

NFRA  Convention
FROZEN & REFRIGERATED FOODS



SPONSORSHIP OPPORTUNITIES

OCTOBER 15-18, 2022
WORLD CENTER MARRIOTT · ORLANDO, FLORIDA

SPONSORSHIP OPPORTUNITIES

Sponsoring the NFRA Convention is an excellent way to gain exposure for your company and 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/TUESDAY BREAKFAST SESSION · \$30,000 EACH · SOLD OUT

These sessions bring attendees together for breakfast and a featured speaker.

- 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, 4-color ad in Convention Preview Magazine - **valued at \$2,545**
- Complimentary full page, 4-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 · SOLD OUT

Three sponsorships available. This relaxed reception allows for networking amongst attendees.

- Opportunity to serve your product *Contact NFRA for more details.
- Four complimentary Convention registrations - **valued at \$2,600**
- Complimentary half page, 4-color ad in Convention Preview Magazine - **valued at \$2,185**
- Complimentary half page, 4-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 · SOLD OUT

Three sponsorships available. This luncheon is NFRA's annual business meeting.

- Three complimentary Convention registrations - **valued at \$1,950**
- Complimentary quarter page, 4-color ad in Convention Preview Magazine - **valued at \$1,895**
- Complimentary quarter page, 4-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 available. This luncheon honors the 2022 Golden Penguin Award Winners.

- Three complimentary Convention registrations – **valued at \$1,950**
- Complimentary quarter page, 4-color ad in Convention Preview Magazine – **valued at \$1,895**
- Complimentary quarter page, 4-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 BARS · \$5,000 EACH

Sponsor the hosted bars for the Taste of Excellence on Sunday evening.

- Two complimentary Convention registrations – **valued at \$1,300**
- Complimentary business card size, 4-color ad in Convention Preview Magazine – **valued at \$1,190**
- Complimentary business card size, 4-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 BARS \$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, 4-color ad in Convention Preview Magazine – **valued at \$1,190**
- Complimentary business card size, 4-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 · SOLD OUT

Supports the 2022 Convention Mobile App featuring the attendee list, schedule, sponsors, etc.

- Sponsor-provided banner ad with link to company/brand website
- Two complimentary Convention registrations – **valued at \$1,300**
- Complimentary business card size, 4-color ad in Convention Preview Magazine – **valued at \$1,190**
- Complimentary business card size, 4-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



CAFÉ NFRA WI-FI HOTSPOT · \$5,000 EACH

Provides wi-fi coverage in the Café NFRA area.

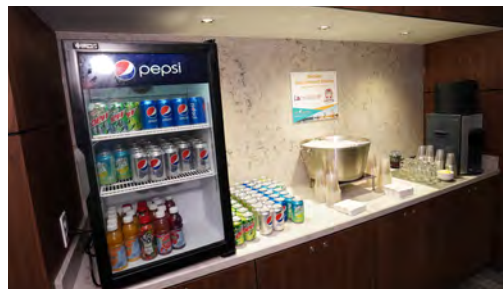
- Two complimentary Convention registrations – **valued at \$1,300**
- Complimentary business card size, 4-color ad in Convention Preview Magazine – **valued at \$1,190**
- Complimentary business card size, 4-color ad in Convention Program & Directory – **valued at \$900**
- Brand recognition on signage inside the Café NFRA
- Brand recognition in Convention promotional materials
- Brand recognition on the Convention mobile app and 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, 4-color ad in Convention Preview Magazine – **valued at \$1,190**
- Complimentary business card size, 4-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 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, 4-color ad in Convention Preview Magazine – **valued at \$1,190**
- Complimentary business card size, 4-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 in the Café NFRA and consists of hotel-provided beverages only.

- Two complimentary Convention registrations – **valued at \$1,300**
- Complimentary business card size, 4-color ad in Convention Preview Magazine – **valued at \$1,190**
- Complimentary business card size, 4-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!
(717) 657-8601 · NFRACONVENTION.ORG/SPONSORSHIPS