

Convenience Distribution

MARKETPLACE

2025

February 17-19, 2025

The Woodlands Waterway
Marriott Hotel &
Convention Center
The Woodlands, Texas



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

One-Day Trade Show

Focused Education

**Engage and Network with
Key Trading Partners**

Awards Program

PRESENTED BY THE CONVENIENCE
DISTRIBUTION ASSOCIATION (CDA)



www.cdamarketplace.net | 703-208-1649

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, and the action packed one day Trade Show featuring top suppliers and solution providers.

Highlights for 2025

Trade Show Featuring Top Suppliers

Tuesday, February 18, 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 Lone Star Lounge and lunch on the show floor.

NEW! Distributor Showcase

Tuesday, February 18, 3:30 PM–5:00 PM

This spin on the traditional trade show provides a unique opportunity for exhibitors to visit and engage with wholesale member distributors—an additional opportunity to foster relationships beyond the Marketplace floor.

Texas Welcome Reception

Monday, February 17, 5:45 PM–6:45 PM

Dust off your cowboy boots and mix & mingle while enjoying the southwestern charm of the Lone Star state.

Lone Star Soirée

Tuesday, February 18, 6:15 PM–9:30 PM

Enjoy an evening of celebration! Sip and savor during the cocktail hour, indulge in a dinner of culinary delights as we recognize an industry leader and satisfy your sweet tooth at the after party.

Schedule at a Glance

Schedule is subject to change. All times are in the Central Time Zone. Committee, Task Force, and Board of Directors meetings are open to their respective members only.

Sunday, February 16, 2025

3:30 PM–6:00 PM Committee Meetings

Monday, February 17, 2025

7:00 AM–5:00 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 Opening Lunch
12:30 PM–1:15 PM Emerging Products Task Force
1:30 PM–2:45 PM Opening Keynote—*The Innovator's Dilemma: Navigating Our AI Future* | Zack Kass
3:00 PM–5:30 PM Workshop—*AI Solutions for Distribution* | Ian Heller and Jonathan Bein, Ph.D.
4:30 PM–4:45 PM Break
5:45 PM–6:45 PM Texas Welcome Reception

Tuesday, February 18, 2025

7:00 AM–5:30 PM Registration
7:00 AM–8:00 AM Breakfast
8:00 AM–9:00 AM Tuesday Kickoff Education Session—*State of the Industry Panel*
9:00 AM–2:00 PM The Marketplace Trade Show
12:30 PM–1:30 PM Lunch in the Lone Star Café area of the Trade Show
1:45 PM Marketplace Grand Prize Giveaway
2:15 PM–3:15 PM Feature Session—*Growth Begins at the End of Your Comfort Zone* | Coach Ken Carter
3:30 PM–5:00 PM Distributor Showcase
6:15 PM–9:30 PM Lone Star Soirée

Wednesday, February 19, 2025

7:00 AM–8:00 AM Breakfast
8:00 AM–9:30 AM Wednesday Kickoff Education Session—*Cybersecurity in the Age of AI* | Alex Spigel
9:30 AM–9:45 AM Break
9:45 AM–11:00 AM Closing Education Session—*What Now? Politics in America* | Scott Jennings and Kathee Facchiano
11:00 AM Marketplace Concludes—That's a Wrap!

Marketplace Education

Opening Keynote: *The Innovator's Dilemma: Navigating Our AI Future*

Pioneering the path towards an AI-empowered future—The

Innovator's roadmap. Zack Kass, Futurist and Former Head of GTM at OpenAI, will help us navigate the challenges and opportunities that lie at the forefront of AI innovation. He will dissect the paradoxical landscape where technology moves at an astounding pace, yet practical, scalable solutions remain elusive. In this keynote, Zack highlights how innovators can transform these challenges into stepping stones to success in an AI-driven era. Drawing on his vast experience in AI strategy and implementation at OpenAI, Zack offers a pragmatic approach to future-proofing your business. He will provide a forward-thinking perspective, sharing lessons learned, strategies adopted, and the transformative power of resilience in the face of relentless technological progression.



Workshop: *AI Solutions for Distribution*

In this unique, first-of-its-kind workshop, Ian Heller and Jonathan Bein, Ph.D. of Distribution Strategy Group will explain case studies and specific technologies, including how to use AI to:



- Improve sales productivity
- Enhance margins
- Gain customer service productivity
- Raise delivery performance
- Improve service levels and inventory performance simultaneously

- Collect receivables more quickly and efficiently
- Enhance warehouse productivity, safety and security
- Provide better tools for talent management
- Drive better use of analytics across the enterprise

This session will include roundtable discussions and Q&A with the presenters to ensure you walk away with the specific answers and action items you need to get the benefits of AI technologies in your company as soon as possible.

Feature Session: *Growth Begins at the End of Your Comfort Zone*

Coach Ken Carter, famously portrayed in the movie *Coach Carter*, is a renowned author, speaker, and philanthropist. During his keynote address, Coach Carter will draw on his extensive coaching experience to share invaluable lessons on teamwork, accountability, integrity, and leadership. He firmly believes that greatness is defined by the service you provide to others, and he'll provide practical advice on how to excel in today's world, both on and off the court. Prepare to be energized and equipped with actionable takeaways as Coach Ken Carter imparts his wisdom and experiences.



And More ...

Gain valuable insights into current industry trends, opportunities for growth and innovation, and best practices for success at the State of the Industry Panel. Participate in a unique cybersecurity masterclass with Alex Spigel of Choice Cyber Solutions to level up your cybersecurity game. Join Scott Jennings, Senior CNN Political Contributor, while he unpacks the 2024 election outcomes and what lies ahead.

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



Distributor Showcase

- 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: January 31, 2025

Registration sponsored by:



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

Pay one low registration rate per distribution company!

Distribution companies pay just one low rate per company for the full conference, allowing you to 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	

Policies and Requirements

- All companies must be registered in advance.
- On-site registration will not be available.
- Participation in the distributor showcase is required for all registered member distributor companies.
- By registering and attending Marketplace 2025, participants agree to **CDA's Terms & Conditions and Notices & Disclaimers available at www.cdaweb.net/CDM25TermsandConditions**.
- Attendee cancellations must be received in writing to eventsupport@cdaweb.net prior to **January 20, 2025**. No-shows are non-refundable.

Questions about registration?

Contact Jenn Finn | JennF@cdaweb.net

Hotel Accommodations

Reservation Deadline: January 24, 2025

The Woodlands Waterway Marriott Hotel & Convention Center

1601 Lake Robbins Drive | The Woodlands, Texas 77380

The Woodlands Waterway Marriott Hotel & Convention Center is the official hotel of the 2025 Convenience Distribution Marketplace. All meetings, sessions, meals, receptions and the Marketplace trade show will be located within the hotel.

CDA Group Room Rate: \$269 per night

To reserve your room: Go to www.cdamarketplace.net and click on hotel and travel information, or call 281-367-9797 and ask for the CDA Marketplace rate.

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 The Woodlands Waterway Marriott Hotel & Convention Center. 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.

