



February 17-19, 2025  
The Woodlands, Texas  
The Woodlands Waterway Marriott  
Hotel & Convention Center  
The Woodlands, TX

### Marketplace Printable Schedule

*\*Schedule is subject to change. All times are 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–5:30 pm **Executive Committee** (Oak Ridge, 3rd Floor)  
5:30 pm–6:00 pm **Finance & Audit Committee** (Oak Ridge, 3rd Floor)

#### Monday, February 17, 2025

7:00 am–5:00 pm **Registration** (Waterway Prefunction, 3rd Floor)  
7:00 am–7:00 pm **Exhibitor Move-In** (Town Center, Lobby Level)  
7:00 am–8:00 am **InfoMetrics Advisory Council** (Montgomery A, 3rd Floor)  
8:00 am–8:30 am **Governance & Nominating Committee** (Oak Ridge, 3rd Floor)  
8:30 am–9:30 am **Events Planning Committee and  
Manufacturers Advisory Council** (Montgomery A, 3rd Floor)  
9:30 am–10:45 am **Education & Research Committee** (Montgomery A, 3rd Floor)  
**Government Affairs Committee** (Montgomery B, 3rd Floor)  
**Industry Affairs Committee** (Montgomery C, 3rd Floor)  
11:00 am–12:00 pm **CDA & DEF Board of Directors Meeting** (Waterway 6, 3rd Floor)  
11:45 am–1:15 pm **Opening Lunch** (Waterway 5, 3rd Floor)  
12:30 pm–1:15 pm **Emerging Products Task Force** (Montgomery A, 3rd Floor)  
1:30 pm–2:45 pm **Opening Keynote: *The Innovator's Dilemma: Navigating Our AI Future*  
with [Zack Kass](#)** (Waterway 4, 3rd Floor)  
2:45 pm–3:00 pm **Networking Break** (Waterway Prefunction, 3rd Floor)  
3:00 pm–5:30 pm **Workshop: *AI Solutions for Distribution*  
with [Ian Heller](#), [Jonathan Bein, Ph.D.](#) and [Brian Hopkins](#)** (Waterway 4, 3rd Floor)  
4:30 pm–4:45 pm **Networking Break** (Waterway Prefunction, 3rd Floor)  
5:45 pm–6:45 pm **Texas Welcome Reception** (Town Center Prefunction, Lobby Level)

#### Tuesday, February 18, 2025

7:00 am–5:30 pm **Registration** (Waterway Prefunction, 3rd Floor)  
7:00 am–8:00 am **Breakfast** (Waterway 5, 3rd Floor)  
7:00 am–9:00 am **Exhibitor Move-In** (Town Center, Lobby Level)  
8:00 am–9:00 am **Tuesday Kickoff Session: *State of the Industry Overview and Panel Discussion*  
with [Tremayne Arnold](#), [Jodi Buckner](#), [John Prickette](#) and [Kevin Smartt](#)** (Waterway 4, 3rd Floor)  
9:00 am–2:00 pm **The Marketplace Trade Show** (Town Center, Lobby Level)  
9:00 am–2:00 pm **Lone Star Lounge**  
9:00 am–2:00 pm **Marketplace Gives Back (School Supply Kits for Kids)**  
9:30 am **1st Prize Wheel Drawing**  
10:30 am **2nd Prize Wheel Drawing**  
11:30 am **3rd Prize Wheel Drawing**  
12:30 pm **4th Prize Wheel Drawing**  
12:30 pm–1:30 pm **Lunch in the Lone Star Café area of the Trade Show**  
1:45 pm **Marketplace Grand Prize Giveaway**  
2:00 pm–6:00 pm **Exhibitor Move-Out**  
2:15 pm–3:15 pm **Feature Session: *Growth Begins at the End of Your Comfort Zone*  
with [Coach Ken Carter](#)** (Waterway 4, 3rd Floor)  
3:30 pm–5:00 pm **Distributor Showcase** (Waterway 5, 3rd Floor)  
6:15 pm–9:30 pm **Lone Star Soirée**  
6:15 pm–6:45 pm **Cocktails** (Waterway Prefunction, 3rd Floor)  
6:45 pm–8:15 pm **Dinner** (Waterway 4, 3rd Floor)  
8:15 pm–9:30 pm **Texas Nightcap** (Waterway Prefunction, 3rd Floor)

**Wednesday, February 19, 2025**

7:00 am–8:00 am **Breakfast** (*Waterway 5, 3rd Floor*)  
8:00 am–9:30 am **Wednesday Kickoff Session: *Cybersecurity in the Age of AI* with [Alex Spiegel](#)** (*Waterway 4, 3rd Floor*)  
9:30 am–9:45 am **Networking Break** (*Waterway Prefunction, 3rd Floor*)  
9:45 am–11:00 am **Closing Session: *What Now? Politics in America***  
**with [Scott Jennings](#) and [Kathee Facchiano](#)** (*Waterway 4, 3rd Floor*)  
11:00 am **Marketplace Concludes – That’s a Wrap!**