

Convenience Distribution MARKETPLACE

February 22–24, 2027

Loews Arlington Hotel
Arlington, TX



The premier national conference and trade show dedicated to the convenience products distribution industry.

PRESENTED BY
THE CONVENIENCE
DISTRIBUTION
ASSOCIATION (CDA)



One-Day Trade Show

Distributor Showcase

Focused Education

Engage and Network
with Key Trading Partners

Awards Program



CONNECT with suppliers. **BUILD** your network. **GROW** your business.

Convenience Distribution MARKETPLACE

At the Convenience Distribution Marketplace, your team will immerse in dynamic distributor-focused education, receptions, breakfast and lunch daily, the CDA Industry Awards Dinner, the action packed one day Trade Show featuring top suppliers and solution providers and the Distributor Showcase.

Highlights for 2027

Trade Show Featuring Top Suppliers

Tuesday, February 23, 9:00 AM–2:00 PM

Marketplace's action-packed trade show includes the top trading partners and suppliers of convenience products wholesale distributors. Connect with companies that truly matter to your bottom line. You'll get business done quickly and efficiently with access to the all-day Bull Pen Lounge.

Distributor Showcase “Distributor Draft”

Tuesday, February 23, 3:30 PM–5:00 PM

Step off the Marketplace floor and into the draft room at the Distributor Draft—where exhibitors scout, connect, and build winning relationships with top wholesale member distributors. It's your chance to make strategic picks and power up your playbook for success!

Home Opener Reception

Monday, February 22, 5:30 PM–7:00 PM

Join us for the Home Opener Reception, where the excitement of opening day sets the stage for an unforgettable event together.

All-Star Dinner

Tuesday, February 23, 6:15 PM–9:30 PM

Join us for cocktails, dinner, and a special Hall of Fame Induction honoring an industry legend, followed by the 10th Inning Social.

Schedule at a Glance

Schedule is subject to change. All times are in the Central Time Zone.

Committee and Board of Directors meetings are open to their respective members only.

Sunday, February 21, 2027

3:30 PM–6:00 PM Committee Meetings

Monday, February 22, 2027

7:00 AM–6:00 PM Registration
7:00 AM–8:00 AM InfoMetrics Advisory Council
8:00 AM–10:45 AM Committee Meetings
11:00 AM–12:00 PM CDA & DEF Board of Directors Meeting
11:45 AM–1:15 PM Play Ball! Lunch
1:30 PM–2:30 PM Opening Keynote—*Making Sense of the Nonsense* | Scott Clemons
2:30 PM–5:30 PM Education Sessions & Networking Breaks
5:30 PM–7:00 PM Home Opener Reception

Tuesday, February 23, 2027

7:00 AM–5:30 PM Registration
7:00 AM–8:00 AM Breakfast
8:00 AM–9:00 AM Tuesday Kickoff Session—*State of the Industry* | Richard Owen & George Bennett
9:00 AM–2:00 PM The Marketplace Trade Show
12:30 PM–1:30 PM Lunch
1:45 PM Marketplace Grand Prize Giveaway
2:15 PM–3:15 PM Feature Session—*The Power to Win!* | Sugar Ray Leonard
3:30 PM–5:00 PM Distributor Showcase “Distributor Draft”
6:15 PM–9:30 PM All-Star Dinner: Cocktails, Dinner and Hall of Fame Induction, 10th Inning Social

Wednesday, February 24, 2027

7:00 AM–8:00 AM Breakfast
8:00 AM–10:00 AM Education Sessions
10:00 AM Marketplace Concludes—That's a Wrap!

Marketplace Education

Opening Keynote

Making Sense of the Nonsense

The only constant in economics and markets is change, and the pace of change seems to be quickening. At the same time, investors and business operators are deluged with more and more information, while policy uncertainty rises to unprecedented levels. Join **Scott Clemons**, Partner at Brown Brothers Harriman, for a conversation about making sense of what's going on in the economy and financial markets, and what opportunities and threats these changes present.



Tuesday's Kickoff Session

State of the Industry

Join CDA's **Richard Owen** for an overview of the current state of the convenience distribution industry, including key consumer trends, market dynamics, growth opportunities, supply chain considerations and emerging challenges. The presentation will feature key industry issues and strategies for navigating today's rapidly evolving business environment. **George Bennett**, S. Abraham & Sons, Inc. (and 2027 CDA Chair) will also join Owen onstage for a lively discussion after the presentation.



Feature Session

The Power to Win!

Whether achieving greatness as an athlete or in the business arena, the same qualities that drive success apply: discipline, focus, determination, preparation, the right attitude and setting fear of the unknown aside. **Sugar Ray**



Leonard, legendary sports icon, makes a powerful case for his principles of success with a sense of humor and a smile that lights up the room. Hear stories of what it took to reach his dream of Olympic gold, of what it took to get to the top in his professional career and stories of his journey to make the challenging transition from life as an athlete to that of an entrepreneur.

And more...

Don't miss the rest of the exclusive sessions available Marketplace attendees. Hear distributor, manufacturer and retail perspectives in a cross-channel panel and collaborate with industry peers in roundtables. Explore how AI is being applied to distribution and learn the latest on the FDA's Food Traceability Rule.



Visit www.cdamarketplace.net for Marketplace education session details, descriptions and presenter bios.



Distributor Showcase "Distributor Draft"

- Offers 90 minutes of dynamic, fast-paced free flow networking
- Allows for exhibitors to engage with wholesale distributors at designated tables
- Provides the opportunity to connect with missed contacts and continue conversations from the trade show
- Up to 15 chances to connect
- Refreshments provided

For CDA member distributors only. Participation required.

Registration Information

Registration Deadline: February 1, 2027

How to Register

CDA Member Distributors:

Register online at www.cdamarketplace.net.

Distributors (non-member), Brokers, Retailers, Trade Press or State/Regional Distribution Association Executives:

Contact eventsupport@cdaweb.net for registration assistance.

Conference Rates

Distributor companies pay one low rate per company for the full conference! Register as many of your company associates as you would like.

Attendee Registration Classification	CDA Member Rate	Non-Member Rate
Convenience Distributors—FULL CONFERENCE (per company)	\$495	\$995
Brokers and Retailers—FULL CONFERENCE (per person)	\$495	\$750
State and Regional Distributor Assn Executives	FREE	FREE
Trade Press (per person)	\$500	

To register a guest, please contact eventsupport@cdaweb.net. Permitted guests include spouses, significant others or immediate family members only.

Hotel Accommodations

Reservation Deadline: January 29, 2027

Loews Arlington Hotel

888 Nolan Ryan Expressway | Arlington, Texas 76011

The Loews Arlington Hotel is the official hotel of the 2027 Convenience Distribution Marketplace. All meetings, sessions, meals, receptions and the Marketplace trade show will be located within the hotel.

CDA Group Room Rate: \$249 per night plus tax

To reserve your room: Go to www.cdamarketplace.net and click on hotel and travel information.

Staying at Marketplace's host hotel helps keep conference costs down for all attendees. CDA contracts for the best possible rates and guarantees a minimum number of sleeping rooms. We encourage attendees to book through our block at Loews Arlington Hotel. All reservations made after the blocks are filled and/or after the deadline will be available at the hotel's prevailing rate, and availability is not guaranteed.

Registration
sponsored by:



PREMIER
MANUFACTURING, INC.

Policies and Requirements

- All companies must be registered in advance.
- On-site company registration will not be available.
- Participation in the distributor showcase is required for all registered member distributor companies.
- By registering and attending Marketplace 2027, participants agree to **CDA's Terms & Conditions and Notices & Disclaimers available at www.cdaweb.net/CDM27TermsandConditions.**
- Attendee cancellations must be received in writing to eventsupport@cdaweb.net prior to **January 18, 2027**. No-shows are non-refundable.

Questions about registration?

Contact Jenn Finn | JennF@cdaweb.net

