

Marketplace Schedule

Schedule is subject to change. All times are Eastern Time Zone.

All events take place on the 2nd floor unless otherwise noted.

Sunday, February 25, 2024

3:30 pm–5:30 pm	Executive Committee (Pasco, 4th Floor)
5:30 pm–6:00 pm	Finance & Audit Committee (Pasco, 4th Floor)

Monday, February 26, 2024

7:00 am–5:00 pm	Registration (HB Plant Prefunction)
7:00 am–7:00 pm	Exhibitor Move-In (Tampa Bay Ballroom, 4th Floor)
7:00 am–8:00 am	InfoMetrics Advisory Council (Ybor 3)
8:00 am–8:30 am	Governance & Nominating Committee (MacDill)
8:30 am–9:30 am	Events Planning Committee and Manufacturers Advisory Council (Ybor 3)
9:30 am–10:45 am	Education & Research Committee (Ybor 3)
	Government Affairs Committee (Ybor 1)
	Industry Affairs Committee (HB Plant Ballroom A)
10:45 am–11:00 am	Break
11:00 am–12:00 pm	CDA & DEF Board of Directors Meeting (HB Plant Ballroom C)
11:45 am–1:15 pm	Opening Lunch (Ybor 4)
12:30 pm–1:15 pm	Emerging Products Task Force (Ybor 3)
1:30 pm–2:45 pm	Opening Keynote: Inspiring Excellence with Joe Theismann (HB Plant Ballroom E)
2:45 pm–3:00 pm	Networking Break (HB Plant Foyer)
3:00 pm–4:00 pm	Education Session: The Evolving Economic and Supply Chain Climate with Gene Marks (HB Plant Ballroom E)
4:00 pm–4:15 pm	Break (HB Plant Foyer)
4:15 pm–5:15 pm	Education Session: Value-Added Selling with Paul Reilly (HB Plant Ballroom E)
5:15 pm–6:30 pm	Welcome Reception (Tampa Bay Ballroom, 4th Floor)

Tuesday, February 27, 2024

7:00 am–9:00 am	Exhibitor Move-In (Tampa Bay Ballroom, 4th Floor)
7:00 am–5:30 pm	Registration (HB Plant Prefunction)
7:00 am–8:00 am	Breakfast (HB Plant Ballroom A)
8:00 am–9:00 am	Leadership Keynote: Extreme Ownership with Leif Babin (HB Plant Ballroom E)
9:00 am–2:45 pm	The Marketplace Trade Show (Tampa Bay Ballroom, 4th Floor)
9:00 am–2:00 pm	Community Activation
9:00 am–10:30 am	Meet & Greet with Leif Babin
10:30 am	1st Trade Show Prize Wheel Drawing
11:30 am	2nd Trade Show Prize Wheel Drawing
12:30 pm	3rd Trade Show Prize Wheel Drawing
12:00 pm–1:30 pm	Lunch in the Dining & Refreshments Area of the Trade Show
1:30 pm	4th Trade Show Prize Wheel Drawing
2:30 pm	Marketplace Grand Prize Giveaway
2:45 pm–8:00 pm	Exhibitor Move-Out (Tampa Bay Ballroom, 4th Floor)
3:00 pm–4:00 pm	Education Session: Tobacco Product Regulations - Insights from the Director of FDA's Center for Tobacco Products with Dr. Brian King (Ybor 4)
4:30 pm–5:00 pm	Past Chair's Advisory Council (Pasco, 4th Floor)
5:30 pm–9:00 pm	Reception, Awards Dinner, and Afterglow
5:30 pm–6:00 pm	Reception (HB Plant Foyer)
6:00 pm–8:00 pm	Dinner (HB Plant Ballroom E)
8:00 pm–9:00 pm	Afterglow (HB Plant Foyer)

Wednesday, February 28, 2024

7:00 am–8:00 am **Breakfast** (*HB Plant Ballroom A*)

8:00 am–9:15 am **Education Session: *Election Countdown - Examining the Stakes and Scenarios in 2024***
with [Scott Jennings](#) and [Kathee Facchiano](#) (*HB Plant Ballroom E*)

9:15 am–9:30 am **Break**

9:30 am–11:00 am **Education Session: *Whole-Person Leadership* with [Thomas Bagwell](#),**

GRITT Business Coaching (*HB Plant Ballroom E*)

11:00 am **Marketplace Wraps**