



Convenience
Distribution

MARKETPLACE

February 13-15, 2017

Hilton Orlando
Orlando, Florida

Exhibitor Prospectus

Be a part of the national
celebration of the Convenience
Products Wholesale Distributor!

Industry
Awards
& Honors

Targeted
Distributor
Concurrent
Sessions

Networking
with the
Nation's Top
Distributors

One-Day
Top Supplier
Marketplace
Floor

www.cdmarketplace.net | 703-208-1649

PRESENTED BY THE CONVENIENCE DISTRIBUTION ASSOCIATION (CDA)

CONNECT with distributors. BUILD your network. GROW your business.



Convenience Distribution MARKETPLACE

February 13–15, 2017 | Hilton Orlando | Orlando, FL

“Having the opportunity to have one on one conversations with key manufacturers is a great advantage of Marketplace.”

Dan Thompson, Harbor Wholesale Foods, Lacey, WI

Schedule at a Glance

Monday, February 13, 2017

9:00 AM–3:30 PM	CDA Committee Meetings
3:45 PM–5:00 PM	CDA Board Meeting
5:30 PM–7:00 PM	Industry Reception

Tuesday, February 14, 2017

6:30 AM–6:00 PM	Exhibitor Move In
6:30 AM–8:30 AM	Industry Breakfast
8:30 AM–9:15 AM	Concurrent Sessions I
9:15 AM–9:45 AM	Industry Break
9:45 AM–11:00 AM	Concurrent Sessions II
11:00 AM–12:15 PM	Industry Awards Luncheon & Celebration of the Industry
12:30 PM–5:30 PM	Networking & Fun Events with Distributors
6:30 PM–7:30 PM	Industry Reception

Wednesday, February 15, 2017

7:30 AM–9:00 AM	Industry Breakfast
9:00 AM–4:00 PM	Marketplace Floor Open
12:00 PM–1:30 PM	Lunch on Marketplace Floor
4:00 PM	Marketplace Ends

Schedule is preliminary and subject to change.

Highlights for 2017

Just Industry Leading Exhibitors

Marketplace’s focus is on top trading partners and suppliers. Your company will be presented along with other industry leaders, and you won’t be sharing the floor with a vast array of hundreds of suppliers. There will be approximately 125 exhibitors, so space is very limited. Distributors’ main aim is to connect with their top trading partners and suppliers, and Marketplace makes that happen!

One-Day Marketplace Floor

A full day of Marketplace floor, enabling you to get your business done quickly. In on Monday and completed by Wednesday afternoon!

Networking Events

Marketplace will feature a great afternoon of several networking options you and your team can do with distributors, further strengthening your connection with this key market.

Industry Awards Luncheon

CDA’s Annual Hall of Fame and Dean of the Industry awards will be presented in a great awards luncheon celebrating the convenience wholesale distribution industry.

Concurrent Distributor-Focused Sessions

A full line-up of targeted concurrent sessions on a variety of topics key to distributor success: from sales training to regulatory issues.

The Convenience Distribution Marketplace will include a mix of top manufacturers, suppliers and solution providers serving convenience products wholesale distributors. Marketplace is highly targeted, allowing for maximum connection between distributors and their partners in a relaxed setting.

Marketplace Welcomes the Following Exhibitor Categories

Manufacturers and Suppliers of Warehouse-Delivered Products

- Candy & Snacks
- Grocery Items
- Food Service Programs & Products
- General Merchandise & HBC
- Packaged Beverages & Dispensed Beverage Programs
- Tobacco & Tobacco Related Products

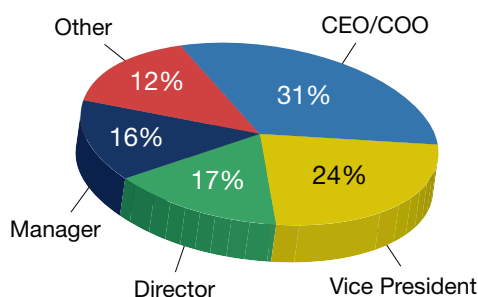
Providers of Industry Solutions

- Logistics, Warehouse & Material Handling Technologies, Solutions & Equipment
- Stamping Technologies, Products & Solutions
- Financial Products & Programs for Distributors
- Data Analytics Programs & Products for Distributors
- Sales, Merchandising & Fulfillment Technologies, Products, Displays & Solutions

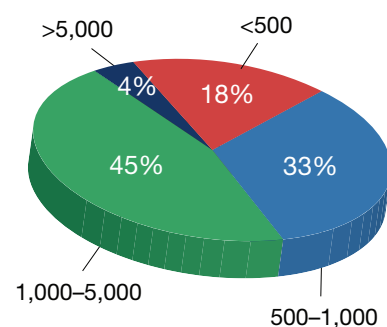


Connect With Distributors Having Unparalleled Buying Power

Marketplace will bring the top executives from both national and regional distributors from across the country, with attendees representing **more than \$92 billion in U.S. sales** annually.



Marketplace Brings Decision Makers



Marketplace Attendee Buying Power
(NUMBER OF RETAIL OUTLETS SERVED)

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

Marketplace 2017 Booth Costs & General Information

Participation at the Convenience Distribution Marketplace is restricted to CDA members in good standing.

Booth Sizes 10' x 10' and 10' x 20' booths
20' x 20' islands (20' x 20' islands are available firstly to Platinum level sponsors)

Booth Rates 10' x 10' booth space: \$5,500
10' x 20' booth space: \$11,000
20' x 20' island space: \$22,000

Booth Rate Includes Built & Furnished Booth

- Booths come built and furnished, with basic WiFi and electricity. Booth configurations are shown below and will be built by Marketplace's official decorator.
- 10' x 10' and 10' x 20' booths are MIS walled and sided booths with your company's submitted graphics displaying across the top panel. Additional graphics may be applied to back walls at additional cost, or exhibitor can outfit with additional graphics brought to venue and affixed to back walls.
- 20' x 20' islands come in a single 16' high center structure, with office area, cabinet with storage, stand alone counter with storage, lights, exhibitor graphics included and furniture package, OR the 20' x 20' exhibitor may choose a premium carpeted and rigging package and outfit the space as they desire.
- Several furniture packages will be available from which to choose and are included in your booth rate.



10' x 10' booths sample shown; 10' x 20' booths are same style (Exhibitor-submitted graphics are applied across the top panel)

Booth Rate Also Includes

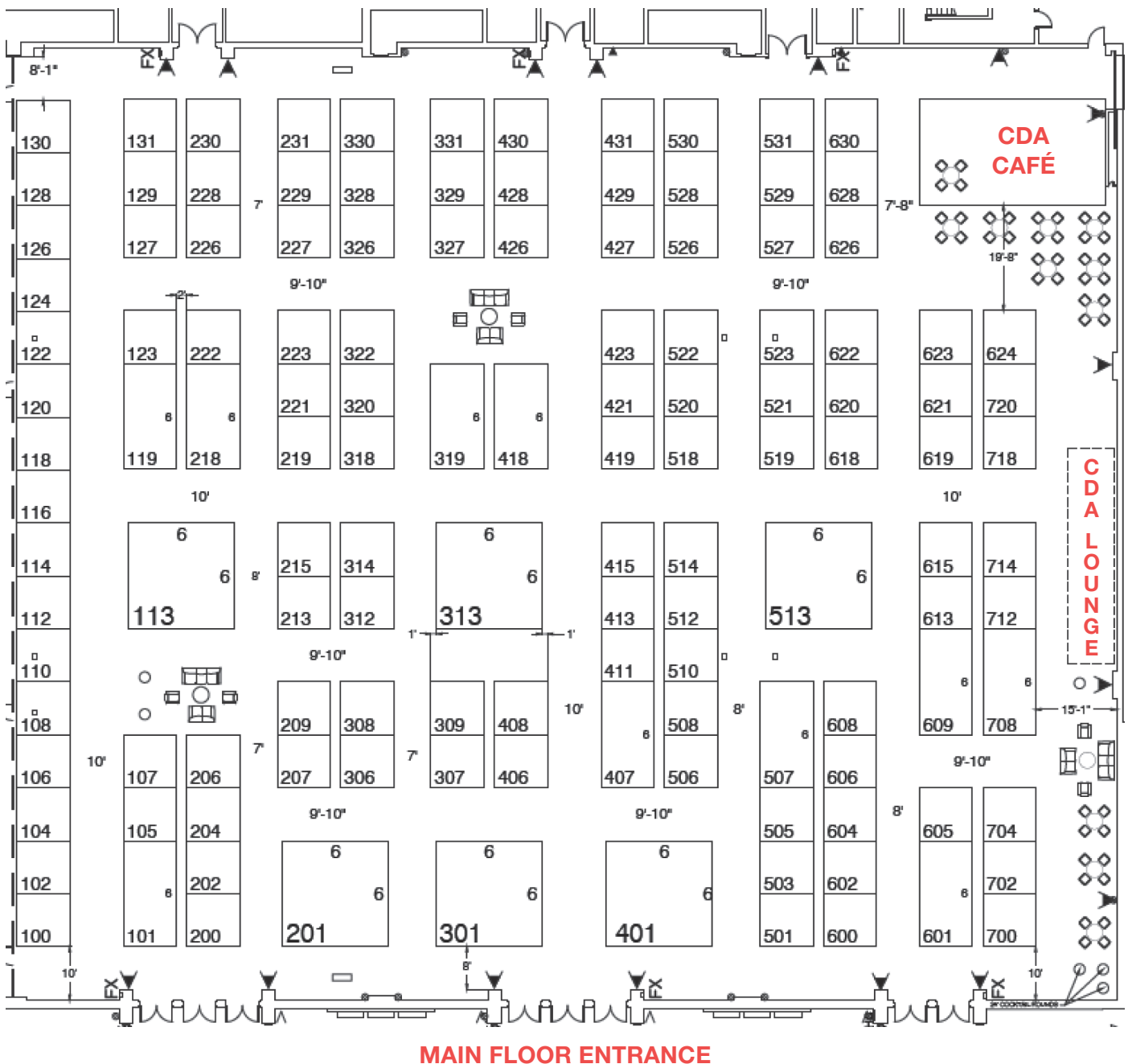
- 5 complimentary registrations per each 10' x 10' of booth space, providing each with full access to all Marketplace events, meals, receptions, sessions, Marketplace floor and access to register for Tuesday networking activities.
- Company listing and description with logo in the *Convenience Distribution™* Special Marketplace issue, the official on-site guide to Marketplace, and the online directory of exhibitors and interactive floor plan.
- Marketplace Only Show Deal program is available to each exhibitor, with all exhibitors posting published deal(s) receiving both signage at booth and recognition of deal(s) in online and print guides.



20' x 20' island booth configuration (Exhibitor-submitted graphics are applied where shown)

Marketplace 2017 Floor Plan

February 13–15, 2017 MARKETPLACE FLOOR: February 15
Hilton Orlando | Orlando, FL



CDA Café will stage lunch for 1 ½ hours during the Marketplace floor day (February 15)

CDA Lounge will offer coffee bar during AM hours and full bar during PM hours of the Marketplace floor

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How to Secure Exhibit Space

1. Complete the Convenience Distribution Marketplace Application and Contract for Exhibit Space. Booths will be allotted based on the CDA priority system of exhibitors, so please select multiple booths and rank preferences accordingly, as space is very limited. You may complete the paper or PDF version and return it, marked Attn: Marketplace Exhibits, via fax (703-573-5738), email (joelb@cdaweb.net) or mail (CDA, 11311 Sunset Hills Road, Reston, VA 20190). You may also access the contract and Marketplace information online (www.cdamarketplace.net).

2. Include payment information on your submitted contract or pay online after your space is confirmed by CDA. Upon acceptance by CDA, a Purchase Notification and Booth Allotment will be emailed with log-in credentials to the Marketplace Exhibitor Service Center (ESC). From the ESC, you can manage all aspects of your company's participation at Marketplace.

3. Remit exhibit space fees by deadlines. 50% of exhibit space fees are due upon contract acceptance. 100% of exhibit space fees are due by December 2, 2016.



Key Dates for Exhibitors

DECEMBER 2, 2016	JANUARY 12, 2017	FEBRUARY 13, 2017	FEBRUARY 14, 2017	FEBRUARY 15, 2017
All Booth Fees Due	Hilton Orlando Hotel Reservation Deadline	5:30 PM–7:00 PM Industry Reception (Marketplace begins)	6:30 AM–6:00 PM Exhibitor Move In 8:30 AM–7:30 PM Sessions, Awards Luncheon, Networking & Reception	9:00 AM–4:00 PM Marketplace Floor 4:00 PM Marketplace Adjourns (Exhibitor Move Out begins)

Marketplace Ad and Promotional Opportunities

CDA offers complete advertising programs reaching wholesale distributors throughout the year in our member magazine *Convenience Distribution™*, our e-news *Convenience Distribution™ NEWS* and our website cdaweb.net. Below are specific ad and promotional programs offered surrounding and at the Marketplace.

Marketplace Ad and Promotional Program	Program Feature and Benefits	Cost	Cost for Full Program Advertisers
Complete Marketplace Ad Program	Full page ad in <i>Convenience Distribution™</i> Marketplace Issue; Banner on <i>Convenience Distribution™ NEWS</i> ; Marketplace Product Showcase shelf	\$3,500	Free and included
Marketplace Product Showcase shelf (free to exhibitors with published Marketplace Only Show Deals)	Shelf to showcase your latest offerings	\$450	Free and included

Marketplace Sponsorship Opportunities

Marketplace affords a number of sponsorship packages, providing maximum branding across the event.

	Sponsorship Levels		
	Platinum Sponsor \$35,000	Gold Sponsor \$20,000	Silver Sponsor \$10,000
Marketplace Sponsorship Packages	<ul style="list-style-type: none"> • Industry Reception, Monday • Industry Reception, Tuesday • CDA Awards Luncheon, Tuesday • Marketplace Concurrent Education Sessions, Tuesday • Marketplace Grand Prize Giveaway, Wednesday 	<ul style="list-style-type: none"> • Breakfast, Tuesday • Industry Break, Tuesday • Breakfast, Wednesday • Marketplace Floor Lunch, Wednesday • CDA Lounge on Marketplace Floor (coffee bar in AM and full bar in PM), Wednesday 	<ul style="list-style-type: none"> • Marketplace Attendee Badge Lanyards • Networking Events Co-Sponsorships
Company executive introductory remarks at event	✓		
On-site sponsor recognition across venue	✓	✓	✓
Premium branding across event/area sponsored	✓	✓	
Display ad in <i>Convenience Distribution</i> ™ SPECIAL Marketplace issue (on-site guide to Marketplace)	2 pages or 2-page spread	1 full page	1 full page
Premium center banner on <i>Convenience Distribution</i> ™ NEWS for three months	✓		
Banner on <i>Convenience Distribution</i> ™ NEWS for three months	✓	✓	✓
Premium banner on cdaweb.net	✓		
Sponsor recognition on Marketplace online site, <i>Convenience Distribution</i> ™ NEWS and <i>Convenience Distribution</i> ™ magazine	✓	✓	✓
Marketplace Product Showcase shelf	✓	✓	✓
Marketplace registrations beyond booth total	10 free	5 free	2 free
Discount off earned gross rate on all CDA published products for 2017	25%	15%	10%
Sponsorship dollars added to booth selection priority points for 2018 Marketplace	✓	✓	✓

For more information on Marketplace sponsorship, ad and promotional opportunities, contact Joel Brown at joelb@cdaweb.net or 703-208-1649.



11311 Sunset Hills Road
Reston, VA 20190

cdaweb.net

The background of the lower half of the image is a nighttime photograph of a tropical resort. It shows a swimming pool, palm trees, and a building with lights. A blue rectangular box is overlaid on the left side of the image, containing the text 'Convenience Distribution'.

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Reserve Your Exhibit Space Today.
Space is limited.

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