



2024

Convenience Distribution

MARKETPLACE

February 26–28, 2024

JW Marriott Tampa Water Street | Tampa, Florida

Exhibitor Prospectus

Awards
Program

Targeted
Education
Sessions

Networking
with the
Nation's Top
Distributors

One-Day,
All Inclusive
Trade Show

PRESENTED BY THE CONVENIENCE DISTRIBUTION ASSOCIATION (CDA)

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



Convenience Distribution MARKETPLACE

February 26–28, 2024 | Trade Show: February 27
JW Marriott Tampa Water Street
Tampa, Florida

Preliminary Schedule

All times are listed in the Eastern Time Zone.
Schedule is preliminary and subject to change.

Sunday, February 25, 2024

2:00 PM–5:15 PM Committee Meetings

Monday, February 26, 2024

7:00 AM–5:00 PM Registration
7:00 AM–7:00 PM Exhibitor Move-In
7:00 AM–7:00 PM Daily Activities: Committee Meetings,
CDA & DEF Board of Directors Meeting,
Welcome Lunch and Keynote, Education
Sessions and Welcome Reception

Tuesday, February 27, 2024

7:00 AM–8:00 AM Breakfast
7:00 AM–5:30 PM Registration
8:00 AM–9:00 AM Keynote
9:00 AM–4:00 PM Trade Show
5:30 PM–9:00 PM Awards Reception, Dinner & Afterglow

Wednesday, February 28, 2024

7:00 AM–12:00 PM Breakfast, Keynote and
Education Sessions
12:00 PM Adjournment

Highlights for 2024

Downtown Luxury Hotel

Located less than 10 miles from the Tampa International Airport, the JW Marriott Tampa Water Street combines modern luxury with the sophisticated energy of Tampa’s Water Street neighborhood. Enjoy guest rooms with stunning cityscape and water views, soak in the sun from resort-style pools, and savor locally inspired dishes from 6 dining outlets with indoor and outdoor seating.

Industry Leading Exhibitors

Marketplace’s focus is bringing together distributors and their top trading partners and suppliers in a unique boutique experience. Space is limited. Distributors’ priority is to connect and conduct business, and Marketplace makes that happen!

One-Day Trade Show

A full day of Marketplace, 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 networking event, bringing distributors and suppliers together in a relaxed and fun setting.

Awards Reception & Dinner

Gather together to celebrate our Hall of Fame inductee and the industry.

Education Sessions

A full line-up of education that appeals to all segments of the channel, including sessions on foodservice, tobacco, technology and business.

"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
- Foodservice 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.



COVID NOTICE AND DISCLAIMER CDA is pleased that it can host the 2024 Convenience Distribution Marketplace (CDM) at JW Marriott Tampa Water Street. 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.

Marketplace 2024 Booth Costs & General Information

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

Booth Sizes and Rates

10' x 10' booth space:	\$5,500
10' x 20' booth space:	\$11,000
20' x 20' exhibitor lounge:	\$22,000



10' x 10' and 10' x 20' booth samples shown
(Exhibitor-submitted graphics are applied across header!)

Booth Features

- All booths include basic WiFi and electricity.
- 10' x 10' and 10' x 20' booths are hard walled and sided with your company's graphics displayed across the header. Additional graphics may be ordered through Marketplace's official decorator and applied to the back wall (charged to exhibitor), or exhibitor can supply and affix removable graphics to the back wall during move-in. Select furniture packages will be available to choose from and are included with the booth.
- 20' x 20' exhibitor lounges are designed for each exhibitor with complete structures, branding and furniture packages. *Requested changes may be subject to additional charges.*

Additional Benefits

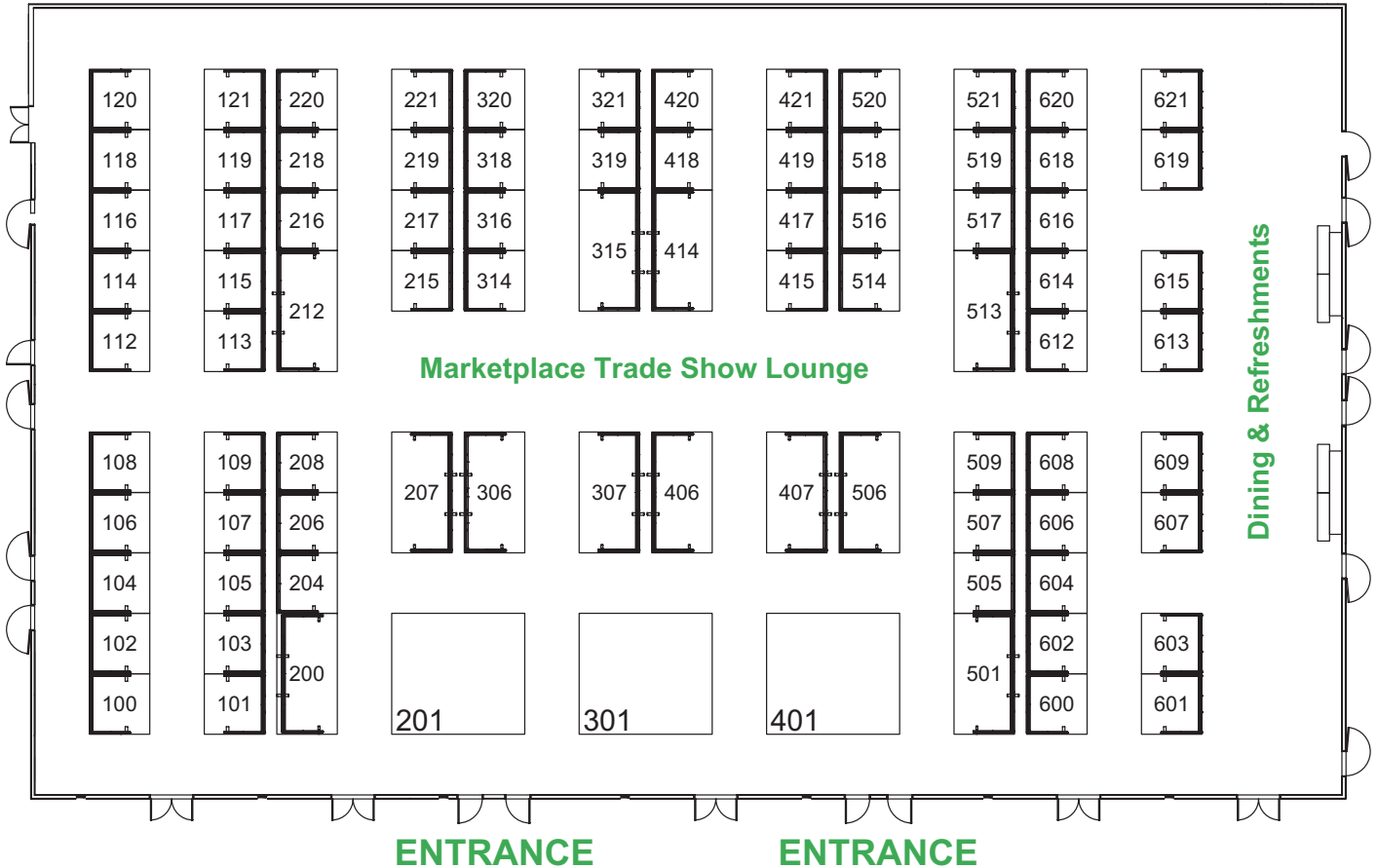
- 5 complimentary registrations for 10' x 10' booths, 10 complimentary registrations for 10' x 20' booths and 20 complimentary registrations for 20' x 20' lounges. *Additional registrations may be added at \$125 per person.*
- Company listing and description in the *Marketplace Guide* (the official on-site guide to Marketplace) and full listing with logo in the online directory of exhibitors and interactive floor plan.
- Marketplace Show-Only Deal: all exhibitors posting published deal(s) receive signage at booth and recognition of deal(s) in the Marketplace online and print guide.

How to Secure Exhibit Space

- 1. Complete the Convenience Distribution Marketplace Application and Contract for Exhibit Space online or via the included form.** Booths will be allotted based on the CDA priority system of exhibitors. You may register online or complete the electronic version and email it to Jenn Finn at jennf@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 13, 2023.

Marketplace Trade Show Floor

February 26–28, 2024 | Trade Show: February 27
 JW Marriott Tampa Water Street
 Tampa, Florida



The **Dining & Refreshments area** of the trade show will offer all day refreshments and host the trade show lunch.

The **Marketplace Lounge** features the product showcases, prize wheel and the grand prize drawing.

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. 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>	\$2,000
Ad in <i>Marketplace Guide</i>	1/2 page horizontal ad in <i>Marketplace Guide</i>	\$1,250
Marketplace Product Showcase Shelf	Shelf to showcase your latest offerings	\$450

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
Marketplace Sponsorship Packages	Platinum Choices: <ul style="list-style-type: none"> Monday Opening Lunch & Keynote Monday Reception Tuesday Breakfast & Industry Keynote Tuesday Awards Reception, Dinner & Afterglow 	Gold Choices: <ul style="list-style-type: none"> Tuesday Lunch on Trade Show Floor Wednesday Breakfast & Keynote Registration 	Silver Choices: <ul style="list-style-type: none"> Monday Afternoon Breaks (2) Tuesday Marketplace Grand Prize Giveaway Badge Lanyards Charging Stations Hotel Keycards Marketplace Lounge Wayfinding 	Friends of CDA Sponsors: <ul style="list-style-type: none"> Welcome Amenity
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 2024 Marketplace	✓	✓	✓	✓

For more information on Marketplace sponsorship, ad and promotional opportunities, contact Jenn Finn at jennf@cdaweb.net or 703-208-1649.

COMPANY INFORMATION AND CONTACT *Please note—this information will be printed in the Program Guide & Exhibitor Directory.*

COMPANY NAME:			
COMPANY NAME TO DISPLAY IN PRINT AND ONLINE DIRECTORY:			
CONTACT:	TITLE:		
PHONE:	FAX:		
EMAIL:	WEBSITE:		
ADDRESS:			
CITY:	STATE:	ZIP CODE:	COUNTRY:
COMPANY DESCRIPTION (MAXIMUM 100 WORDS):			

MARKETPLACE EVENT CONTACT FOR CDA COMMUNICATIONS *Please check here if same as above.*

CONTACT:	TITLE:
PHONE:	EMAIL:

EXHIBIT SPACE RATES

CDA membership is required to exhibit.

- 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 hard walled with a custom logo header. 20' x 20' exhibitor lounges are designed for each exhibitor with complete structures, branding and furniture packages. See page 4 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 <i>(requires platinum sponsorship)</i>	\$22,000
Total Booth Cost	\$

Booth Preferences 1st Choice _____ 2nd Choice _____
3rd Choice _____ 4th Choice _____ 5th Choice _____
Please see **Assignment of Space** in the Terms & Conditions for more details on assignment process.

TERMS

Deposit and Payment Schedule

50% of total booth fees due by July 10, 2023 or with application if past this date. 100% of booth fees due by November 13, 2023. Failure to make these payments does not release the contracted or financial obligations of exhibitor.

Cancellation Penalties

0% of booth fee through July 10, 2023.
50% of booth fee from July 11, 2023 through October 2, 2023.
100% of booth fee from October 3, 2023 and thereafter.

COVID Notice & Disclaimer

Please see page 3 for the COVID Notice & Disclaimer.

Terms & Conditions

Please see page 8 for 2024 Convenience Distribution Marketplace Terms & Conditions for Exhibiting.

➤ INITIAL HERE TO ACCEPT DEPOSIT AND PAYMENT SCHEDULE, CANCELLATION PENALTIES, COVID NOTICE & DISCLAIMER, AND TERMS & CONDITIONS: _____

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 2024
11250 Roger Bacon Drive, Unit 8
Reston, VA 20190

FAX/EMAIL CONTRACT TO

Attn: Marketplace 2024
FAX 703-573-5738
EMAIL jennf@cdaweb.net

For more information or specific booth space availability, contact Jenn Finn at jennf@cdaweb.net or 703-208-1649.

2024 CONVENIENCE DISTRIBUTION MARKETPLACE TERMS & CONDITIONS FOR EXHIBITING

1. SPONSOR. The “2024 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,” “Marketplace 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 July 31, 2023. 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.

4. EXHIBIT SPACE RENTAL. The rental fee for exhibit space includes a built and furnished booth or lounge with graphics package, and listing in the Official Marketplace Guide.

5. PAYMENT TERMS. Fifty percent (50%) of the total exhibit space rental fee is due by July 11, 2023 or along with each exhibit application received after July 11, 2023. The balance of the exhibit space fee will be due on or before October 3, 2023. Applications received after October 3, 2023 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 2024, 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:

- Before July 10—0% of total booth/lounge rental fee will be charged.
- July 11 through October 2, 2023—50% of total booth/lounge rental fee will be charged.
- On or after October 3, 2023—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 Marketplace 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 closes on Tuesday, February 27, 2024. 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 hard walled with custom header graphics package and furniture package included.

20’ x 20’ exhibitor lounges are designed for each exhibitor with complete structures, branding and furniture packages. 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 Marketplace 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 Marketplace 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 Marketplace 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. Marketplace 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 Marketplace 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 Marketplace Management.

21. BOOTH RELOCATION. Marketplace 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 February 2, 2024.

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.