

Convenience Distribution MARKETPLACE

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

February 27–March 1, 2023

The Woodlands Waterway Marriott
Hotel & Convention Center
The Woodlands, Texas



One-Day Trade Show

Education Sessions

Connect & Network
with Your Top
Trading Partners

Awards Program

www.cdamarketplace.net

703-208-1649

PRESENTED BY THE CONVENIENCE
DISTRIBUTION ASSOCIATION (CDA)

Convenience Distribution MARKETPLACE

At the Convenience Distribution Marketplace, your team will experience 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 2023

Trade Show Featuring Top Suppliers

Tuesday, February 28, 9:00 AM–4:00 PM

Marketplace's action-packed trade show 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 access to an all-day lounge and lunch right on the show floor.

Going Texan Welcome Reception

Monday, February 27, 5:45 PM–7:45 PM

Join us as we celebrate Going Texan at our opening night reception. Mix and mingle with colleagues as we kick off Marketplace Texas-style. Cowboy boots are encouraged! It's sure to be a good time—you can hang your hat on that!

Reception, Awards Dinner & Afterglow

Tuesday, February 28, 5:30 PM–9:00 PM

Join us in honoring this year's award recipients as we celebrate them for their contributions to the convenience distribution industry.

Schedule at a Glance

All times are in the Central Time Zone. Schedule is subject to change.

Sunday, February 26, 2023

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

Monday, February 27, 2023

- 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 CDA & DEF Board of Directors Meeting
- 11:45 AM–1:15 PM Opening Lunch
- 12:30 PM–1:15 PM CBD/Cannabis Task Force (*Task Force Members Only*)
- 1:30 PM–3:15 PM Opening Keynote—*6 Key Factors for Driving Success & Employee Engagement* | Shawn Burcham
- 3:15 PM–3:30 PM Networking Break
- 3:30 PM–4:30 PM Concurrent Education Session—*What's Next in C-Store Foodservice* | Joe Pawlak
- 3:30 PM–5:45 PM Concurrent Education Session—*The Predictive Index: Understanding Yourself and Others* | Alexa Lott
- 4:30 PM–4:45 PM Networking Break
- 4:45 PM–5:45 PM Concurrent Education Session—*Foodservice Development from the Retailer's Perspective* | John Matthews
- 5:45 PM–7:45 PM Going Texan Welcome Reception

Tuesday, February 28, 2023

- 7:00 AM–8:00 AM Breakfast
- 7:00 AM–5:30 PM Registration Open
- 8:00 AM–9:00 AM Business Keynote—*Smart Technology Investments for Wholesale Distributors to Drive the Bottom Line* | Jason Bader
- 9:00 AM–4:00 PM Trade Show Open
- 9:00 AM–4:00 PM The Marketplace Trade Show Lounge Open
- 12:00 PM–1:30 PM Lunch in Trade Show Dining & Refreshments area
- 3:45 PM Marketplace Grand Prize Giveaway
- 5:00 PM–5:30 PM Past Chair's Advisory Council Meeting
- 5:30 PM–9:00 PM Reception, Awards Dinner & Afterglow

Wednesday, March 1, 2023

- 7:00 AM–8:00 AM Breakfast
- 8:00 AM–9:00 AM Industry Keynote—*Tobacco: The State of the Industry* | Tom Briant
- 9:00 AM–9:15 AM Networking Break
- 9:15 AM–10:15 AM Education Session—*Growing Your Business and Financial Literacy* | Patrick Carpenter
- 10:15 AM–10:30 AM Networking Break
- 10:30 AM–11:30 AM Closing Session—*Emerging Products (CBD and Cannabis)*
- 12:00 PM Marketplace Concludes

Marketplace Education

Keynote Sessions

Monday, February 27, 1:30 PM–3:15 PM

6 Key Factors for Driving Success & Employee Engagement with Shawn Burcham

Driving success through employee engagement has been a staple in the makeup of PFSbrands for the last 20 years. Shawn Burcham, Founder & CEO of PFSbrands, will share the six key factors to help every business do the same. Shawn will dive into establishing rhythm, the importance of goal setting, execution, open book leadership, team assessments, and employee/customer engagement.

Tuesday, February 28, 8:00 AM–9:00 AM

Smart Technology Investments for Wholesale Distributors to Drive the Bottom Line with Jason Bader

In this session, we will explore a few newer technologies from other distribution verticals and discuss how they can be integrated into the convenience distribution market. Distributors will learn how to make data-informed investments in technology that will drive the bottom line.

Wednesday, March 1, 8:00 AM–9:00 AM

Tobacco: The State of the Industry with Tom Briant

This session, back by popular demand, provides an update on current federal tobacco regulations and legislation as well as an overview of local, state and federal tobacco issues. Don't miss this state of the industry update that will answer the latest questions you have on tobacco-related issues.

Education Sessions

Don't miss this year's expert presenters, including:

- *The Predictive Index: Understanding Yourself and Others* with Alexa Lott
- Two sessions with a Focus on Foodservice: *What's Next in C-Store Foodservice* with Technomic's Joe Pawlak and *Foodservice Development from the Retailer's Perspective* with John Matthews
- *Growing Your Business and Financial Literacy* with Patrick Carpenter
- *Emerging Products (CBD and Cannabis)*



Visit www.cdmarketplace.net for complete Marketplace education session descriptions and details, including presenter bios.

COVID NOTICE AND DISCLAIMER CDA is pleased that it can host the 2023 Convenience Distribution Marketplace (CDM) at The Woodlands Waterway Marriott Hotel & Convention Center. COVID and its variants are a concern presenting possible risks to CDM attendees. By attending, you are assuming any risk due to a COVID exposure and agree to adhere to all COVID related guidance. Therefore, you agree that you are assuming any and all COVID risks and that you hold CDA and its agents, including attendees, sponsors, directors, officers, employees, agents, contractors, volunteers or venue harmless from any liability, known or unknown, from any illness you may contract. Additionally, you agree that you will not attend CDM if you are ill or have tested positive for COVID five days before the start of CDM. You also agree to follow all CDC guidance; federal, state and local rules; and hotel and CDA protocols while attending CDM. All restrictions and guidelines are subject to change based on updates from the CDC and federal, state and local officials.

Registration Information

Registration Deadline: February 3, 2023

One Low Registration Rate per Distribution Company!

Distribution companies pay just one low rate per company for the full conference, allowing you to register as many of your company associates as you would like. CDA members save at Marketplace. Not a member company? Contact Jenn Finn at 703-208-1649 or JennF@cdaweb.net and join today.

Attendee Registration Classification	CDA Member Rate	Non-Member Rate
Convenience Distributors—FULL CONFERENCE (per company)	\$250	\$750
Brokers and Retailers—FULL CONFERENCE (per person)	\$250	\$500
State and Regional Distributor Assn Executives	FREE	FREE
Trade Press (per person)	\$500	\$500

All companies must be registered in advance. On-site registration will not be available.

Hotel Accommodations

Reservation Deadline: February 3, 2023

The Woodlands Waterway Marriott Hotel & Convention Center

1601 Lake Robbins Drive | The Woodlands, TX 77380

The Woodlands Waterway Marriott Hotel & Convention Center is the official hotel of the 2023 Convenience Distribution Marketplace. All meetings, sessions, meals, receptions and the Marketplace trade show will be located within the hotel.

CDA Group Room Rate: \$254 per night

To reserve your room: Go to www.cdamarketplace.net and click on hotel and travel information, or call 281-367-9797 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 The Woodlands Waterway Marriott Hotel & Convention Center. 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.

Registration sponsored by:



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How to Register

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

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

