



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.