



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

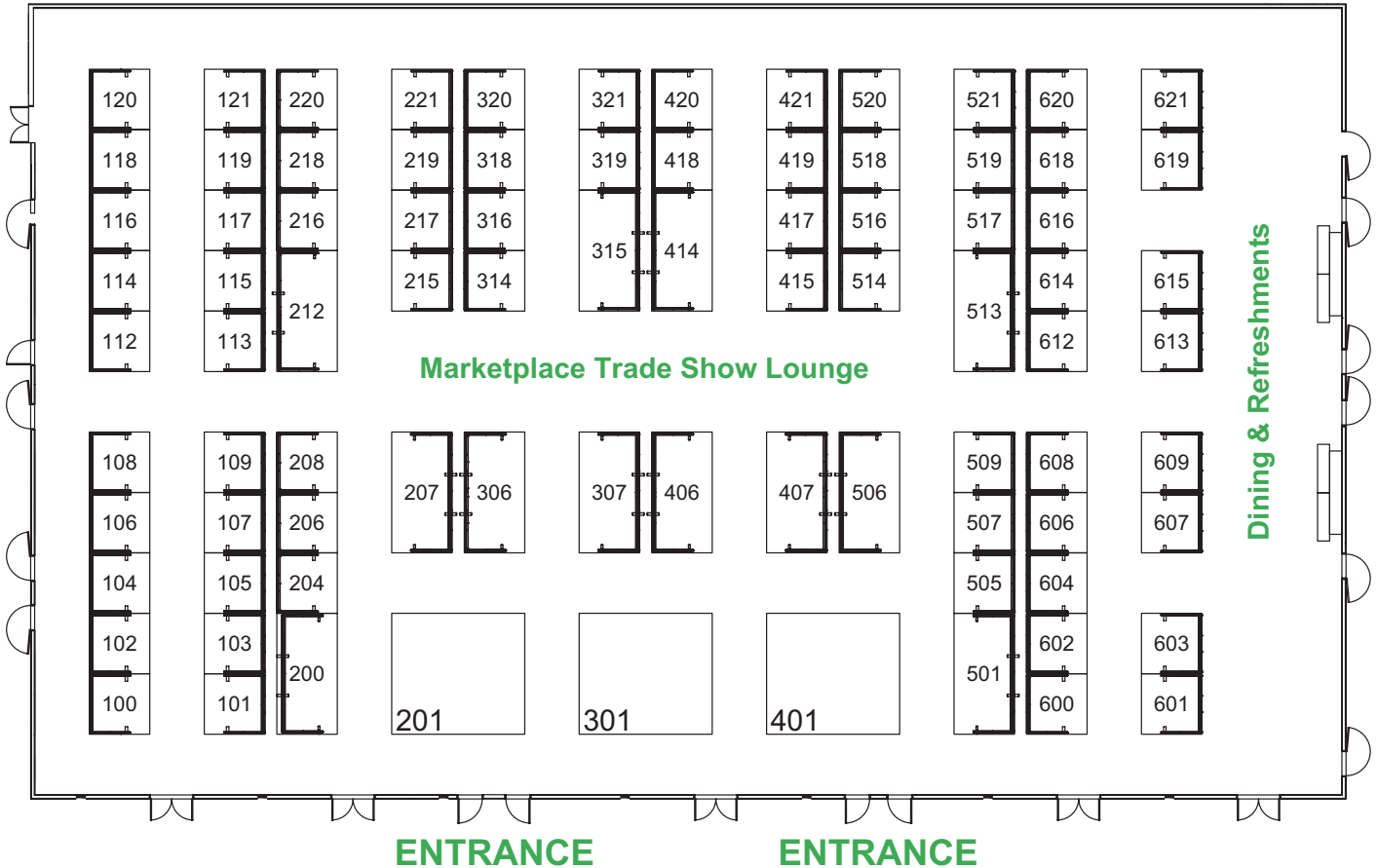
- 5 complimentary registrations for 10' x 10' booths, 10 complimentary registrations for 10' x 20' booths and 20 complimentary registrations for 20' x 20' lounges. *Additional registrations may be added at \$125 per person.*
- Company listing and description in the *Marketplace Guide* (the official on-site 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

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 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.