

## Marketplace 2026 Distributor Showcase FAQs

### ***What is the Distributor Showcase?***

- The Distributor Showcase is a fresh take on the traditional trade show format. CDA Member Distributor companies will be stationed at individual bistro tables, while exhibitors move freely between tables to connect with distributors during a 90 minute, fast-paced, free-flow networking event.

### ***When is the Distributor Showcase?***

- Tuesday, February 17, 3:30pm-5:00pm

### ***Will there be assigned meeting times with distributor companies?***

- No, there are no assigned meeting times. Exhibitors can move freely around the room to engage with CDA member distributor companies. To maintain the pace of the event, a chime will sound every 7 minutes to encourage exhibitors to connect with another distributor company. Exhibitors are encouraged to move on before the chime. The focus is on quick introductions and meaningful touchpoints.

### ***Is participation required?***

- **CDA Member Distributor Companies:** Participation is required for all CDA member distributor companies. At least one representative from each company must attend the event, though we encourage all team members to participate.
- **Non-Member Distributor Companies** are not eligible to attend.
- **Exhibitors:** Participation is not required but strongly encouraged.

### ***How will the room be set up?***

- CDA member distributor companies will be stationed at individual bistro tables with signage clearly identifying each distributor company. A detailed diagram will be provided for all attendees in advance and on-site indicating each distributor's table location in the ballroom.

### ***Does my company have to bring anything?***

- **Distributors:** No setup or materials are required, but business cards are encouraged.
- **Exhibitors:** No materials are required, but business cards are encouraged.

### ***Will there be food and beverages available?***

- Yes, snacks and beer & wine will be served during the event.