

NFRA Convention

FROZEN & REFRIGERATED FOODS



ORLANDO FLORIDA



OCTOBER 15-18, 2022 · WORLD CENTER MARRIOTT



DISCOVER. CONNECT. GROW.

[CLICK
HERE TO
REGISTER!](#)



What?

The foundation of the NFRA Convention is the **one-on-one business meeting approach**, differentiating it from other events. 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 15-18, 2022 at the World Center Marriott in Orlando, FL.

Why?

To strengthen your network and expand your business opportunities, the NFRA Convention brings together 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?

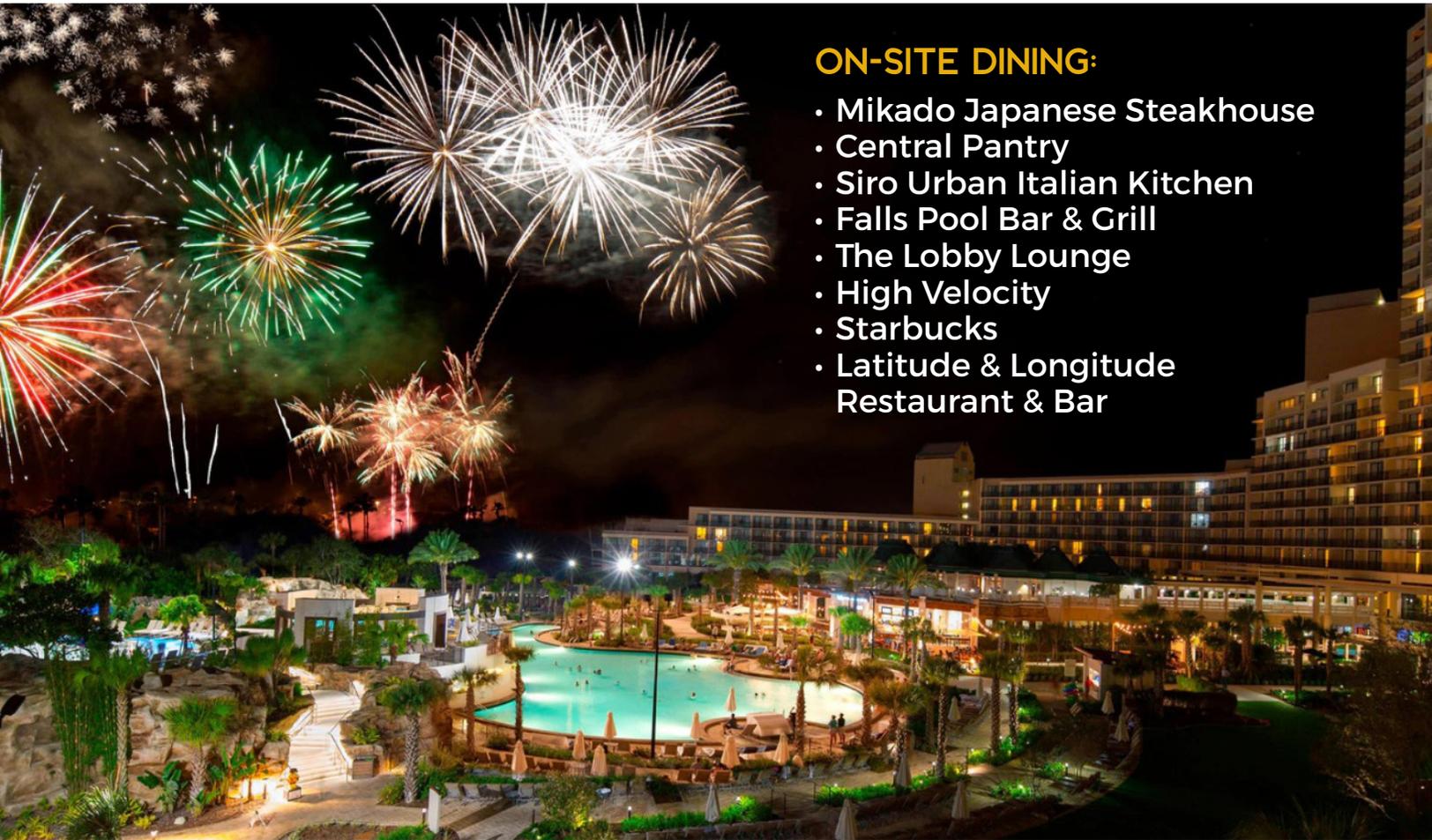
Register early to get your name added to the attendee list that is distributed multiple times prior to the Convention. Use this list to **reach out to the companies of your choice** and schedule appointments prior to the event. Once on-site, you will spend your time moving between these previously scheduled 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.**

WORLD CENTER MARRIOTT

8701 World Center Drive • Orlando, FL 32821 • (407) 239-4200

Located in Orlando, Florida, the World Center Marriott is the **largest Marriott hotel in the world**. It is just minutes away from many attractions and entertainment including Disney World, Disney Springs, Universal Studios, LEGOLAND Florida Resort, and Sea World Orlando. The hotel features one of Forbes Magazine's **World's Coolest Hotel Pools**, with various slides and the all-new River Falls Waterpark, complete with a lazy river, opening spring of 2022. Other available hotel activities and amenities include **recently renovated guest rooms**, an 18-hole golf course, on-site fitness center and spa, nightly laser light show, and shuttle to Disney World Parks and Disney Springs.

A limited number of suites are available; contact NFRA at (717) 657-8601 or NFRA@nfraweb.org for information.



ON-SITE DINING:

- Mikado Japanese Steakhouse
- Central Pantry
- Siro Urban Italian Kitchen
- Falls Pool Bar & Grill
- The Lobby Lounge
- High Velocity
- Starbucks
- Latitude & Longitude Restaurant & Bar

- **Orlando International Airport (MCO)** - 17 miles
- **Kissimmee Gateway Airport (KISM)** - 10 miles
- **Orlando Sanford International Airport (SFB)** - 43 miles



- **NFRA group rates start at \$249 per night** + taxes & fees
- **September 21, 2022** - hotel cutoff date
- Check in: 4:00 pm
Check out: 11:00 am

SCHEDULE OF EVENTS

SATURDAY, OCTOBER 15

7:00 am – 6:00 pm Convention Registration

SUNDAY, OCTOBER 16

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.

7:30 pm Evening open for business entertaining

MONDAY, OCTOBER 17

7:00 am – 5:00 pm Convention Registration

7:15 am – 8:45 am Breakfast Session with Alec Ross
New York Times Best-Selling Author
& Former Senior Advisor for
Innovation, State Department



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 honoring
the 2021 Frozen Food Hall of Fame Inductees



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. The Frozen Food Hall of Fame will induct last year's honorees, Ray Tarnowski, Philadelphia Warehousing & Cold Storage and Richard Graeter, Graeter's Ice Cream.

WELCOME

As NFRA's Chairman, I'd like to personally invite you to the 2022 NFRA Convention in Orlando. We're excited to be back in-person for the frozen and refrigerated food industry's premiere event, which is unlike any other! Its one-on-one business meeting focus allows the distinct opportunity for attendees to meet with new and existing trading partners, as well as discover up-and-coming brands and explore innovative products in our categories. With executives from all segments of the industry, the connections you will make at the NFRA Convention are unmatched. On behalf of our entire NFRA Board of Directors, we look forward to seeing you at the World Center Marriott this fall.



Kevin Schwab, NFRA Chairman
THE PICTSWEET COMPANY

MONDAY CONTINUED

5:30 pm – 7:00 pm

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 18

7:00 am – 3:00 pm

Convention Registration

7:15 am – 8:45 am

Breakfast Session with
Ken Jennings

Greatest Jeopardy Player of All Time

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 2022
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!](http://NFRACONVENTION.ORG)

PRODUCT SHOWCASING



TASTE OF EXCELLENCE

Sunday, October 16 • 5:00pm-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, two products per table.



CAFÉ NFRA

Sunday, October 16 • 9:00 am-4:00 pm

Monday, October 17 • 9:00 am-5:00 pm

Tuesday, October 18 • 9:00 am-3:00 pm

Located near the Convention Registration Desk, this café-style common area is where you can take a break between meetings, catch up with colleagues, grab refreshments and recharge before your next business meeting. 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 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

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

SEE YOU IN OCTOBER

Future Convention Dates

October 7-10, 2023 • San Diego, CA

October 5-8, 2024 • National Harbor, MD

October 11-14, 2025 • Orlando, FL

**CLICK
HERE TO
REGISTER!**



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