

NFRA Convention

FROZEN & REFRIGERATED FOODS



SAN DIEGO



OCTOBER 7-10, 2023 • 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 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 7-10, 2023** at the Marriott Marquis & Marina in San Diego, CA

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 provided 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**.

MARRIOTT MARQUIS & MARINA

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

Located in beautiful San Diego, California, the Marriott Marquis & Marina sits waterfront overlooking its private marina. It is conveniently located near Seaport Village, the Gaslamp Quarter, Petco Park and Balboa Park among many other nearby attractions. San Diego International Airport (SAN) is just three miles from the hotel. Recently renovated guest rooms boast impressive views of San Diego Bay or the city. Visit the hotel's day spa, outdoor pools, hot tub or 24-hour fitness center during your stay. On-site golfing and watercraft rental are also available.

- NFRA group rates start at **\$299 per night + taxes & fees**
- Hotel cutoff date is **September 8, 2023**
- Check in: 4:00 pm
Check out: 11:00 am

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



On-site dining includes:

- Bayside Lounge with Topgolf Swing Suites
- Exchange
- M Club Lounge
- Marina Kitchen
- Roy's
- Starbucks
- Tequila Bar & Grille



SCHEDULE

Saturday, October 7

7:00 am – 6:00 pm Convention Registration

Sunday, October 8

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 – 7:00 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.

7:00 pm Evening open for business entertaining

Monday, October 9

7:00 am – 5:00 pm Convention Registration

7:15 am – 8:45 am Breakfast Session with Alex Banayan, Bestselling Author of *The Third Door* & Expert on Exponential Growth & Success

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

Monday's 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 Refrigerated Food Hall of Fame will induct the 2023 honorees.



OF EVENTS

Monday, continued

5:30 pm – 7:00 pm Networking Reception

Attendees can converse with colleagues and meet fellow attendees over cocktails and hors d'oeuvres during this relaxed and fun reception.

7:00 pm Evening open for business entertaining

Tuesday, October 10

7:00 am – 3:00 pm Convention Registration

7:15 am – 8:45 am Breakfast Session with
Amelia Rose Earhart,
Around the World Pilot,
Podcast Host & Artist



9:00 am – 3:00 pm Café NFRA Open

9:00 am – 5:00 pm Business Appointments

12:00 pm – 1:00 pm Tuesday Golden Penguin Awards Luncheon

Tuesday's luncheon recognizes the winners of the 2023 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!**

MAKE THE MOST OF YOUR CONVENTION EXPERIENCE

- ✔ **Register early** so that your contact information is available to other registrants to reach out and schedule appointments. Meetings are typically scheduled months in advance and retailers' schedules can fill quickly.
- ✔ The most current **Attendee List** can be found on the 2023 Convention mobile app. A monthly attendee list PDF is also available on the NFRA Member Portal, starting in May.
- ✔ Download the **Convention mobile app** for access to the most current attendee list, speaker information, brands showcasing products and more. Just search **NFRA Convention** in your app store! **New in 2023:** Maintain a list of contacts you meet at the event by scanning attendees' in-app QR codes.
- ✔ **All functions** on the Schedule of Events are open to all attendees and are included in your registration fee. *Spouse/Family attendees may not attend business appointments.
- ✔ **Put your brand front and center** by advertising in the event's two popular print publications, *Convention Preview Magazine* and the *Program & Directory*. Digital advertising is also available in our newsletter and websites.
- ✔ Recommended attire for the Convention is **business casual**. Badges must be worn during the entire Convention, as 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, luncheons 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.



PRODUCT SHOWCASING



TASTE OF EXCELLENCE

Sunday, October 8 • 5pm - 7pm

Experience this grand opening reception, where you can network with colleagues while sampling the newest and most innovative 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 8 • 9am - 4pm

Monday, October 9 • 9am - 5pm

Tuesday, October 10 • 9am - 3pm

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(s) to attendees over the course of three days in this bustling 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

One sponsorship available per day. 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
- Serve as co-host for the breakfast session and introduce the morning's speaker
- Ten complimentary Convention registrations - valued at \$7,500
- Complimentary full page, 4-color ad in Convention Preview Magazine - valued at \$2,620
- Complimentary full page, 4-color ad in Convention Program & Directory - valued at \$1,975
- 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 available. This relaxed Monday evening reception allows for networking amongst attendees.

- Opportunity to serve your product
*Contact NFRA for more details.
- Four complimentary Convention registrations - valued at \$3,000
- Complimentary half page, 4-color ad in Convention Preview Magazine - valued at \$2,250
- Complimentary half page, 4-color ad in Convention Program & Directory - valued at \$1,950
- 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 and also honors the 2023 Refrigerated Food Hall of Fame inductees.

- Three complimentary Convention registrations - valued at \$2,250
- Complimentary quarter page, 4-color ad in Convention Preview Magazine - valued at \$1,950
- Complimentary quarter page, 4-color ad in Convention Program & Directory - valued at \$1,470
- 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 2023 Golden Penguin Award Winners.

- Three complimentary Convention registrations – valued at \$2,250
- Complimentary quarter page, 4-color ad in Convention Preview Magazine – valued at \$1,950
- Complimentary quarter page, 4-color ad in Convention Program & Directory – valued at \$1,470
- 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 reception on Sunday evening.

- Two complimentary Convention registrations – valued at \$1,500
- Complimentary business card size, 4-color ad in Convention Preview Magazine – valued at \$1,225
- Complimentary business card size, 4-color ad in Convention Program & Directory – valued at \$930
- 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 \$1,500
- Complimentary business card size, 4-color ad in Convention Preview Magazine – valued at \$1,225
- Complimentary business card size, 4-color ad in Convention Program & Directory – valued at \$930
- Brand recognition at the NFRA Networking Reception bars 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



Maximize your brand exposure to the industry by signing up early!

Convention Mobile App • \$5,000 each

Supports the 2023 Convention Mobile App featuring the attendee list, schedule, sponsors, etc.

- Two complimentary Convention registrations – valued at \$1,500
- Sponsor-provided banner ad with link to company/brand website
- Complimentary business card size, 4-color ad in Convention Preview Magazine – valued at \$1,225
- Complimentary business card size, 4-color ad in Convention Program & Directory – valued at \$930
- 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 for attendees in the Café NFRA area.

- Two complimentary Convention registrations – valued at \$1,500
- Complimentary business card size, 4-color ad in Convention Preview Magazine – valued at \$1,225
- Complimentary business card size, 4-color ad in Convention Program & Directory – valued at \$930
- 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



Café NFRA Beverage Station • \$5,000 each

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

- Two complimentary Convention registrations – valued at \$1,500
- Complimentary business card size, 4-color ad in Convention Preview Magazine – valued at \$1,225
- Complimentary business card size, 4-color ad in Convention Program & Directory – valued at \$930
- 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



Contact NFRA to take advantage of these great branding opportunities
717-657-8601 • [NFRACONVENTION.ORG/SPONSORSHIPS](https://www.nfraconvention.org/sponsorships)

Retailer Refreshment Station • \$5,000 each

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

- Two complimentary Convention registrations – valued at \$1,500
- Complimentary business card size, 4-color ad in Convention Preview Magazine – valued at \$1,225
- Complimentary business card size, 4-color ad in Convention Program & Directory – valued at \$930
- 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



General Sponsorship • \$2,500 each

General Sponsors support the overall Convention.

- One complimentary Convention registration – valued at \$750
- 50% discount on print or digital 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





Future Convention Dates

October 5-8, 2024 • National Harbor, MD

October 18-21, 2025 • Orlando, FL

October 17-20, 2026 • National Harbor, MD



National Frozen & Refrigerated Foods Association
4755 Linglestown Road, Suite 300 • Harrisburg, PA 17112
Phone: (717) 657-8601 • Fax: (717) 657-9862 • NFRA@nfraweb.org