EXCLUSIVE BENEFITS OF BECOMING A VENDOR MEMBER

FOR MEMBERS, THE SOUTHERN...

• **Produces the nation’s only annual regional meeting** bringing buyers and sellers of convenience products together in a forum that guarantees vendors face time with the buyers they most want to see.

• **Offers top-notch educational events** centering on the distribution of convenience products. In some cases we are the direct provider of education and training, in some cases we serve as a “signpost” to point members to materials designed and/or offered by others to help increase profitability, reduce exposure to risk, and increase opportunities for professional and personal development.

• **Organizes a leadership development sub-organization called the Southern Leadership Division (SLD)** focusing on emerging leaders in the industry. We hold an annual “business resource” conference designed specifically for 2nd and 3rd gen owners and up-and-coming managers/industry leaders with education sessions that focus on leadership skills, management training and business planning.

• **Participates in regional and national Corporate Social Responsibility (CSR) events** through our Meetings with a Mission initiative that gives back to the communities where we meet and do business.

• **Offers education fund-raising events** throughout the year that award multiple education scholarships to deserving member employees and family members.

• **Works closely with CDA** to inform and mobilize The Southern members on issues that affect our industry. We coordinate direct legislative services to Georgia and South Carolina and support the other 12 states in our region on state specific issues.

**Your membership entitles you to substantial discounts** for participating at our annual events, unprecedented networking opportunities with the south's top convenience buyers, and special recognition in our publications, at our events and throughout the year on our website.

Established in 1922, the Southern Association of Wholesale Distributors, “the Southern” (formerly the Southern Tobacco and Candy Association) is a 14-state regional trade association representing the interests of corporations and individuals involved in the manufacturing, sales, and distribution of convenience products.