



February 26-28, 2024  
Tampa, Florida

JW Marriott Water Street

## Marketplace Schedule

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

### Sunday, February 25, 2024

3:30 pm–5:30 pm Executive Committee  
5:30 pm–6:00 pm Finance & Audit Committee

### Monday, February 26, 2024

7:00 am–5:00 pm Registration  
7:00 am–7:00 pm Exhibitor Move-In  
7:00 am–8:00 am InfoMetrics Advisory Council  
8:00 am–8:30 am Governance & Nominating Committee  
8:30 am–9:30 am Events Planning Committee and  
Manufacturers Advisory Council  
9:30 am–10:45 am Education & Research Committee  
Government Affairs Committee  
Industry Affairs Committee  
10:45 am–11:00 am Break  
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 Emerging Products Task Force  
1:30 pm–2:45 pm Opening Keynote: *Inspiring Excellence* with [Joe Theismann](#)  
2:45 pm–3:00 pm Break  
3:00 pm–4:00 pm Education Session: *The Evolving Economic and Supply Chain Climate* with [Gene Marks](#)  
4:00 pm–4:15 pm Break  
4:15 pm–5:15 pm Education Session: *Value-Added Selling* with [Paul Reilly](#)  
5:15 pm–6:30 pm Welcome Reception

### Tuesday, February 27, 2024

7:00 am–9:00 am Exhibitor Move-In  
7:00 am–5:30 pm Registration  
7:00 am–8:00 am Breakfast  
8:00 am–9:00 am Leadership Keynote: *Extreme Ownership and Leadership* with [Jocko Willink](#)  
9:00 am–2:45 pm The Marketplace Trade Show  
9:00 am–2:00 pm Community Activation  
9:30 am–10:30 am Meet & Greet with Jocko Willink  
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  
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](#)  
4:30 pm–5:00 pm Past Chair's Advisory Council  
5:30 pm–9:00 pm Awards Reception, Dinner & Afterglow  
5:30 pm–6:00 pm Reception  
6:15 pm–7:45 pm Dinner  
7:45 pm–9:00 pm Afterglow

## Wednesday, February 28, 2024

7:00 am–8:00 am	<b>Breakfast</b>
8:00 am–9:15 am	<b>Education Session: <i>Industry Leaders Panel - State of the Industry</i></b>
9:15 am–9:30 am	<b>Break</b>
9:30 am–11:00 am	<b>Education Session: <i>Whole-Person Leadership</i> with <a href="#">Thomas Bagwell</a>, GRITT</b>
	<b>Business Coaching</b>
11:00 am	<b>Marketplace Wraps</b>