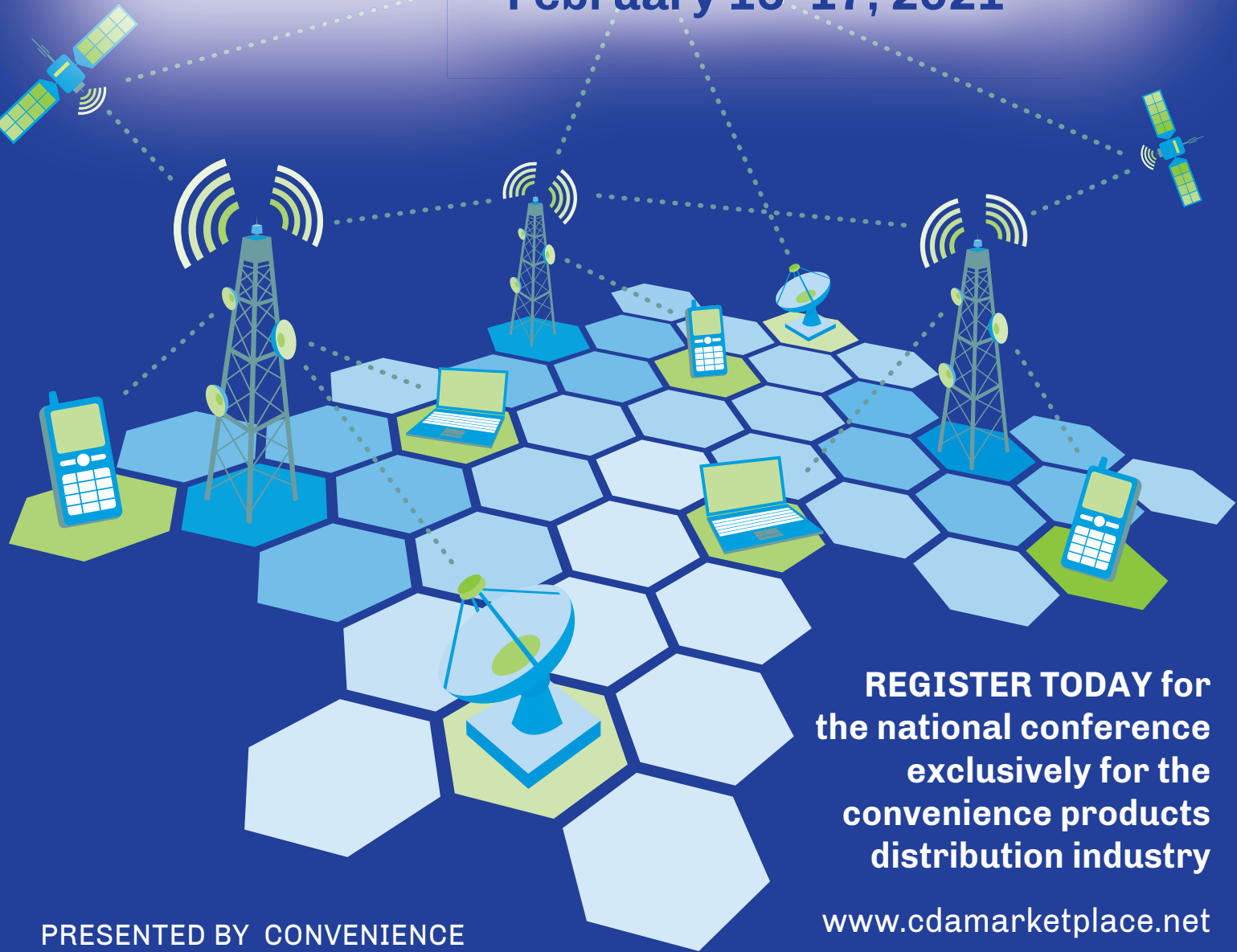


Convenience
Distribution
MARKETPLACE

VIRTUAL

February 15–17, 2021



REGISTER TODAY for
the national conference
exclusively for the
convenience products
distribution industry

PRESENTED BY CONVENIENCE
DISTRIBUTION ASSOCIATION (CDA)

www.cdamarketplace.net

703-208-1650

Engaging
Education
Sessions

Business
Building

The Marketplace ...
Our Suppliers'
Showcases

CONNECTION. EDUCATION. BUSINESS BUILDING.

Education Highlights

Marketplace's education is designed to provide attendees with the most compelling, relevant educational experience in the convenience distribution sector.

Monday Lunch on Sponsors

Distributor companies will enjoy lunch from the Marketplace Sponsors (DoorDash code will be sent electronically to primary contact).

Grand Prize and More

Don't miss the conference kickoff on Monday, February 15 at 10:00 AM ET to learn more about this year's grand prize, how to enter and other opportunities to win.

The Marketplace

The Marketplace is where you can connect with the industry's top suppliers and solution providers.

Schedule

All times are Eastern Standard Time

Monday, February 15, 2021

- 10:00 AM–11:15 AM Welcome and Opening Keynote: *Knowledge is Power: Using This Economic Outlook to Your Advantage*, Mary Kelly
- 11:15 AM–11:30 AM Break
- 11:30 AM–12:30 PM Education Session: *Six Things You Can Do to Gain a Competitive Edge During This National Reboot*, Jim Pancero
- 12:30 PM–1:30 PM Break/Lunch
- 1:30 PM–2:00 PM Marketplace Highlight: *Focus on Foodservice*
- 2:00 PM–5:00 PM The Marketplace—Attend Sponsor Sessions and Visit Supplier Showcases

Tuesday, February 16, 2021

- 10:00 AM–11:15 AM Business Keynote: *Demography is Destiny: What it Means for Your Business*, Ken Gronbach
- 11:15 AM–11:30 AM Break
- 11:30 AM–12:30 PM Education Session: *Tobacco: The State of the Industry*, Tom Briant
- 12:30 PM–5:00 PM The Marketplace—Attend Sponsor Sessions and Visit Supplier Showcases
- 7:00 PM–8:00 PM Let the Games Begin (*family-friendly entertainment*)

Wednesday, February 17, 2021

- 10:00 AM–11:00 AM Diversity and Inclusion Keynote
- 11:00 AM–11:15 AM Break
- 11:15 AM–12:00 PM Education Session: *CBD & Cannabis: The State of the Industry*, Don Burke
- 12:00 PM–12:30 PM Grand Prize Giveaway and Closing Session

In addition to the scheduled times above, The Marketplace (virtual expo) is accessible 24 hours a day during the event.

Registration Information

One low registration fee per distribution company!

Convenience distributors pay one fee to register as many company personnel as desired. CDA members save at Marketplace.

Not a member company? Contact Kimberly Bolin at 703-208-1650 or kimberlyb@cdaweb.net and join today.

Attendee Registration Classification	CDA Member	Non-Member
Convenience Distributors (per company)	\$495	\$1,500
Convenience Distributors—ADDITIONAL REGISTRANTS from same company	FREE	FREE
Brokers (per person)	\$250	\$500
State and Regional Distributor Association Executives	FREE	FREE

How to Register

Registration Deadline: January 29, 2021

ONLINE www.cdamarketplace.net

OR complete the Attendee Registration Form found on the last page of this brochure and return it to:

BY FAX * 703-573-5738

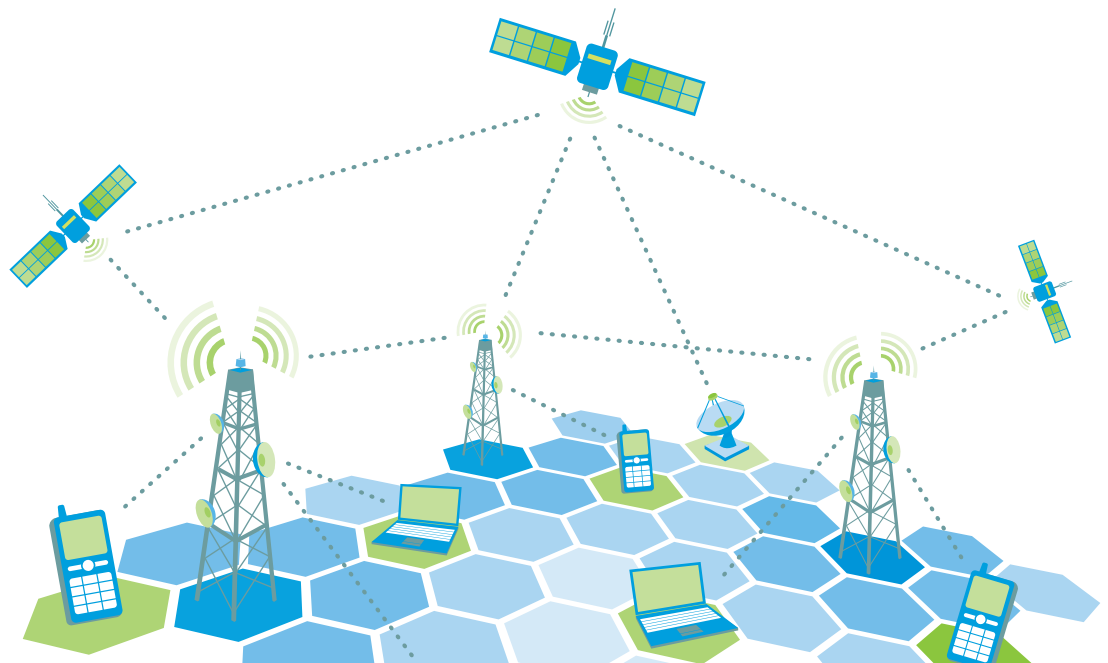
BY EMAIL kimberlyb@cdaweb.net

BY MAIL Convenience Distribution Association
11250 Roger Bacon Drive, Unit 8, Reston, VA 20190

* For fax/email registrations, please complete an Attendee Registration Form for each attendee.

Questions?

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



CONNECTION. EDUCATION. BUSINESS BUILDING.

Attendee Registration Form

Registration Deadline: January 29, 2021

Please fill out a separate form for each attendee.

RETURN THIS FORM BY JANUARY 29, 2021

BY FAX 703-573-5738

BY EMAIL kimberlyb@cdaweb.net

BY MAIL Convenience Distribution Association

11250 Roger Bacon Drive, Unit 8, Reston, VA 20190

OR REGISTER ONLINE www.cdamarketplace.net

CONTACT INFORMATION <i>Please print or type to ensure accuracy. Complete each section in detail for correct processing.</i>		
BADGE NAME:		
TITLE:		
COMPANY NAME:		
ADDRESS:		
CITY:	STATE:	ZIP CODE:
COUNTRY:	E-MAIL:	
PHONE:	FAX:	
AGE VERIFICATION is required for this event. Check here <input type="checkbox"/> to confirm that you are age 21 or older. Enter your date of birth to verify your age: _____		
CONVENIENCE DISTRIBUTORS pay one fee to register as many company personnel as desired. <i>Please complete a separate form for each attendee.</i>		

CONFERENCE FEES		
<i>Please copy and fill out a separate form for each attendee from your company.</i>		
Attendee Registration Classification	CDA Member Rate	Non-Member Rate
Convenience Distributors ¹ (per company) ²	\$495	\$1,500
Convenience Distributors ¹ —ADDITIONAL REGISTRANTS from same distribution company	FREE	FREE
Brokers (per person)	\$250	\$500
State and Regional Distributor Assn Executives	FREE	FREE
Total Fees	\$	\$
¹ Convenience Distributors are defined by CDA as broad line wholesalers of an array of convenience products, engaged in active distribution of convenience products, servicing established accounts and/or operating other wholesale operations, such as cash-and-carry establishments. Above classifications do not include the suppliers, importers and/or manufacturers of product(s) or the suppliers of industry solutions. Non-partner manufacturers, importers, suppliers and solution providers are NOT eligible to attend Marketplace. ² Convenience Distributors pay one fee to register as many company personnel as desired.		
MARKETPLACE CLASSIFICATION		
<i>Please check the classification that signifies your role.</i>		
<input type="checkbox"/> Wholesale Buyer	<input type="checkbox"/> State/Regional/Other Association	
<input type="checkbox"/> Broker	<input type="checkbox"/> Speaker	

METHOD OF PAYMENT <i>(Payment instruction MUST accompany form)</i>	
<i>Access to the virtual platform will not be granted to attendees until payment is complete.</i>	
<i>Please check one:</i>	
<input type="checkbox"/> Check (Make payable to CDA) Check number: _____	
<input type="checkbox"/> Credit Card (Check one and complete information below)	
<input type="checkbox"/> American Express <input type="checkbox"/> Discover <input type="checkbox"/> MasterCard <input type="checkbox"/> Visa	
CARD NUMBER: _____	
EXP. DATE: _____	
NAME ON CARD (PRINT): _____	
BILLING ADDRESS: _____	
NAME OF SIGNATORY (PRINT): _____	
AUTHORIZED SIGNATURE: _____	
DATE: _____	PHONE: _____
CHANGES/CANCELLATIONS	
Refunds will be made for cancellations made in writing and received by January 29, 2021 . We cannot accept phone requests to cancel and no-shows are not refundable. Cancellations made on January 30, 2021 and beyond will not be refunded.	
QUESTIONS	
Contact Kimberly Bolin at 703-208-1650 or kimberlyb@cdaweb.net.	