

Marketplace 2021

Schedule at a Glance

**schedule subject to change*

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 — <i>Knowledge Is Power: Using This Economic Outlook to Your Advantage</i> , Mary Kelly, PhD
2:00 pm–2:15 pm	Networking Break
2:15 pm–3:45 pm	Education Session — <i>Six Things You Can Do to Gain a Competitive Edge During This National Reboot</i> , Jim Pancero
3:45 pm–4:00 pm	Networking Break
4:00 pm–5:00 pm	Education Session — <i>Tobacco: The State of the Industry</i> , 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
7:00 am–8:00 am	Breakfast
8:00 am–9:00 am	Business Keynote — <i>Demography Is Destiny: What It Means for Your Business</i> , Ken Gronbach
9:00 am–4:00 pm	Marketplace Trade Show Floor Open
9:00 am–4:00 pm	CDA Lounge (<i>with Refreshments and distributor attendee chances to win with a Spin of the Prize Wheel</i>)
12:30 pm–2:00 pm	Lunch on Trade Show Floor
3:45 pm	Grand Prize Drawing for distributor attendees
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 — <i>CBD & Cannabis: The State of the Industry</i>
9:00 am–9:15 am	Networking Break
9:15 am–11:00 am	Closing Session — <i>Seizing Profit Opportunities in Foodservice</i>
11:00 am	Marketplace Adjourns