

Convenience Distribution MARKETPLACE

February
7-9, 2022

JW Marriott Tampa
Water Street
Tampa, Florida



REGISTER TODAY for the national conference and trade show exclusively for the convenience products distribution industry

CDA Hall
of Fame
Induction

Education
Sessions

Connect & Network
with Your Top
Trading Partners

One-Day
Trade Show
Floor

www.cdamarketplace.net | 703-208-1649

PRESENTED BY THE CONVENIENCE DISTRIBUTION ASSOCIATION (CDA)

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At the Convenience Distribution Marketplace, your team will experience fast-paced, distributor-focused education, the CDA Industry Awards Dinner, receptions, breakfast and lunch daily and an action-packed, one-day trade show made up of top suppliers and solution providers.

Highlights for 2022

Top Suppliers on the Trade Show Floor

Marketplace's action-packed trade show floor includes the top trading partners and suppliers of convenience products wholesale distributors: connecting you and your team with companies that truly matter to your bottom line. You'll get business done quickly and efficiently with all-day lounge and receptions, as well as lunch right on the show floor.

Networking and Fun at Monday's Gasparilla Fest

The Gasparilla Festival and Parade has been a Tampa tradition for more than a century. Every year, the mythical pirate, José Gaspar, invades the city with a victory parade and colorful celebration. Tampa's "Gasparilla Season" runs from January through March each year. Join us for our themed reception and celebrate this Tampa tradition.



Schedule at a Glance

All times are listed in the Eastern Time Zone

Sunday, February 6, 2022

- 2:00 PM–5:15 PM Committee Meetings
- 7:00 PM–9:00 PM Manufacturer's Advisory Council Dinner (*invite only*)

Monday, February 7, 2022

- 7:00 AM–5:00 PM Registration Open
- 7:00 AM–8:00 AM InfoMetrics Advisory Council
- 8:00 AM–10:45 AM Committee Meetings
- 11:00 AM–12:00 PM Board of Directors Meeting
- 11:45 AM–1:15 PM Opening Lunch
- 12:30 PM–1:15 PM CBD/Cannabis Task Force
- 1:30 PM–2:45 PM Welcome Keynote—*Economic Trends & Forecast: The Snapshot You Need to See Today* | Mary Kelly
- 2:45 PM–3:00 PM Networking Break
- 3:00 PM–4:00 PM Education Session—*Building a World Class Sales Organization* | Jack Daly
- 4:00 PM–4:15 PM Networking Break
- 4:15 PM–5:30 PM Tobacco Session—*The State of the Industry* | Tom Briant
- 5:30 PM–7:30 PM Gasparilla Fest: A Tampa Tradition

Tuesday, February 8, 2022

- 6:45 AM–8:00 AM Breakfast
- 7:00 AM–5:30 PM Registration Open
- 8:00 AM–9:00 AM Industry Keynote—*Focus on Foodservice: The Latest Insights into the C-Store Channel* | Tim Powell
- 9:00 AM–4:00 PM The Marketplace Trade Show
- 9:00 AM–4:00 PM CDA Lounge Open
- 12:00 PM–1:30 PM Lunch on Trade Show Floor
- 3:45 PM Marketplace Grand Prize Giveaway
- 5:30 PM–9:00 PM Awards Reception, Dinner & Afterglow Party

Wednesday, February 9, 2022

- 7:00 AM–8:00 AM Breakfast
- 8:00 AM–9:00 AM Diversity, Equity and Inclusion Keynote—*Seven Keys to Transform Workplace Diversity* | David McLauren
- 9:15 AM–10:45 AM Closing Session—*CBD and Cannabis Update* | Andrew Freedman and Shannon Campagna
- 10:45 AM Marketplace Concludes

Schedule is subject to change.

Safety of Attendees Our Top Concern

CDA is committed to the health and well-being of Convenience Distribution Marketplace (CDM) attendees. We understand the uncertainty surrounding travel and event attendance in these unprecedented times. As this is an ongoing, developing situation, CDA is monitoring guidance from the Centers for Disease Control and Prevention and local, state and national officials. We will remain in contact with CDM partners, vendors and attendees in the event any updates or changes are made to the CDM.

Marketplace Education

Keynote Sessions

Economic Trends & Forecast: The Snapshot You Need to See Today with Mary Kelly

Join Dr. Mary Kelly as she explores the current economic structure and what that means for your organization's future. Mary will delve into changes in the economy and what they mean for your business, career and family.

Focus on Foodservice: The Latest Insights into the C-Store Channel with Tim Powell

This presentation will provide members with the latest insights into the c-store foodservice channel, including current state (size, growth) of the c-store foodservice channel, trends impacting c-store foodservice short-term and longer-term, retailer attitudes, needs and challenges related to foodservice and more.

Seven Keys to Transform Workplace Diversity with David McLaren

Rapid changes in North American demographics have brought diversity to most workplaces. Embracing any change of this magnitude presents challenges, and for some organizations the business benefits are not coming quickly enough. This innovative presentation helps develop a comprehensive understanding of a culture of mutual respect in the workplace. The workshop goes further to help organizations develop skills and lasting habits to nurture respect and gain the benefits of workplace diversity.



Visit www.cdamarketplace.net for complete Marketplace education session descriptions and details, including additional sessions:

- *Building a World Class Sales Organization* with Jack Daly
- *Tobacco: The State of the Industry* with Tom Briant
- *CBD and Cannabis Update* with Andrew Freedman and Shannon Campagna



CONNECT & NETWORK. LEARN & EXPLORE. BUY & SAVE.

Registration Information

Pre-Registration Deadline: January 14, 2022

One Low Registration Fee per Distribution Company!

Distribution companies pay just one low fee per company for the full conference, allowing you to register as many of your company associates as you'd like. CDA members save at Marketplace. Not a member company? Contact Angie Simonetti at 703-208-1648 or angies@cdaweb.net and join today.

Attendee Registration Classification	CDA Member Rate	Non-Member Rate
Convenience Distributors—FULL CONFERENCE (per company)	\$250	\$750
Convenience Distributors—ADDITIONAL REGISTRANTS from same distribution company	FREE	FREE
Brokers and Retailers—FULL CONFERENCE (per person)	\$250	\$500
Convenience Distributors and Retailers—TRADE SHOW ONLY (TUE) (per person)	\$0	\$100
State and Regional Distributor Assn Executives	FREE	FREE
Trade Press (per person)	\$500	\$500

Trade Show Floor Only Option . . . CDA Member Distributors Receive Free Admission

CDA distributor members attending only the trade show on Tuesday receive free registration but do need to complete the registration form.

How to Register

- **Online** at www.cdamarketplace.net
- **Fax** to 703-573-5738
- **Email** to angies@cdaweb.net

For fax/email registrations, please complete both pages of the Attendee Registration Form for each attendee.



Hotel Accommodations

Reservation Deadline: January 14, 2022

JW Marriott Tampa Water Street

510 Water Street | Tampa, FL 33602

The brand-new JW Marriott Tampa Water Street is the official hotel of the 2022 Convenience Distribution Marketplace. All meetings, sessions, meals, receptions and the Marketplace trade show floor will be located within the JW Marriott.

CDA Group Room Rate: \$269 per night

To reserve your room: Go to www.cdamarketplace.net and click on hotel, or call 888-789-3090 and ask for the CDA Marketplace rate.

Staying at Marketplace's host hotel helps keep conference costs down for all attendees. CDA contracts for the best possible rates and guarantees a minimum number of sleeping rooms. We encourage attendees to book through our block at the JW Marriott Tampa Water Street. All reservations made after the blocks are filled and/or after the deadline will be available at the hotel's prevailing rate, and availability is not guaranteed.