

# Convenience Distribution MARKETPLACE

February 7–9, 2022

JW Marriott Tampa  
Water Street  
Tampa, Florida

PRESENTED BY  
THE CONVENIENCE  
DISTRIBUTION  
ASSOCIATION (CDA)

## Exhibitor Prospectus

CDA Hall  
of Fame  
Induction

Targeted  
Education  
Sessions

Networking  
with the  
Nation's Top  
Distributors

One-Day,  
All Inclusive  
Trade Show

[www.cdamarketplace.net](http://www.cdamarketplace.net) | 703-208-1649

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





# Convenience Distribution MARKETPLACE

February 7–9, 2022 | Trade Show: February 8  
JW Marriott Tampa Water Street | Tampa, Florida

## 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–7:00 PM Exhibitor Move-In
- 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 Opening Keynote
- 3:00 PM–5:30 PM Education Sessions
- 5:30 PM–7:30 PM Networking Event & Reception

### 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
- 9:00 AM–4:00 PM Trade Show Floor Open
- 9:00 AM–4:00 PM 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

### Wednesday, February 9, 2022

- 7:00 AM–8:00 AM Breakfast
- 8:00 AM–10:45 AM Education Sessions
- 10:45 AM Marketplace Adjourns

*Schedule is preliminary and subject to change.*

## Highlights for 2022

### Industry Leading Exhibitors

Marketplace's focus is on top trading partners and suppliers. Companies are presented along with other industry leaders for a unique boutique experience. Space is limited. Distributors' priority 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 effectively and efficiently.

### Marketplace Kick-Off Keynote & Networking Event

Marketplace will kick off Monday afternoon with a keynote speaker and a themed networking event, bringing distributors and suppliers together in a relaxed and fun setting.

### Awards Reception & Dinner

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

### Education Sessions

A full line-up of education sessions and speakers that appeal to all segments of the channel, including diversity, equity and inclusion, sales, tobacco state of the industry and more.

"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.



### Safety of Attendees Is Our Top Concern

CDA is committed to the health and well-being of Convenience Distribution Marketplace attendees. We understand the uncertainty surrounding travel and event attendance in these unprecedented times, and continuously monitor guidance from the Centers for Disease Control and Prevention, local, state and national officials and the host hotel. We will remain in contact with Marketplace attendees with event updates or any deviations from what you have come to expect at Marketplace.

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



# Marketplace 2022 Booth Costs & General Information

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

## Booth Rates and Sizes

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 above 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 to choose from and are included with your booth.



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

## Booth Rate Also Includes

- 5 complimentary registrations for 10' x 10' booths, 10 complimentary registrations for 10' x 20' booths and 20 complimentary registrations for exhibitor lounges.
- Company listing and description in the *Marketplace Guide*, 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. All exhibitors posting published deal(s) receive signage at booth and recognition of deal(s) in online and print guides.

## 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 electronic version and email it to Shane Boyle at shaneb@cdaweb.net, fax to 703-573-5738, or mail to CDA, 11250 Roger Bacon Drive, Unit 8, Reston, VA 20190.

**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.** 100% of exhibit space fees are due by November 15, 2021.

## Key Dates for Exhibitors

NOVEMBER 15, 2021	JANUARY 14, 2022	FEBRUARY 7, 2022	FEBRUARY 7, 2022	FEBRUARY 8, 2022
100% Booth Fees Due	JW Marriott Tampa Water Street Hotel Room Booking Deadline	7:00 AM–7:00 PM Exhibitor Move-In	1:30 PM Marketplace Kick-Off Keynote & Program (Marketplace begins)	9:00 AM–4:00 PM Trade Show Floor Open

# Marketplace Trade Show Floor

February 7–9, 2022

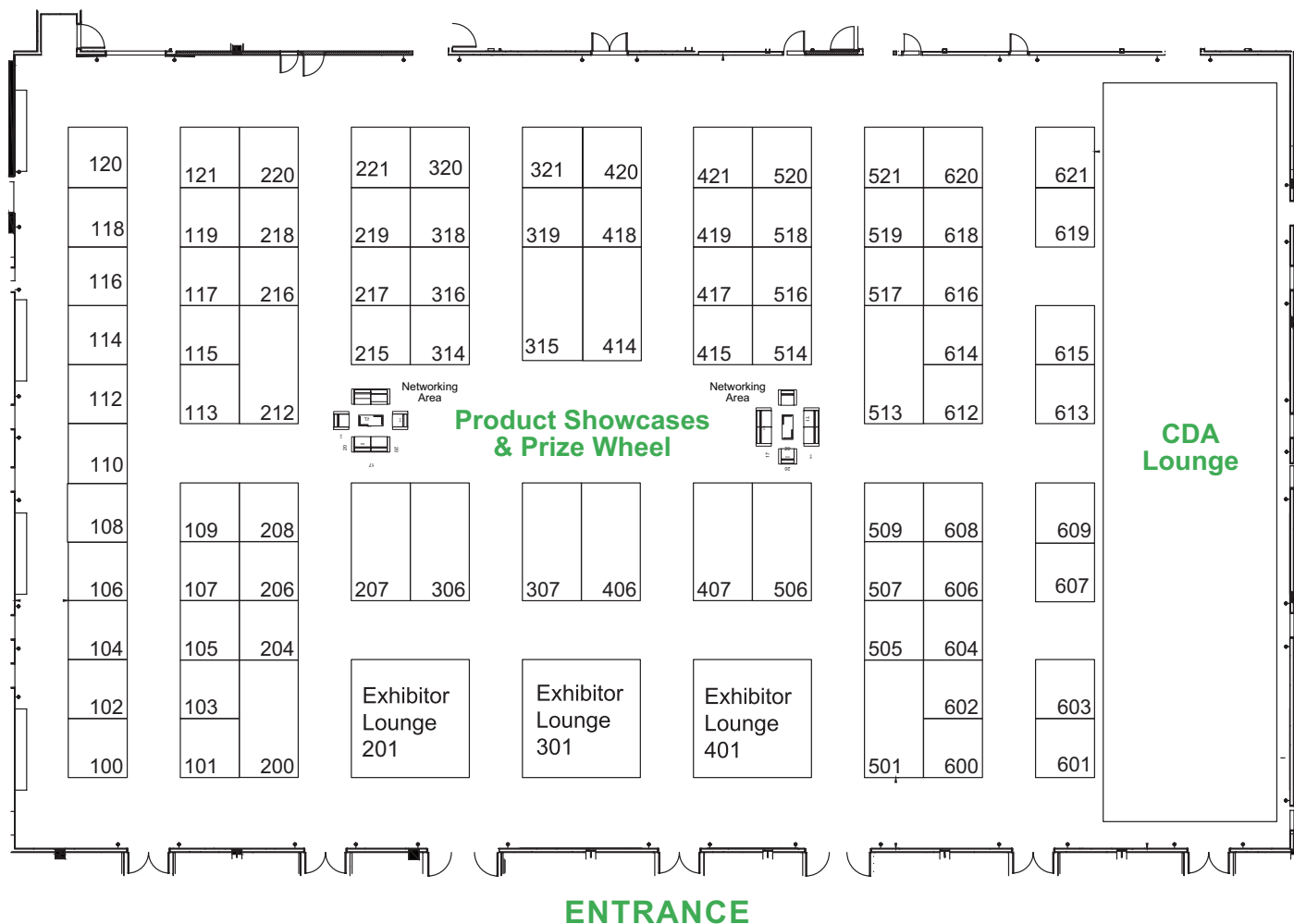
Trade Show: February 8

JW Marriott Tampa Water Street

Tampa, FL

Convenience  
Distribution

MARKETPLACE



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

## Marketplace Ad and Promotional Opportunities

CDA offers complete advertising programs reaching distributors throughout the year in CDA's published products and on [www.cdaweb.net](http://www.cdaweb.net). Below are specific ad and promotional programs offered at Marketplace.

Marketplace Ad and Promotional Program	Program Feature and Benefits	Cost
Ad in <i>Marketplace Guide</i>	Full page ad in <i>Marketplace Guide</i>	\$750
Marketplace Product Showcase Shelf	Shelf to showcase your latest offerings	\$750

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

# 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	Friends of CDA \$5,000
<b>Marketplace Sponsorship Packages</b>	<b>Platinum Choices:</b> <ul style="list-style-type: none"> <li>Monday Opening Lunch &amp; Keynote</li> <li>Monday Gasparilla Reception</li> <li>Tuesday Breakfast &amp; Industry Keynote</li> <li>Tuesday Awards Reception, Dinner &amp; Afterglow</li> </ul>	<b>Gold Choices:</b> <ul style="list-style-type: none"> <li>Tuesday Lunch on Trade Show Floor</li> <li>Tuesday Marketplace Grand Prize Giveaway</li> <li>Wednesday Breakfast &amp; Morning Sessions</li> </ul>	<b>Silver Choices:</b> <ul style="list-style-type: none"> <li>Monday Afternoon Breaks (2)</li> <li>Badge Lanyards</li> <li>Hotel Keycards</li> </ul>	<b>Friends of CDA Sponsors:</b> <ul style="list-style-type: none"> <li>Welcome Kit</li> </ul>
Introductory remarks at sponsored function	✓			
Sponsor recognition across venue	✓	✓	✓	✓
Premium branding across event/ area sponsored	✓	✓		
Ad in <i>Marketplace Program Guide</i>	✓ (2 pages or 2-page spread)	✓ (1 full page)	✓ (1 full page)	✓ (1/2 page)
Premium center banner on <i>Convenience Distribution® NEWS</i> for three months	✓			
Side banner on <i>Convenience Distribution® NEWS</i> for three months		✓	✓	
Banner on cdaweb.net for three months	✓	✓		
Sponsor recognition on Marketplace webpage, <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	1 free
Sponsorship dollars added to booth selection priority points for 2023 Marketplace	✓	✓	✓	✓

**For more information on Marketplace sponsorship, ad and promotional opportunities, contact Shane Boyle at [shaneb@cdaweb.net](mailto:shaneb@cdaweb.net) or 703-208-1649.**

# Application and Contract for Exhibit Space



Conference Dates: February 7–9, 2022  
Trade Show Floor: Tuesday, February 8  
JW Marriott Tampa Water Street | Tampa, Florida  
[www.cdamarketplace.net](http://www.cdamarketplace.net)

## CONTACT INFORMATION *Please print or type to ensure accuracy. Complete each section in detail for correct processing.*

COMPANY NAME:			
COMPANY NAME TO DISPLAY IN PRINT AND ONLINE DIRECTORY:			
CONTACT:		TITLE:	
PHONE:		FAX:	
EMAIL:		WEBSITE:	
ADDRESS:			
CITY:	STATE:	ZIP CODE:	COUNTRY:

## EXHIBIT SPACE RATES *CDA membership is required to exhibit at the Convenience Distribution Marketplace.*

- Three options of booth space are available: 10 x 10 and 10 x 20 booths, and 20 x 20 exhibitor lounges which are located at entry to trade show floor and require platinum sponsorship.
- All booths come built and furnished. 10 x 10 and 10 x 20 booths are MIS panel walled with custom header graphics package. 20 x 20 lounges are built, branded and furnished by CDA custom to each exhibitor. See page 4 of Exhibitor Prospectus for booth layouts, configurations and included items.

Booth Space Options	Cost
<input type="checkbox"/> 10 x 10 booth	\$5,500
<input type="checkbox"/> 10 x 20 booth	\$11,000
<input type="checkbox"/> 20 x 20 exhibitor lounge (requires platinum sponsorship)	\$22,000
<b>Total Booth Cost</b>	\$

**Booth Preferences** 1st Choice \_\_\_\_\_ 4th Choice \_\_\_\_\_  
2nd Choice \_\_\_\_\_ 5th Choice \_\_\_\_\_  
3rd Choice \_\_\_\_\_

## DEPOSIT AND PAYMENT SCHEDULE

100% of booth fees due by November 15, 2021.

Failure to make payments does not release the contracted or financial obligations of exhibitor.

INITIAL HERE TO ACCEPT TERMS:

## CANCELLATION PENALTIES

0% of booth fee through September 1, 2021.

50% of booth fee from September 2, 2021 through October 31, 2021.

100% of booth fee from November 1, 2021 and thereafter.

INITIAL HERE TO ACCEPT TERMS:

## METHOD OF PAYMENT

*Please check one:*

☐ **Check** (Make payable to CDA) Check number: \_\_\_\_\_

☐ **Credit Card** (Check one and complete information below)

☐ American Express ☐ Discover ☐ MasterCard ☐ Visa

*Please check one:* ☐ 50% deposit ☐ 100% payment in full

☐ Other amount to charge \$ \_\_\_\_\_

CARD NUMBER: \_\_\_\_\_

EXP. DATE: \_\_\_\_\_

NAME ON CARD (PRINT): \_\_\_\_\_

BILLING ADDRESS: \_\_\_\_\_

NAME OF SIGNATORY (PRINT): \_\_\_\_\_

AUTHORIZED SIGNATURE: \_\_\_\_\_

DATE: \_\_\_\_\_

PHONE: \_\_\_\_\_

## MAIL PAYMENTS TO

Convenience Distribution Association  
Attn: Marketplace 2022  
11250 Roger Bacon Drive, Unit 8  
Reston, VA 20190

## FAX/EMAIL CONTRACT TO

Attn: Marketplace 2022  
FAX 703-573-5738  
EMAIL [shaneb@cdaweb.net](mailto:shaneb@cdaweb.net)

## Marketplace Management Use Only

AUTHORIZED CDA SIGNATURE: \_\_\_\_\_

DATE: \_\_\_\_\_

ASSIGNED BOOTH NUMBER: \_\_\_\_\_

SIZE: \_\_\_\_\_

**For more information or to discuss specific booth space availability,  
contact Shane Boyle at [shaneb@cdaweb.net](mailto:shaneb@cdaweb.net) or 703-208-1649.**

# 2022 CONVENIENCE DISTRIBUTION MARKETPLACE TERMS & CONDITIONS FOR EXHIBITING

**1. SPONSOR.** The “2022 CONVENIENCE DISTRIBUTION MARKETPLACE” or “MARKETPLACE,” for convenience herein, is sponsored by the Convenience Distribution Association, 11250 Roger Bacon Drive, Unit 8, Reston, Virginia 20190. For convenience, the sponsor may be designated as the “Association,” “Exhibit Management,” or the “CDA.”

**2. ELIGIBLE EXHIBITS.** Firms and organizations eligible to apply for exhibit space are those supplying products, facilities or services to wholesale distributors. CDA membership is required of each exhibiting company or organization. IN ORDER TO PROTECT EACH EXHIBITING COMPANY, NON-EXHIBITING MANUFACTURERS OR SUPPLIERS ARE NOT ALLOWED TO ATTEND THE CONVENIENCE DISTRIBUTION MARKETPLACE.

**3. ASSIGNMENT OF SPACE.** Priority for booth assignments will be given to previous exhibitors based on the priority point system. The priority point systems will expire on September 15, 2021. After the expiration of the priority point system, exhibit space will be assigned on a first-come, first-served basis. Every effort is made to assign comparable space when choices are not available. Contact Shane Boyle (shaneb@cdaweb.net) for questions about the priority point system.

**4. EXHIBIT SPACE RENTAL.** The rental fee for exhibit space includes a built and furnished booth or lounge with graphics package, Exhibitor Service Manual and listing in the Official Marketplace Guide, and online directory and floor plan.

**5. PAYMENT TERMS.** One hundred percent (100%) of the total exhibit space rental fee is due by November 15, 2021 or along with each exhibit application received after November 15, 2021. Applications received on or after November 15, 2021 must be accompanied by 100% of the fee. ALL EXHIBITORS MUST BE IN GOOD STANDING WITH CDA AT THE TIME OF THE EXPOSITION IN ORDER TO EXHIBIT.

**6. PAYMENT.** Please make checks payable to Convenience Distribution Association (CDA) and mail the signed copy of the booth space application to: CDA, Attn: Marketplace 2022, 11250 Roger Bacon Drive, Unit 8, Reston, VA 20190. A confirmation for booth space will be emailed to all exhibitors. Checks or bank drafts received which result in “nonsufficient funds” (NSF) status will result in immediate cancellation of booth space with no reinstatement.

**7. CANCELLATION POLICY.** In the event of cancellation by an exhibitor, CDA shall determine an assessment covering the reassignment of space, prior services performed, and other damages related to cancellation, according to the following schedule:

- September 2 through October 31, 2021—50% of total booth/lounge rental fee will be charged.
- On or after November 1, 2021—100% of total booth/lounge rental fee will be charged.

Unless arrangements for delayed occupancy have been approved in writing by CDA, any space not occupied by the end of exhibitor move in, listed in the Exhibitor Service Manual, will be forfeited by the exhibitor. Such space may be resold, reassigned or used by the Exhibit Management as it sees fit, without refund.

**8. IN COMPLIANCE WITH CDA.** In respect to fellow exhibitors, no displays may be dismantled or packing started before the official event closing. It will be each exhibitor’s responsibility to see that all merchandise is removed from exhibit space as soon as possible after the trade show floor closes on Tuesday, February 8, 2022. Exhibitors who violate dismantling early may be subject to (1) loss of current year priority points; (2) loss of one-half accrued points; (3) loss of remainder of priority points, and (4) one year suspension of exhibit privilege. To avoid damage to or loss of your equipment, please remain with your exhibit until crates are returned and your material is packed.

**9. BOOTH DESIGN & USE OF EXHIBIT SPACE.** All booths are clearly shown on the floor plan. Exhibit spaces are 10 feet wide by 10 feet deep. Dimensions and locations believed but not warranted, to be accurate. 10’ x 10’ and 10’ x 20’ booths are MIS walled with custom header

graphics package and furniture package included.

20 x 20 exhibitor lounges include a custom built, branded and furnished exhibit lounge area. Exhibitors may include various items within their provided booth packages including merchandisers, pull-up displays, additional graphics and other items fitting within the prescribed booth format.

CDA discourages exhibitors from constructing their own booths or installing prefabricated displays. Prior permission and approval of CDA is required for variances to the included booth packages and for those exhibitors desiring to construct their own displays.

All booths must provide sufficient see-through areas so as not to block the view of the adjacent exhibits. Two-story displays are not allowed. Maximum exhibit height is 8 feet at center and no higher than 4 feet near aisle(s). Each exhibitor is entitled to reasonable sightline from the aisle regardless of the size of the exhibit. Therefore, a display or items within a booth may not extend above the side walls more than 4 feet from the back wall.

**10. EXHIBIT LOGISTICS.** An Exhibitor Service Manual link containing detailed information will be emailed to each exhibitor in ample time for advance planning. The Manual will contain information regarding shipment, labor, electrical service, rental items, etc. Exhibitors are urged to order all required services in advance.

**11. LABOR.** Exhibitors must comply with union work rules where applicable. Union labor will be made available. Any union requirements and the use of union personnel are the sole responsibility of the exhibitor. Included booth packages will be constructed and assembled by the Official Marketplace Contractor. The exhibitor is responsible for providing graphics and other items to the Official Marketplace Contractor to complete booth display. The exhibitor is responsible for shipping, arranging and set up of other items not included in Marketplace booth package.

**12. USE OF AN OUTSIDE CONTRACTOR.** Exhibitors are discouraged from constructing their own displays, as each booth size includes furnished and built display. However, exhibitors who plan to have an exhibit service firm (other than CDA’s Official Marketplace Contractor) to unpack, erect, assemble, dismantle, and pack displays must notify Exhibit Management in writing on or before 30 days prior to the first day of move-in of the name of the service firm and address. The service firm must furnish to Exhibit Management an insurance certificate naming CDA, JW Marriott Tampa Water Street, and the Official Marketplace Contractor as additional insured, in an amount of not less than \$1,000,000 liability which is to include coverage for damage to property.

**13. SECURITY.** CDA will provide security throughout the official period of installation, showing and dismantling. CDA, JW Marriott Tampa Water Street, and the Official Marketplace Contractor, and any officer, director, agent or employee thereof, will not be liable for any damages to the persons, property, or business of the exhibitor, its agents or employees for injury, theft, damage by fire, accident or any other cause. CDA, JW Marriott Tampa Water Street, and the Official Marketplace Contractor will be indemnified and held harmless by the exhibitor from any claim by any of the exhibitor’s agents or employees for injury, loss or damage. The exhibitor further agrees not to do or suffer anything to be done, in connection with the MARKETPLACE, by which persons or property may be injured or damaged, or by which rights of whatever kind, including patent and trademark rights, may be violated and the exhibitor agrees to indemnify and hold harmless CDA, JW Marriott Tampa Water Street, and the Official Marketplace Contractor, and their officers, directors and employees from any claim for any such injury, damage or violation.

**14. INSURANCE.** Liability insurance, property insurance and worker’s compensation, with a minimum limit of \$1,000,000, must be taken out by each exhibitor at his own expense, as required. Exhibitors are encouraged to take out a portal-to-portal rider on their own insurance policy protecting them against loss through theft, fire, damage, etc. The insured must name CDA, the hotel and the contractor as additional

insureds.

**15. CHARACTER OF DISPLAY.** Special passes are available at the Exhibit Sales Office for exhibitors wanting to distribute case samples of a product to special customers. Exhibitors who use costumed models should be sure that their manner of appearance and dress are not offensive as determined the Exhibit Management in its sole discretion. People under age 21 will not be permitted to “work in booths” even if in costume. Soliciting participation in surveys or otherwise harassing attendees is prohibited. EXHIBIT MUST BE STAFFED AT ALL TIMES DURING HOURS OF EXHIBIT.

**16. SOUND DEVICES & SAMPLING.** Sound presentation will be permitted if kept to conversational level and if not objectionable to neighboring exhibitors. Exhibit Management reserves the right to restrict the use of booth illumination. Exhibitors will confine their activities to the space for which they have contracted. They are not permitted to use strolling entertainment or to distribute samples or souvenirs except from their own booths. No sampling distribution includes convention delegates’ hotel rooms, corridors and public areas.

**17. TOBACCO, TOBACCO RELATED & PRODUCTS CONTAINING CANNABINOIDS.** Exhibitors are solely responsible for adhering to all federal, state and local laws and regulations regarding the display, sampling and sale of ALL products, including tobacco and tobacco related products and those derived from or containing cannabinoids.

**18. FIRE & SAFETY LAWS.** All safety rules, regulations and statutes must be strictly observed. Wiring must comply with the fire department regulations. All decorations must meet flameproof tests prescribed by local ordinances. Crepe paper or corrugated paper, flame proofed or not, is not permitted in displays. Exhibits which in design, operation, or product are determined by Exhibit Management to be offensive, obscene or objectionable will be prohibited.

**19. SMOKING & VAPING.** Smoking and vaping are not permitted on the trade show floor; all event participants must abide by the rules and regulations of JW Marriott Tampa Water Street.

**20. CAMERAS.** Cameras are not permitted in the hall. If you require a photograph of your booth or other photographic services, please contact the Marketplace management.

**21. BOOTH RELOCATION.** Exhibit Management reserves the right to relocate exhibitors in comparable spaces other than those specified on the executed exhibitor contract if it is deemed advisable and necessary in the best interest of the MARKETPLACE. In the event of relocation, exhibitors will be advised in writing and given the option of selecting another location if available, and to cancel and receive a full refund of all payments.

**22. ADMISSION.** CDA will have sole control over all admission policies. All attendees will register and wear a prescribed badge while in attendance. All issued badges remain the property of CDA. By accepting the badge, attendees agree to observe all guidelines governing the MARKETPLACE.

**23. HOUSING.** Reservations may be made via a link on CDA’s website or by calling JW Marriott Tampa Water Street directly. You must indicate that you will be attending the CONVENIENCE DISTRIBUTION MARKETPLACE. Please reserve your room early, as availability is limited. Reservation cut-off date is January 14, 2022.

**24. CANCELLATION.** In the event of cancellation of the MARKETPLACE due to fire, strikes, governmental regulations, pandemic, or any cause beyond the control of CDA, CDA will not be liable for failure to hold the MARKETPLACE as scheduled, and CDA will determine the amount, if any, of the exhibit fees to be refunded.

**25. AMENDMENTS.** CDA will have sole authority to interpret and enforce all guidelines contained herein to make any amendments thereto, and to make such further guidelines as will be necessary for the orderly conduct of the MARKETPLACE.