

OCTOBER 16-19 · 2021

NFRA  Convention  
FROZEN & REFRIGERATED FOODS



SAN DIEGO  
CALIFORNIA

Marriott Marquis & Marina

# Discover. Connect. Grow.

NFRA  Convention  
FROZEN & REFRIGERATED FOODS

**What?** The foundation of the NFRA Convention is the **one-on-one business meeting approach**, differentiating it from other trade shows. This Convention lets you skip **right to focused business meetings** with the companies of your choice rather than trying to exchange information on a busy trade show floor.

**When & Where?** **October 16-19, 2021** in San Diego, California

**Why?** To strengthen your network and expand your business opportunities, the NFRA Convention brings together the top companies from **all segments of the frozen and refrigerated industry** in one place, allowing attendees to conduct business more effectively and efficiently. It's possible to hold **dozens of face-to-face meetings** in just a few days, saving everyone time spent away from the office throughout the year and money in additional travel costs.

**How Does It Work?** Register early to get your name added to the attendee list that is distributed multiple times prior to the Convention. Use this list to **reach out to the companies of your choice** and schedule appointments prior to the event. Then, once on-site you will spend your time moving between these previously scheduled meetings, which can take any direction the participants choose, from the **review of an established account to the introduction of a new product or service.**

# San Diego

333 West Harbor Drive  
San Diego, CA 92101  
(619) 234-1500

## MARRIOTT MARQUIS & MARINA

The waterfront Marriott Marquis is situated on the beautiful **San Diego Bay and Marina**. The hotel features an on-site fitness center, full-service spa and two free-form outdoor pools, as well as nearby fitness trail, hiking, sailing, kayaking, boating and more. Other close by attractions include **Coronado Island, the San Diego Zoo, and Balboa Park**, which hosts a variety of museums and performing arts venues. The hotel is also walking distance from the **Gaslamp Quarter** and a plethora of premium dining and shopping options to explore.

**San Diego International Airport (SAN)**  
3 miles away

### On-site dining including:

- Buffet breakfast
- Tequila Bar & Grille
- Roy's Asian Fusion
- Exchange
- Starbucks
- Marina Kitchen Restaurant & Bar



**NFRA group rates start at \$299 per night + taxes and fees**

Check in: 4:00 pm  
Check out: 11:00 am

**Hotel cutoff date is September 24, 2021.**

**A limited number of suites are available.**

Contact NFRA at 717-657-8601 for information.



# Schedule

## OF EVENTS

### Saturday, October 16

7:00 am – 6:00 pm Convention Registration

### Sunday, October 17

7:00 am – 5:00 pm Convention Registration

8:00 am – 5:00 pm Business Appointments

9:00 am – 4:00 pm Café NFRA Open

5:00 pm – 7:30 pm Taste of Excellence Reception

*This popular opening event showcases new products from many frozen and refrigerated manufacturers and allows attendees to connect with one another during this reception.*

7:30 pm Evening open for business entertaining

### Monday, October 18

7:00 am – 5:00 pm Convention Registration

7:15 am – 8:45 am Breakfast Session

9:00 am – 10:00 am General Session - State of the Industry Report

9:00 am – 5:00 pm Business Appointments

9:00 am – 5:00 pm Café NFRA Open

12:00 pm – 1:00 pm NFRA Annual Membership Luncheon featuring the Frozen Food Hall of Fame

*This luncheon serves as the annual business meeting of the association, where newly elected officers and directors will be installed and the NFRA Chairman will give a State of the Association address. This year, the Frozen Food Hall of Fame will induct its newest members as well.*

# welcome

As NFRA's Chairman, it is my pleasure to invite you to the 2021 NFRA Convention in San Diego. This year we are thrilled to be back in-person for the industry's premiere event. The NFRA Convention provides the distinct opportunity to meet with your new and existing trading partners, as well as discover up-and-coming brands and innovative products in the frozen and refrigerated categories. The event's focus on one-on-one business meetings affords attendees an experience like no other. On behalf of our entire NFRA Board of Directors, we look forward to seeing you at the Marriott Marquis this fall.

**Joe D'Alberto, NFRA Chairman**  
Acosta Sales & Marketing



## Monday continued

5:30 pm – 7:00 pm

**NFRA Networking Reception**

*Attendees can converse with one another over cocktails and hors d'oeuvres during this relaxed and fun reception.*

7:00 pm

Evening open for business entertaining

## Tuesday, October 19

7:00 am – 3:00 pm

**Convention Registration**

7:15 am – 8:45 am

**Breakfast Session**

9:00 am – 3:00 pm

**Café NFRA Open**

9:00 am – 5:00 pm

**Business Appointments**

12:00 pm – 1:00 pm

**Awards Luncheon honoring the 2021 Golden Penguin Award Winners**

*This luncheon recognizes the winners of the Golden Penguin Awards competition for outstanding marketing of the March Frozen Food Month, June Dairy Month and Summer Favorites annual promotions.*



**Register now at [NFRAConvention.org!](https://www.nfraconvention.org)**

# Maximize

## YOUR CONVENTION EXPERIENCE

How to navigate  
the event to have  
a successful  
experience!

- ✔ **Register early** so that your contact information will be available to other registrants to reach out and schedule appointments.
- ✔ Once your registration is processed, you will receive a **confirmation email** from NFRA, which will include a link and directions on how to book your hotel room. Be sure to book your room by **September 24** to receive the special rate.
- ✔ Take advantage of the **complimentary registration** for your spouse.
- ✔ Download the **Convention mobile app** for access to the most current attendee list, speaker and session information, important alerts and more. Search **NFRA Convention** in your app store! Registered attendees will receive the app password in their registration confirmation email.
- ✔ Recommended attire for the Convention is **business casual** and **badges** must be worn during the entire Convention. They are necessary to attend all receptions, meal functions, speaker presentations and business appointments.
- ✔ **Specific times** have been set aside for business appointments; schedule appointments during these times so you can attend the official Convention events, including the receptions, breakfasts, etc.
- ✔ **Stop at Café NFRA** when you have free time. As a central gathering spot, you never know who you will meet! If a company's schedule is full, ask them to meet briefly in the Café.
- ✔ **All functions** on the Convention Schedule of Events are open to all attendees and are included in your registration fee.





# Product

## SHOWCASING OPPORTUNITIES

### TASTE OF EXCELLENCE

Sunday, October 17 • 5:00-7:30 pm

Experience this grand opening reception, where you can network with colleagues while sampling the most innovative and newest products the industry has to offer. Attendance is included in your Convention registration.

**Member Manufacturers:** Take advantage of the opportunity to share your product(s) with the industry's foremost decision makers.

**\$3,500 per table.** Up to two tables.

### CAFÉ NFRA

Sunday, October 17 • 9:00-4:00 pm

Monday, October 18 • 9:00-5:00 pm

Tuesday, October 19 • 9:00-3:00 pm

Located near the Convention Registration desk is this café-style common area where you can take a break between meetings, catch up with colleagues, grab refreshments and recharge before your next business appointment. You can also hold brief, informal meetings at this central gathering spot.

**Member Manufacturers:** Showcase your product to attendees over the course of three days in this casual meeting space.

**\$6,000 per table.** Cooking is subject to hotel approval; additional fees may apply.





# Sponsorship Opportunities

*Sponsoring an NFRA Convention event is an excellent way to gain exposure for your company and your brands. All Sponsors receive recognition in Convention promotional materials and on special signage at Convention events in addition to the many other benefits listed below.*

## **Monday Breakfast Session / Tuesday Breakfast Session** **\$30,000 each**

*One sponsorship is available per day.*

- Opportunity to serve your product for breakfast \*Contact NFRA for more details.
- Branding opportunities available during breakfast \*Contact NFRA for more details.
- Serve as co-host for the Breakfast Session and introduce the morning's speaker
- Ten complimentary Convention registrations – **valued at \$6,500**
- Complimentary full page, four-color ad in Convention Preview Magazine – **valued at \$2,545**
- Complimentary full page, four-color ad in Convention Program & Directory – **valued at \$1,915**
- Brand/Company logo displayed during breakfast
- Brand recognition in Convention promotional materials
- Brand recognition on the Convention mobile app and event website
- Brand recognition on special signage at Convention events

## **NFRA Networking Reception** **\$10,000 each**

*Three sponsorships are available.*

- Opportunity to serve your product \*Contact NFRA for more details.
- Four complimentary Convention registrations – **valued at \$2,600**
- Complimentary half page, four-color ad in Convention Preview Magazine – **valued at \$2,185**
- Complimentary half page, four-color ad in Convention Program & Directory – **valued at \$1,645**
- Brand/Company logo displayed during the Reception
- Brand recognition in Convention promotional materials
- Brand recognition on the Convention mobile app and event website
- Brand recognition on special signage at Convention events

## Monday Annual Membership Luncheon **\$7,500 each**

*Three sponsorships are available.*

- Three complimentary Convention registrations – **valued at \$1,950**
- Complimentary quarter page, four-color ad in Convention Preview Magazine – **valued at \$1,895**
- Complimentary quarter page, four-color ad in Convention Program & Directory – **valued at \$1,425**
- Brand/Company logo displayed during the Luncheon
- Brand recognition in Convention promotional materials
- Brand recognition on the Convention mobile app and event website
- Brand recognition on special signage at Convention events



## Tuesday Awards Luncheon **\$7,500 each**

*Three sponsorships are available. This luncheon honors the 2021 Golden Penguin Award Winners.*

- Three complimentary Convention registrations – **valued at \$1,950**
- Complimentary quarter page, four-color ad in Convention Preview Magazine – **valued at \$1,895**
- Complimentary quarter page, four-color ad in Convention Program & Directory – **valued at \$1,425**
- Brand/Company logo displayed during the Luncheon
- Brand recognition in Convention promotional materials
- Brand recognition on the Convention mobile app and event website
- Brand recognition on special signage at Convention events

## Taste of Excellence Spirits Station **\$5,000 each**

*One sponsorship available. Sponsor a hosted bar for the Taste of Excellence on Sunday evening.*

- Two complimentary Convention registrations – **valued at \$1,300**
- Complimentary business card size, four-color ad in Convention Preview Magazine – **valued at \$1,190**
- Complimentary business card size, four-color ad in Convention Program & Directory – **valued at \$900**
- Brand recognition at the Taste of Excellence bars on Sunday evening
- Brand recognition in Convention promotional materials
- Brand recognition on the Convention mobile app and event website
- Brand recognition on special signage at Convention events



## NFRA Networking Reception **\$5,000 each**

Sponsor the hosted bars for the NFRA Networking Reception on Monday evening.

- Two complimentary Convention registrations – **valued at \$1,300**
- Complimentary business card size, four-color ad in Convention Preview Magazine – **valued at \$1,190**
- Complimentary business card size, four-color ad in Convention Program & Directory – **valued at \$900**
- Brand recognition at the NFRA Networking Reception bar on Monday evening
- Brand recognition in Convention promotional materials
- Brand recognition on the Convention mobile app and event website
- Brand recognition on special signage at Convention events

## Convention Mobile App **\$5,000 each**

Three sponsorships are available. Supports the 2021 Convention Mobile App featuring attendee lists, schedule of events and more.

- Sponsor-provided banner ad with link to company/brand website
- Two complimentary Convention registrations – **valued at \$1,300**
- Complimentary business card size, four-color ad in Convention Preview Magazine – **valued at \$1,190**
- Complimentary business card size, four-color ad in Convention Program & Directory – **valued at \$900**
- Brand recognition in Convention promotional materials and on event website
- Brand recognition on special signage at Convention events



## Retailer Refreshment Station **\$5,000 each**

This refreshment station is located on the retailer meeting room floors and consists of hotel-provided beverages only.

- Two complimentary Convention registrations – **valued at \$1,300**
- Complimentary business card size, four-color ad in Convention Preview Magazine – **valued at \$1,190**
- Complimentary business card size, four-color ad in Convention Program & Directory – **valued at \$900**
- Brand recognition at the Retailer Refreshment Station
- Brand recognition in Convention promotional materials
- Brand recognition on the Convention mobile app and event website
- Brand recognition on special signage at Convention events



## NFRA Business Center **\$5,000 each**

The NFRA Business Center provides computers and printers for attendees' convenience.

- Brand/Company logo as screensaver and desktop background
- Two complimentary Convention registrations – **valued at \$1,300**
- Complimentary business card size, four-color ad in Convention Preview Magazine – **valued at \$1,190**
- Complimentary business card size, four-color ad in Convention Program & Directory – **valued at \$900**
- Brand recognition in Convention promotional materials
- Brand recognition on the Convention mobile app and event website
- Brand recognition on special signage at Convention events



## Café NFRA Beverage Station **\$5,000 each**

This beverage station is located near Café NFRA and consists of hotel-provided beverages only.

- Two complimentary Convention registrations – **valued at \$1,300**
- Complimentary business card size, four-color ad in Convention Preview Magazine – **valued at \$1,190**
- Complimentary business card size, four-color ad in Convention Program & Directory – **valued at \$900**
- Brand recognition at the Café NFRA Beverage Station
- Brand recognition in Convention promotional materials
- Brand recognition on the Convention mobile app and event website
- Brand recognition on special signage at Convention events



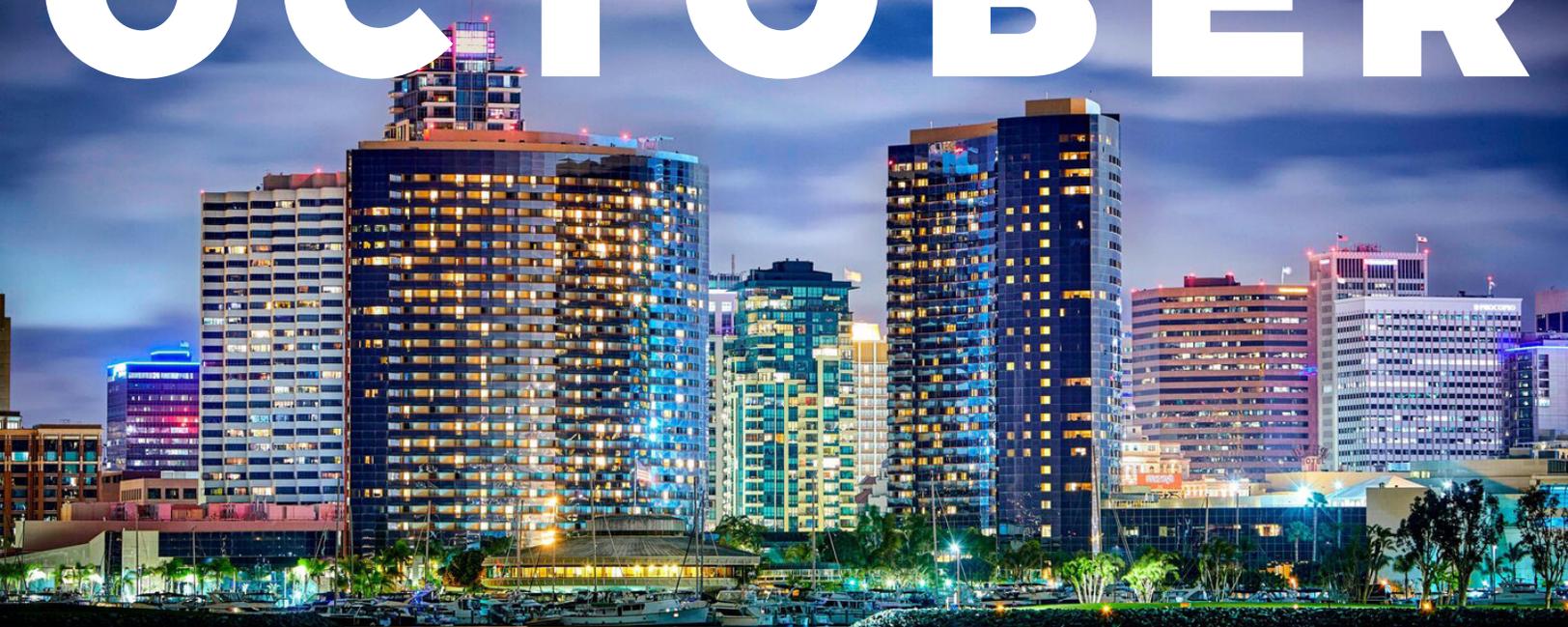
## General Sponsorship **\$2,500 each**

General Sponsors support the overall Convention.

- One complimentary Convention registration – **valued at \$650**
- 50% discount on any Convention advertising opportunity
- Brand recognition in Convention promotional materials
- Brand recognition on the Convention mobile app and event website
- Brand recognition on special signage at Convention events

**Contact NFRA to take advantage of these great branding opportunities!**  
**NFRAConvention.org/sponsorships • (717) 657-8601**

# SEE YOU IN OCTOBER



**Register now at [NFRAConvention.org!](https://www.nfraconvention.org)**

NFRA is following all state and hotel guidelines regarding the COVID-19 pandemic and is in constant contact with the Marriott Marquis. A number of protocols and elevated practices are in place at the hotel for added guest safety. You can review these policies at [NFRAConvention.org/accommodations](https://www.nfraconvention.org/accommodations).



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