 10' x 20' booths are MIS walled and sided booths with your company's submitted graphics displaying across the top panel. Additional graphics may be applied to back walls at additional cost, or exhibitor can outfit with additional graphics brought to venue and affixed to back walls.
- 20' x 20' exhibitor lounges will each be custom and made to order for each exhibitor with complete structures, branding and furniture packages.
- Several furniture packages will be available from which to choose and are included in your booth rate.

Booth Rate Also Includes

- 5 complimentary registrations for 10' x 10' booths, 10 complimentary registrations for 10' x 20' booths and up to 20 complimentary registrations for exhibitor lounges.
- Company listing and description in the *Marketplace Guide & Exhibitor Directory*, the official on-site guide to Marketplace, and full listing with logo in the online directory of exhibitors and interactive floor plan.
- Marketplace Only Show Deal program is available to each exhibitor, with all exhibitors posting published deal(s) receiving both signage at booth and recognition of deal(s) in online and print guides.



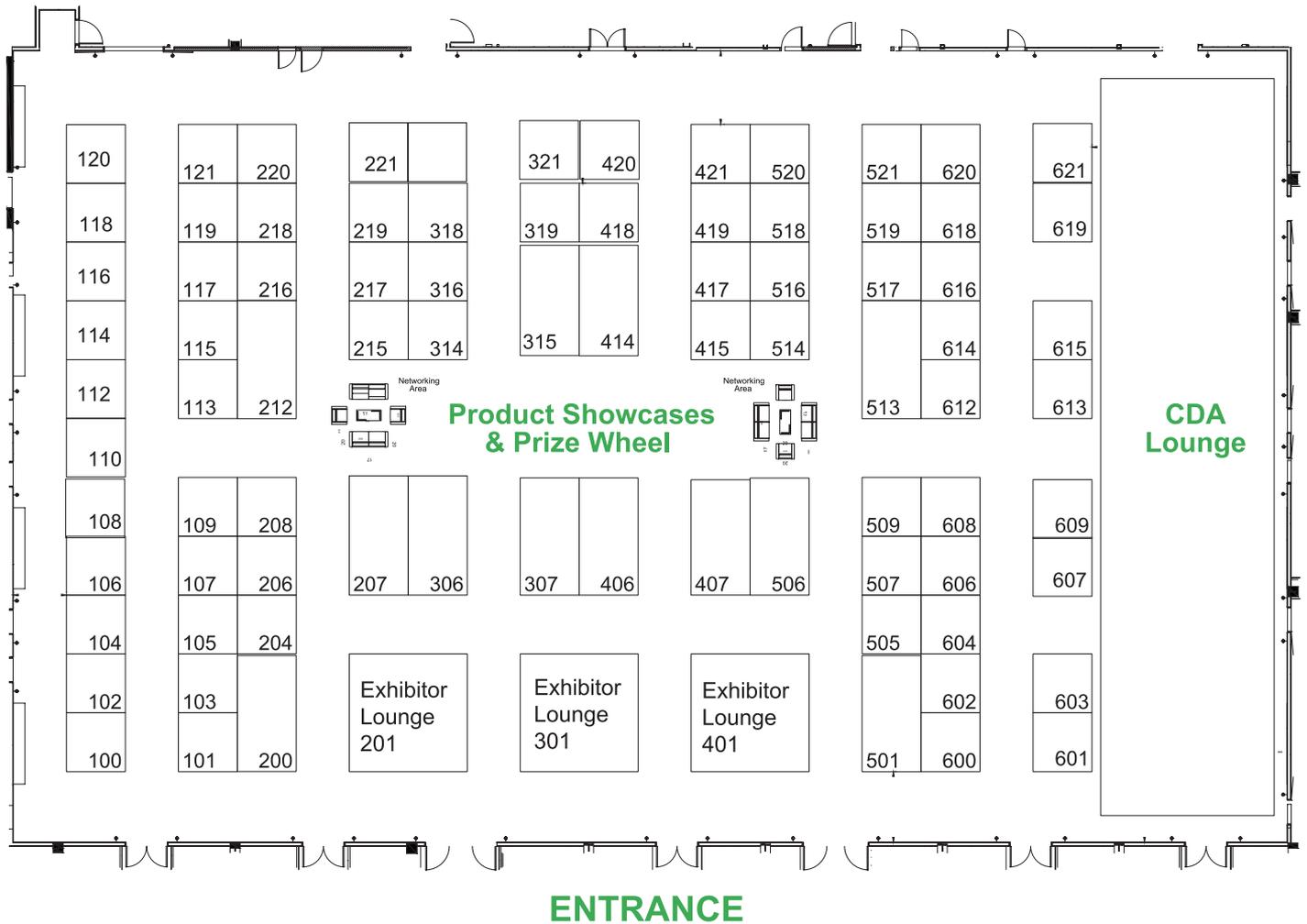
10' x 10' booths sample shown; 10' x 20' booths are same style
(Exhibitor-submitted graphics are applied across the top panel)

Marketplace Trade Show Floor

February 15–17, 2021

TRADE SHOW: February 16

JW Marriott Tampa Water Street
Tampa, FL



CDA Lounge will offer refreshments during all hours of the trade show floor, and will also host the Trade Show Floor lunch.

CONNECT with distributors. **BUILD** your network. **GROW** your business.

How to Secure Exhibit Space

1. Complete the Convenience Distribution Marketplace Application and Contract for Exhibit Space. Booths will be allotted based on the CDA priority system of exhibitors, so please select multiple booths and rank preferences accordingly, as space is very limited. You may complete the paper or PDF version and return it, marked Attn: Marketplace Exhibits, via fax (703-573-5738), email (joelb@cdaweb.net) or mail (CDA, 11250 Roger Bacon Drive, Unit 8, Reston, VA 20190). You may also access the contract and Marketplace information online (www.cdamarketplace.net).

2. Include payment information on your submitted contract or pay online after your space is confirmed by CDA. Upon acceptance by CDA, a Purchase Notification and Booth Allotment will be emailed with log-in credentials to the Marketplace Exhibitor Service Center (ESC). From the ESC, you can manage all aspects of your company's participation at Marketplace.

3. Remit exhibit space fees by deadlines. 50% of exhibit space fees are due by June 26, 2020. 100% of exhibit space fees are due by October 30, 2020.



Key Dates for Exhibitors

OCTOBER 30, 2020	JANUARY 24, 2021	FEBRUARY 15, 2021	FEBRUARY 15, 2021	FEBRUARY 16, 2021
All Booth Fees Due	JW Marriott Tampa Water Street Hotel Room Booking Deadline	1:00 PM Marketplace Kick-Off Keynote & Program (Marketplace begins)	7:00 AM–7:00 PM Exhibitor Move-In	9:00 AM–4:00 PM Trade Show Floor Open

Marketplace Ad and Promotional Opportunities

CDA offers complete advertising programs reaching distributors throughout the year in CDA's published products and on cdaweb.net. Below are specific ad and promotional programs offered at Marketplace.

Marketplace Ad and Promotional Program	Program Feature and Benefits	Cost
Complete Marketplace Ad Program	Full page ad and logo listing in <i>Marketplace Guide & Exhibitor Directory</i> , Banner on <i>Convenience Distribution™ NEWS</i> ; Marketplace Product Showcase shelf	\$1,500
Marketplace Product Showcase Shelf (free to exhibitors with published Marketplace Only Show Deals)	Shelf to showcase your latest offerings	\$450

Marketplace Sponsorship Opportunities

Marketplace affords a number of sponsorship packages, providing maximum branding across the event.

	Sponsorship Levels		
	Platinum Sponsor \$35,000	Gold Sponsor \$20,000	Silver Sponsor \$10,000
Marketplace Sponsorship Packages	<ul style="list-style-type: none"> Marketplace Opening Lunch & Keynote Marketplace Networking Function Marketplace Breakfast & Industry Keynote CDA Awards Reception & Dinner 	<ul style="list-style-type: none"> Marketplace Floor Lunch CDA Lounge at Marketplace Floor Marketplace Breakfast & Education Session 	<ul style="list-style-type: none"> Marketplace Attendee Badge Lanyards Industry Break, Monday Marketplace Grand Prize Giveaway, Tuesday Marketplace Hotel Key Cards
Company executive introductory remarks at event	✓		
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	✓		
Banner on <i>Convenience Distribution™ NEWS</i> for three months	✓	✓	✓
Premium banner on cdaweb.net	✓		
Sponsor recognition on Marketplace online site, <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	✓	✓	✓

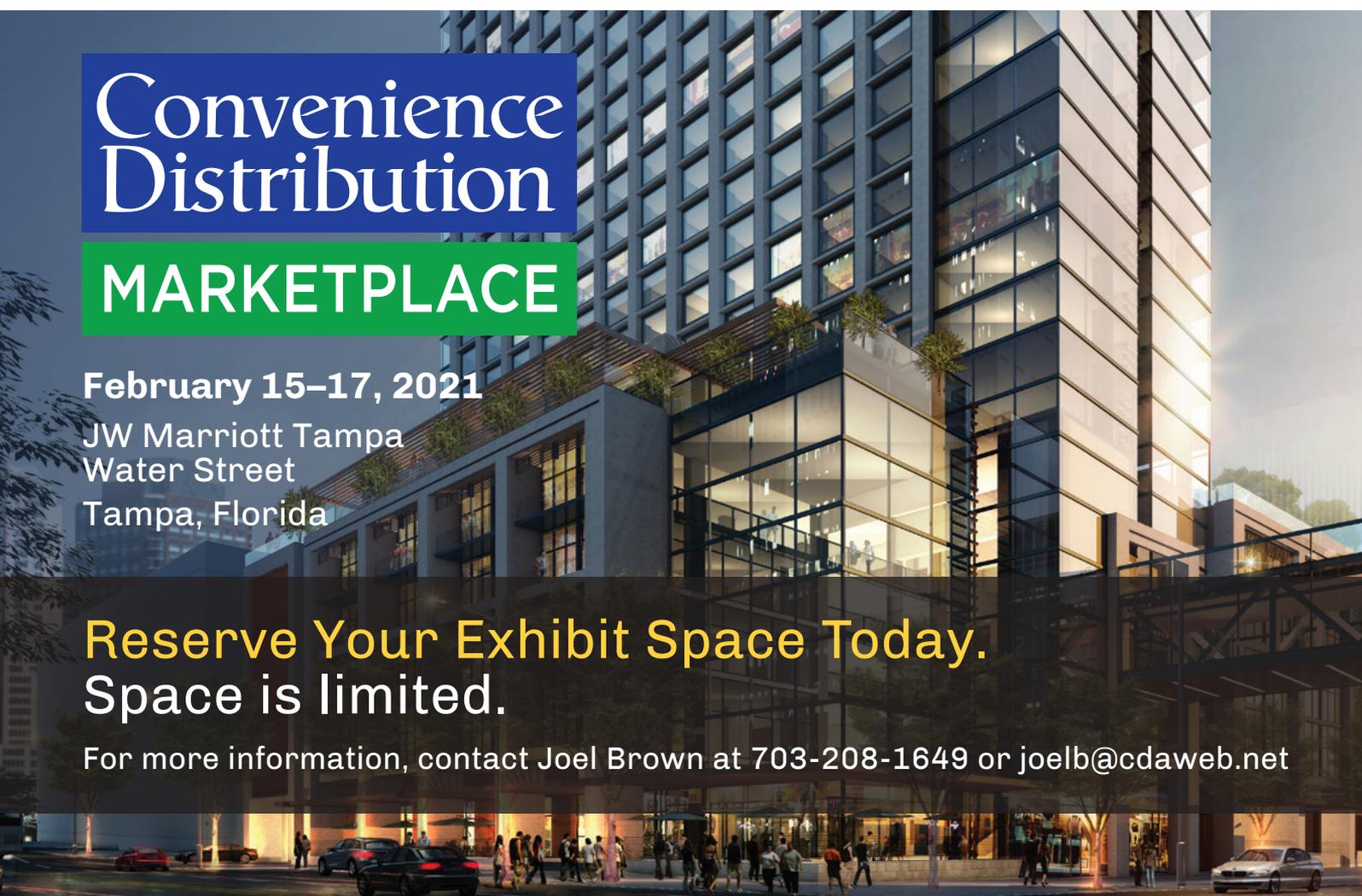
For more information on Marketplace sponsorship, ad and promotional opportunities, contact Joel Brown at joelb@cdaweb.net or 703-208-1649.

CONNECT with distributors. BUILD your network. GROW your business.



11250 Roger Bacon Drive
Unit 8
Reston, VA 20190

cdaweb.net

A nighttime architectural rendering of a modern, multi-story glass skyscraper. The building's windows are illuminated from within, and a pedestrian bridge with a glass railing extends from the building. The scene is set against a dark sky with some clouds.

Convenience
Distribution

MARKETPLACE

February 15–17, 2021

JW Marriott Tampa
Water Street
Tampa, Florida

Reserve Your Exhibit Space Today.
Space is limited.

For more information, contact Joel Brown at 703-208-1649 or joelb@cdaweb.net