

# Application and Contract for Exhibit Space



CONFERENCE DATES: February 15–17, 2021  
 TRADE SHOW FLOOR: Tuesday, February 16  
 JW Marriott Tampa Water Street | Tampa, Florida  
[www.cdamarketplace.net](http://www.cdamarketplace.net)

**CONTACT INFORMATION** *Please print or type to ensure accuracy. Complete each section in detail for correct processing.*

COMPANY NAME:			
COMPANY NAME TO DISPLAY IN PRINT AND ONLINE DIRECTORY:			
CONTACT:		TITLE:	
PHONE:		FAX:	
EMAIL:		WEBSITE:	
ADDRESS:			
CITY:	STATE:	ZIP CODE:	COUNTRY:

**EXHIBIT SPACE RATES** *CDA membership is required to exhibit at the Convenience Distribution Marketplace.*

- Three options of booth space are available: 10 x 10 and 10 x 20 booths, and 20 x 20 exhibitor lounges which are located at entry to trade show floor and require platinum sponsorship.
- All booths come built and furnished. 10 x 10 and 10 x 20 booths are MIS panel walled with custom header graphics package. 20 x 20 lounges are built, branded and furnished by CDA custom to each exhibitor. See page 4 of Exhibitor Prospectus for booth layouts, configurations and included items.

Booth Space Options	Cost
<input type="checkbox"/> 10 x 10 booth	\$5,500
<input type="checkbox"/> 10 x 20 booth	\$11,000
<input type="checkbox"/> 20 x 20 exhibitor lounge (requires platinum sponsorship)	\$22,000
<b>Total Booth Cost</b>	\$

**Booth Preferences**

1st Choice _____	4th Choice _____
2nd Choice _____	5th Choice _____
3rd Choice _____	

**DEPOSIT AND PAYMENT SCHEDULE**

50% of total booth fees due by June 26, 2020 or with application if past this date. 100% of booth fees due by October 30, 2020.

Failure to make payments does not release the contracted or financial obligations of exhibitor.

INITIAL HERE TO ACCEPT TERMS: \_\_\_\_\_

**CANCELLATION PENALTIES**

0% of booth fee through June 26, 2020.  
 50% of booth fee from June 27, 2020 through October 30, 2020.  
 100% of booth fee from October 31, 2020 and thereafter.

INITIAL HERE TO ACCEPT TERMS: \_\_\_\_\_

**METHOD OF PAYMENT**

*Please check one:*

**Check** (Make payable to CDA) Check number: \_\_\_\_\_

**Credit Card** (Check one and complete information below)

American Express  Discover  MasterCard  Visa

*Please check one:*  50% deposit  100% payment in full  
 Other amount to charge \$ \_\_\_\_\_

CARD NUMBER: \_\_\_\_\_

EXP. DATE: \_\_\_\_\_

NAME ON CARD (PRINT): \_\_\_\_\_

BILLING ADDRESS: \_\_\_\_\_

NAME OF SIGNATORY (PRINT): \_\_\_\_\_

AUTHORIZED SIGNATURE: \_\_\_\_\_

DATE: \_\_\_\_\_ PHONE: \_\_\_\_\_

**MAIL PAYMENTS TO** Convenience Distribution Association  
 Attn: Marketplace 2020  
 11250 Roger Bacon Drive, Unit 8  
 Reston, VA 20190

**FAX/EMAIL CONTRACT TO** Attn: 2021 Marketplace Exhibits  
 FAX 703-573-5738  
 EMAIL joelb@cdaweb.net

**Marketplace Management Use Only**

AUTHORIZED CDA SIGNATURE: \_\_\_\_\_

DATE: \_\_\_\_\_

ASSIGNED BOOTH NUMBER: \_\_\_\_\_ SIZE: \_\_\_\_\_

**For more information or to discuss specific booth space availability,**  
 contact Joel Brown at joelb@cdaweb.net or 703-208-1649.

# 2021 CONVENIENCE DISTRIBUTION MARKETPLACE TERMS & CONDITIONS FOR EXHIBITING

**1. SPONSOR.** The "2021 CONVENIENCE DISTRIBUTION MARKETPLACE" or "MARKETPLACE," for convenience herein, is sponsored by the Convenience Distribution Association, 11250 Roger Bacon Drive, Unit 8, Reston, Virginia 20190. For convenience, the sponsor may be designated as the "Association," "Exhibit Management," or the "CDA."

**2. ELIGIBLE EXHIBITS.** Firms and organizations eligible to apply for exhibit space are those supplying products, facilities or services to wholesale distributors. CDA membership is required of each exhibiting company or organization. IN ORDER TO PROTECT EACH EXHIBITING COMPANY, NON-EXHIBITING MANUFACTURERS OR SUPPLIERS ARE NOT ALLOWED TO ATTEND THE CONVENIENCE DISTRIBUTION MARKETPLACE.

**3. ASSIGNMENT OF SPACE.** Priority for booth assignments will be given to previous exhibitors based on the priority point system. The priority point systems will expire on Friday, April 24, 2020. After the expiration of the priority point system, exhibit space will be assigned on a first-come, first-served basis. Every effort is made to assign comparable space when choices are not available.

**4. EXHIBIT SPACE RENTAL.** The rental fee for exhibit space includes a built and furnished booth or lounge with graphics package, Exhibitor Service Manual and listing in the Official Marketplace Guide & Directory, and online directory and floor plan.

**5. PAYMENT TERMS.** Fifty percent (50%) of the total exhibit space rental fee is due by June 26, 2020 or along with each exhibit application received after June 26, 2020. The balance of the exhibit space fee will be due on or before October 30, 2020. Applications received on or after October 31, 2020 must be accompanied by 100% of the fee. ALL EXHIBITORS MUST BE IN GOOD STANDING WITH CDA AT THE TIME OF THE EXPOSITION IN ORDER TO EXHIBIT.

**6. PAYMENT.** Please make checks payable to Convenience Distribution Association (CDA) and mail the signed copy of the booth space application to: CDA Marketplace Management, 11250 Roger Bacon Drive, Unit 8, Reston, VA 20190. A confirmation for booth space will be emailed to all exhibitors. Checks or dollar bank drafts received which result in "nonsufficient funds" (NSF) status will result in immediate cancellation of booth space with no reinstatement.

**7. CANCELLATION POLICY.** In the event of cancellation by an exhibitor, CDA shall determine an assessment covering the reassignment of space, prior services performed, and other damages related to cancellation, according to the following schedule:

- June 27 through October 30, 2020—50% of total booth/lounge rental fee will be charged.
- On or after October 31, 2020—100% of total booth/lounge rental fee will be charged.

Unless arrangements for delayed occupancy have been approved in writing by CDA, any space not occupied by the end of exhibitor move in, listed in the Exhibitor Service Manual, will be forfeited by the exhibitor. Such space may be resold, reassigned or used by the Exhibit Management as it sees fit, without refund.

**8. IN COMPLIANCE WITH CDA.** In respect to fellow exhibitors, no displays may be dismantled or packing started before the official event closing. It will be each exhibitor's responsibility to see that all merchandise is removed from exhibit space as soon as possible after the trade show floor closes on Tuesday, February 16, 2021. Exhibitors who violate dismantling early will be subject to (1) loss of current year priority points; (2) loss of one-half accrued points; (3) loss of remainder of priority points, and (4) one year suspension of exhibit privilege. To avoid damage to or loss of your equipment, please remain with your exhibit until crates are returned and your material is packed.

**9. BOOTH DESIGN & USE OF EXHIBIT SPACE.** All booths are clearly shown on the floor plan. Exhibit spaces are 10 feet wide by 10 feet deep. Dimensions and locations believed but not warranted, to be accurate. 10' x 10' and 10' x 20' booths are MIS walled with custom header

graphics package and furniture package included. 20 x 20 exhibitor lounges include a custom built, branded and furnished exhibit lounge area. Exhibitors may include various items within their provided booth packages including merchandisers, pull-up displays, additional graphics and other items fitting within the prescribed booth format.

CDA discourages exhibitors from constructing their own booths or installing prefabricated displays. Prior permission and approval of CDA is required for variances to the included booth packages and for those exhibitors desiring to construct their own displays.

All booths must provide sufficient see-through areas so as not to block the view of the adjacent exhibits. Two-story displays are not allowed. Maximum exhibit height is 8 feet at center and no higher than 4 feet near aisle(s). Each exhibitor is entitled to reasonable sightline from the aisle regardless of the size of the exhibit. Therefore, a display or items within a booth may not extend above the side walls more than 4 feet from the back wall.

**10. EXHIBIT LOGISTICS.** An Exhibitor Service Manual link containing detailed information will be emailed to each exhibitor in ample time for advance planning. The Manual will contain information regarding shipment, labor, electrical service, rental items, etc. Exhibitors are urged to order all required services in advance.

**11. LABOR.** Exhibitors must comply with union work rules where applicable. Union labor will be made available. Any union requirements and the use of union personnel are the sole responsibility of the exhibitor. Included booth packages will be constructed and assembled by the Official Marketplace Contractor. The exhibitor is responsible for providing graphics and other items to the Official Marketplace Contractor to complete booth display. The exhibitor is responsible for shipping, arranging and set up of other items not included in Marketplace booth package.

**12. USE OF AN OUTSIDE CONTRACTOR.** Exhibitors are discouraged from constructing their own displays, as each booth size includes furnished and built display. However, exhibitors who plan to have an exhibit service firm (other than CDA's Official Marketplace Contractor) to unpack, erect, assemble, dismantle, and pack displays must notify Exhibit Management in writing on or before 30 days prior to the first day of move-in of the name of the service firm and address. The service firm must furnish to Exhibit Management an insurance certificate naming CDA, JW Marriott Tampa Water Street, and the Official Marketplace Contractor as additional insured, in an amount of not less than \$1,000,000 liability which is to include coverage for damage to property.

**13. SECURITY.** CDA will provide security throughout the official period of installation, showing and dismantling. CDA, JW Marriott Tampa Water Street, and the Official Marketplace Contractor, and any officer, director, agent or employee thereof, will not be liable for any damages to the persons, property, or business of the exhibitor, its agents or employees for injury, theft, damage by fire, accident or any other cause. CDA, JW Marriott Tampa Water Street, and the Official Marketplace Contractor will be indemnified and held harmless by the exhibitor from any claim by any of the exhibitor's agents or employees for injury, loss or damage. The exhibitor further agrees not to do or suffer anything to be done, in connection with the MARKETPLACE, by which persons or property may be injured or damaged, or by which rights of whatever kind, including patent and trademark rights, may be violated and the exhibitor agrees to indemnify and hold harmless CDA, JW Marriott Tampa Water Street, and the Official Marketplace Contractor, and their officers, directors and employees from any claim for any such injury, damage or violation.

**14. INSURANCE.** Liability insurance, property insurance and worker's compensation, with a minimum limit of \$1,000,000, must be taken out by each exhibitor at his own expense, as required. Exhibitors are encouraged to take out a portal-to-portal rider on their own insurance policy protecting them against loss through theft, fire, damage, etc.

**15. CHARACTER OF DISPLAY.** Special passes are available at the Exhibit Sales Office for exhibitors wanting to distribute case samples of a product to special customers. Exhibitors who use costumed models should be sure that their manner of appearance and dress are not offensive as determined the Exhibit Management in its sole discretion. People under age 21 will not be permitted to "work in booths" even if in costume. Soliciting participation in surveys or otherwise harassing attendees is prohibited. EXHIBIT MUST BE STAFFED AT ALL TIMES DURING HOURS OF EXHIBIT.

**16. SOUND DEVICES & SAMPLING.** Sound presentation will be permitted if kept to conversational level and if not objectionable to neighboring exhibitors. Exhibit Management reserves the right to restrict the use of booth illumination. Exhibitors will confine their activities to the space for which they have contracted. They are not permitted to use strolling entertainment or to distribute samples or souvenirs except from their own booths. No sampling distribution includes convention delegates' hotel rooms, corridors and public areas.

**17. TOBACCO, TOBACCO RELATED & PRODUCTS CONTAINING CANNABINOIDS.** Exhibitors are solely responsible for adhering to all federal, state and local laws and regulations regarding the display, sampling and sale of ALL products, including tobacco and tobacco related products and those derived from or containing cannabinoids.

**18. FIRE & SAFETY LAWS.** All safety rules, regulations and statutes must be strictly observed. Wiring must comply with the fire department regulations. All decorations must meet flameproof tests prescribed by local ordinances. Crepe paper or corrugated paper, flame proofed or not, is not permitted in displays. Exhibits which in design, operation, or product are determined by Exhibit Management to be offensive, obscene or objectionable will be prohibited.

**19. SMOKING & VAPING.** Smoking and vaping are not permitted on the trade show floor; all event participants must abide by the rules and regulations of JW Marriott Tampa Water Street.

**20. CAMERAS.** Cameras are not permitted in the hall. If you require a photograph of your booth or other photographic services, please contact the Marketplace management.

**21. BOOTH RELOCATION.** Exhibit Management reserves the right to relocate exhibitors in comparable spaces other than those specified on the executed exhibitor contract if it is deemed advisable and necessary in the best interest of the MARKETPLACE. In the event of relocation, exhibitors will be advised in writing and given the option of selecting another location if available, and to cancel and receive a full refund of all payments.

**22. ADMISSION.** CDA will have sole control over all admission policies. All attendees will register and wear a prescribed badge while in attendance. All issued badges remain the property of CDA. By accepting the badge, attendees agree to observe all guidelines governing the MARKETPLACE.

**23. HOUSING.** Reservations may be made via a link on CDA's website or by calling JW Marriott Tampa Water Street directly. You must indicate that you will be attending the CONVENIENCE DISTRIBUTION MARKETPLACE. Please reserve your room early, as availability is limited. Reservation cut-off date is January 24, 2021.

**24. CANCELLATION.** In the event of cancellation of the MARKETPLACE due to fire, strikes, governmental regulations, or any cause beyond the control of CDA, CDA will not be liable for failure to hold the MARKETPLACE as scheduled, and CDA will determine the amount, if any, of the exhibit fees to be refunded.

**25. AMENDMENTS.** CDA will have sole authority to interpret and enforce all guidelines contained herein to make any amendments thereto, and to make such further guidelines as will be necessary for the orderly conduct of the MARKETPLACE.