



Convenience
Distribution
ASSOCIATION

PRESS RELEASE

Convenience Distribution Marketplace Virtual Open for Registration

DECEMBER 14, 2020 – CDA announced this morning that registration for [Convenience Distribution Marketplace Virtual 2021](#) is now open. Marketplace Virtual will be held on the originally scheduled in-person dates, February 15-17, 2021. Distributor companies can [register](#) as many company personnel as they would like for one low fee. Beginning today, suppliers can also book their package for Marketplace Virtual, choosing from one of four options outlined in the [supplier prospectus](#).

“We are looking forward to coming together for a dynamic, informative and productive experience at Marketplace Virtual,” said Kimberly Bolin, CDA’s president and CEO. “Marketplace brings together convenience products wholesale distributors with the leading suppliers and manufacturers of warehouse-delivered products, as well as providers of industry solutions.”

Marketplace Virtual will provide compelling and relevant [speakers and education sessions](#), while connecting the industry’s top trading partners and providers. As a special treat, distributor companies will enjoy lunch from the Marketplace Virtual sponsors and be eligible to win prizes, including this year’s grand prize.

Please contact info@cdaweb.net with any questions.

About CDA:

The Convenience Distribution Association (CDA) is the trade organization working on behalf of convenience product distributors in the United States. Its distributor members represent more than \$102 billion in U.S. convenience product sales, serving a wide variety of small retail formats. Associate members include leading convenience product manufacturers, brokers, retailers, suppliers, and others allied to the industry. For more information visit: www.cdaweb.net.

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