



CDA is the trade association working on behalf of convenience products wholesale distributors in the United States. Convenience distributors represent more than \$102 billion in annual sales.



www.cdaweb.net

INDUSTRY-FOCUSED Education, Research, Scholarships & More

CDA's **Distributors Education Foundation (DEF)** is a non-profit organization that sponsors educational programs, research, scholarships and more—all for the benefit of convenience distributors and their trading partners.

CDA and DEF offer industry-specific, timely educational programming and research designed to help convenience distributors in all aspects of their business and encourage an exchange of ideas to improve profitability and efficiency.

MEMBER-ONLY REPORTS

CDA offers a variety of member-only industry reports and resources. Reports include **CDA's Economic Impact Study of Convenience Distributors**, which details the economic and fiscal impacts of convenience distributors across the United States; the **CDA Hershey Industry Performance Report**, a financial benchmarking tool exclusively for participating distributors; the **CDA Employee Compensation Report**, a powerful cross-industry study of compensation and benefits programs at wholesale distribution companies across the country.



Additionally, CDA provides a look into emerging convenience store trends with Technomic's multi-client study **Convenience Store Foodservice: Driving Growth in the New Environment** as well as offering members a **Guide to Federal and State Laws Governing Hemp and Hemp Derived Products** addressing hemp derived products and their legality across the United States.

WEBINARS

CDA hosts webinars for all members that provide useful tools and insights, industry research, business ideas and professional development strategies. Webinar topics range from data and insights on the tobacco market, emerging products updates, leadership tools, food service, category updates and more.

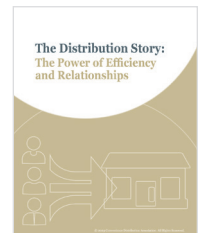
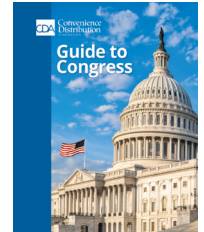
SCHOLARSHIPS

Each year, the Distributors Education Foundation's **Ray Foley Memorial Scholarship Program** awards four \$5,000 scholarships to deserving students. Applicants must either work for a CDA distributor member, or be the spouse, son, or daughter of a CDA distributor member, and be enrolled full-time in an undergraduate or graduate program in an accredited college or university.

The Distributors Education Foundation also offers the **Drive to Thrive: Commercial Driver's License Scholarship Program** for employees of CDA distributor member companies. Nominees have a chance to win up to \$5,000 towards completing their commercial driver's license training.

EDUCATIONAL RESOURCES

Education resources offered by CDA include various materials specialized to support the needs of members. These include the continually updated **Emerging Products Glossary** focused on providing members with a better understanding of terms related to hemp-derived products and other emerging products., The **CDA Guide to Congress** to assist members in conducting productive meetings with Congress, and **The Distribution Story: The Power of Efficiency and Relationships**, a user-friendly tool for effectively communicating the industry's narrative to new employees, government officials, and communities.



Through CDA's sponsorship of the University of Innovative Distribution (UID) and membership in the Association Education Alliance (AEA), CDA members can experience distributor-focused, in person education at the **University of Innovative Distribution** held each March and through virtual webinars hosted throughout the year.

FOOD SERVICE RESOURCES

In today's fast-paced world, convenience stores play a crucial role in providing quick and accessible food options to consumers. It is essential to stay ahead of the curve and understand the latest trends and developments in the convenience-store food service industry.

CDA provides multiple resources, including webinars and reports to members focused on expanding or creating foodservice programs. This includes access to key components of Technomic's **Convenience Store Foodservice: Driving Growth in the New Environment**, a multi-client study with emerging data, research and insights and ways to capitalize on opportunities within foodservice.

MEMBER-ONLY Communications, Industry Affairs & Government Relations

INFOMETRICS™ PROGRAM

Data has tremendous value, and through **InfoMetrics** distributors are able to leverage their data to increase profits and provide insights and key metrics throughout the supply chain.

Participants receive five FREE reports including Distributor Overview, Product Information, Customer Information, System/Product Information, System/Customer Information.



Advantages to participating manufacturers include, but are not limited to, standardization of all stores and brands, mapped and coded; store volume, size information and other key metrics available for sales force coverage; the ability to track, execute and make payments on retail incentive trade programs; and a single source for Convenience channel marketplace measurement.

MSA's business reporting tool, **Extreme Insights (EXi)**, brings together the power of distributor data with a guided analytical experience. EXi works across multiple browsers and has a more intuitive, updated interface with enhanced reporting capabilities.

MEMBER-ONLY PUBLISHED PRODUCTS & ONLINE DIRECTORY

CDAweb.net is the online home of CDA, and members' connection to the full host of CDA programs and resources, including the member directory, online education and webinars, data and more.

Convenience Distribution®, published biannually, is the official magazine of CDA, available in print and online to members only. Each issue includes distributor profiles, success strategies and expert insight on the biggest opportunities and challenges facing convenience retailers and distributors.



CDA's member-only data programs and published products like our bi-annual magazine and weekly e-newsletter equip our members with tools to navigate the industry.

Our Government Relations efforts demonstrate CDA's commitment to advocating on policies that impact our members, and work in tandem with our Day on the Hill Advocacy program to amplify members' collective voice on issues that impact them daily.

Convenience Distribution News



CDA's member-only, weekly e-newsletter covering the industry, from the latest regulatory, government affairs and industry news to key new product releases in the channel. Included in our weekly e-news, you will find our Government News Bulletins which highlight key policy updates, legislative changes, and public initiatives for government affairs that will impact our members.

CDA GOVERNMENT RELATIONS

CDA advocates year-round for member interests and concerns in both the legislative and regulatory sectors in Washington, DC. Whether it's face-to-face or virtual meetings with legislators and regulators, phone calls, or submitting written comments to government officials and staff, CDA works at the highest levels of government to represent distributors.

CDA works closely with **state and regional associations** to promote and protect the industry, and hosts the annual **State Association Executive Summit**.

DAY ON THE HILL ADVOCACY PROGRAM

CDA advocates on the federal level for members throughout the year. The Day on the Hill (DOTH) advocacy program provides a platform for members to engage with federal legislators and regulators on key issues that affect their business and the industry. The DOTH Advocacy Program provides meeting preparation and execution that includes education and training on legislative issues, how to lobby, and scheduling of meetings for participants. Ensure that your voice is heard on key issues by participating in this important program.

CDA INDUSTRY AFFAIRS

CDA harnesses the collective voice of distributor members to identify and address common ground issues with key trading partners to foster healthy relationships.

CDA Industry Events

CDA hosts the only national events exclusively for the convenience products wholesale distribution industry each year. CDA's events are unmatched in connecting distributors with their top trading partners and solution providers.

Convenience Distribution MARKETPLACE

The Convenience Distribution Marketplace, held each February in locations across the U.S., is a member-only event bringing together distributors, manufacturers, brokers and others allied to the industry to network, learn, share solutions and do business at the Marketplace trade show.



Direct advocacy by CDA distributor members is an important part of CDA's Government Relations program. The annual Day on the Hill advocacy program is the premier event that provides distributor members with training, tools, support, and scheduling to ensure effective meetings with legislators and their staff on Capitol Hill.

CDBX Convenience Distribution BUSINESS EXCHANGE

The Convenience Distribution Business Exchange (CDBX), held each September, is a member-only business exchange. The event affords distributors and their top trading partners with one-on-one, top-to-top meetings over the course of three days: the industry's most powerful business-building event.



CDA hosts state and regional distribution association executives from around the country each year. The Summit provides a forum for the exchange of ideas and solutions to protect and promote the convenience distribution industry.

CDA Membership Categories

WHOLESALE DISTRIBUTOR Open to broad-line convenience products wholesale distributors servicing retailers, including convenience stores and other small retail formats, in addition to fund-raising, cash and carry, vending, hospitality and institutional. Dues are based on annual gross sales, beginning at \$750 annually.

BROKERS & SALES REPRESENTATIVES Open to companies representing and selling products and services from a broad range of manufacturers, importers and suppliers. Dues are \$450-\$750 annually.

MANUFACTURERS, IMPORTERS, SUPPLIERS OF PRODUCT Open to manufacturers, importers or product suppliers that sell to convenience products wholesale distributors. Dues are based on annual gross sales, beginning at \$750 annually.

OTHERS ALLIED TO THE INDUSTRY Open to companies, other than consumer goods suppliers, that provide various business goods and services to convenience products wholesale distributors. Dues are \$750 annually.

CDA
MEMBERSHIP
CONTACT

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