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## Record Attendance at the 2016 NAFCD + NBMDA Annual Convention

CHICAGO – For the seventh consecutive year the North American Association of Floor Covering Distributors (NAFCD) and North American Building Material Distribution Association (NBMDA) brought together distribution professionals throughout the leading floor covering, specialty building material, cabinetry and woodworking industries to network, engage, learn and grow their businesses. The 2016 event was a record year, with 940 attendees.

The event took place November 1-3 at the Hyatt Regency in Chicago, where attendees participated in an increased number of education sessions covering more topics than ever before: economic trends, technology-driven marketing, demographics, freight and logistics, employee retention and developing successful sales professionals.

The 2016 Distribution Management University (DMU), held in conjunction with the Annual Convention, was an interactive workshop where distribution managers learned proven techniques and tools to build relationships and enhance their personal brand.

Attendees were able to take advantage of many new enhancements to the 2016 NAFCD + NBMDA Annual Convention. The new partner pavilion featured seven experts who are top in their field and provided attendees with valuable ideas, insights and best practices in their individual areas of expertise. Attendees were able to participate in complementary one-on-one fifteen minute consultations in the pavilion over two days of the event. The consultations covered the following topics: economic resources and forecasting; marketing strategy and digital content; attracting entry level personnel and managing millennials; transportation and freight management; family business management; human resource management; and social media best practices.

NAFCD and NBMDA developed a matching program for first-time exhibitors. They facilitated connections for new exhibitors with a number of their top distributor targets. This program improved first-time exhibitors' introduction to the association and event.

Panel discussions were introduced in the 2016 program, offering peers insights at an enriched level with questions lead by the panel moderator as well as an open Q&A.

Finally, the event boosted a new level of multimedia featuring video vignettes throughout the convention providing exposure to valuable NAFCD and NBMDA member benefits.

"Enhancements to this year's event not only improved the attendee experience, education and networking, but it contributed to the overall success of the event," said Kevin Gammonley, NAFCD and

NBMDA Executive Vice President. “We received positive feedback and, as always, are excited to help attendees expand their network and grow their business here at the Annual Convention.”

The 2017 NAFCD + NBMDA Annual Convention event will take place November 14-16, at The Broadmoor, in Colorado Spring, Colo.

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#### **About NBMDA**

NBMDA is a trade association representing the leading wholesale distributors of wood panels, surfacing materials, cabinet hardware, finishes and related products. Membership is comprised of distributors and manufacturers that serve the independent building material, and kitchen and bath dealer as well as those that serve production companies involved in cabinetry, architectural woodwork, stock woodwork, store fixtures, solid surface fabricating, plastics fabricating, general and specialty woodworking industries. For more information, visit [www.nbmda.org](http://www.nbmda.org).