

Hardlines Distribution Alliance to Host First Executive Planning Conference as HDA

Denver (8/31/2022) – After hosting a joint event for 20 years, Hardlines Distribution Alliance (HDA) is thrilled to be hosting the first Executive Planning Conference as HDA November 15-17, 2022. Taking place at the Westin La Paloma Resort in Tucson, Arizona, attendees can look forward to a luxury setting to conduct scheduled, one-on-one meetings with executive decision makers for over 25 industry-leading distributors. As one of the most interactive conferences in the industry, attendees can plan for a successful 2023 while enjoying a golf scramble, receptions, and networking events at a top-rated venue.

“We could not be more excited to host our valued distributor members and manufacturer partners as HDA in November. The highly interactive EPC is one of the best ways our industry can plan for success as we move into 2023,” said Steve Synnott, CEO at HDA.

As the first EPC hosted as HDA, manufacturer attendees will have the opportunity to maximize their investment by speaking with dozens of distributor executives in one setting over the course of 3 days. This will allow manufacturers to discuss product launches, promotions, program and advertising details and new business opportunities. It is also the perfect venue to discuss the challenges that have persisted in the supply chain.

“If you want to meet with key decision makers in the industry that will give you a legitimate shot to grow your business, you need to seriously consider being part of the Executive Planning Conference,” said Andrew Saal, VP Sales & Marketing with Turf Titan.

In addition to the meetings, a golf scramble and receptions allow all attendees to network while enjoying the resort’s many amenities. From the multiple pools to the Jack Nicklaus Signature Golf Course, attendees can build new and existing relationships that will help the industry thrive as a whole.

“The amount of new suppliers in attendance allowed me to increase vendor attendance at our show,” said Matthew Patti, Vice President at Monroe Hardware. “The room set-up was perfect and enabled quality conversations that allowed us to identify immediate and future opportunities to grow the business.”

For more information on the EPC, visit executiveplanningconference.com. Space is limited! To reserve your spot, contact Michele Simes at michele.simes@hdaworks.com or 720-875-2219.

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