



Quick Start Guide

Navigating your way through the NFRA Convention

OCTOBER 7-10, 2023

MARRIOTT MARQUIS & MARINA • SAN DIEGO

NFRA Convention At-A-Glance

One-on-one business appointments held in private meeting rooms in place of a traditional trade show floor

3 days of business appointments with the entire industry under one roof

Various product sampling opportunities

Unparalleled networking opportunities

Meet with the whole frozen/refrigerated dairy supply chain

Registration Fees

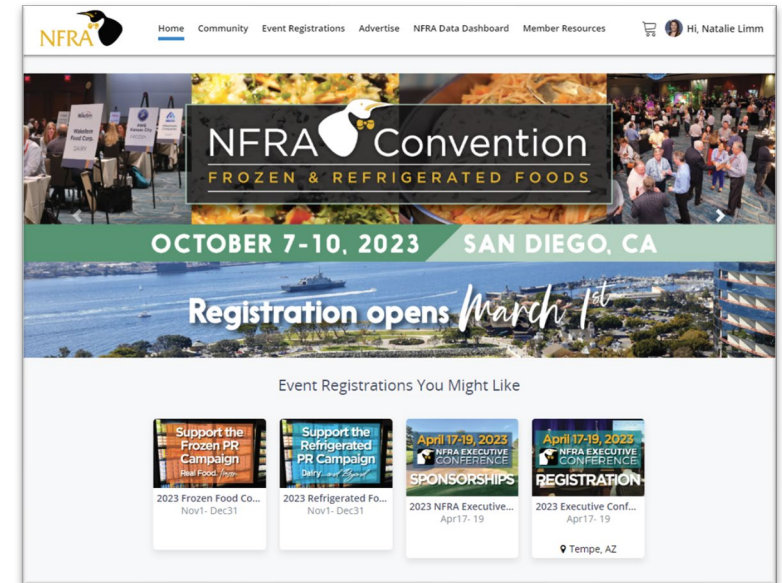
- **NFRA Member:** \$750 per person
- **Non-Member:** \$3,000 per person
- Includes all functions:
 - Business Appointments
 - Taste of Excellence Opening Reception
 - Café NFRA and Table Top Exhibits
 - Breakfast Sessions with Speaker Presentations
 - Monday NFRA Membership Luncheon
 - Tuesday Golden Penguin Awards Luncheon
 - Networking Reception

TIP:

Check in at the NFRA Registration desk upon arrival to get your badge and the most valuable welcome packet in the industry!

Registration Details

- [Register online](#) in the NFRA Member Portal
- Or complete PDF form to pay by check
- Can substitute anytime at no cost
- Can add more attendees later
- There is no official registration deadline, but we encourage you to register early for the most benefit



TIP:

Register at least one representative before the next attendee list is released so that you receive it and can start booking appointments

Accommodations

Marriott Marquis & Marina San Diego, CA

A link to book your hotel room in the NFRA Room Block will be sent in your registration confirmation email.

- Rooms start at \$299/night
- Book your room by **Sept. 8, 2023**
- If you wish to book a suite, contact NFRA directly.



TIP:

Some companies book a suite for hosting business meetings or events

Convention Events



Taste of Excellence
Don't miss it: taste exciting new products in an elegant atmosphere and meet retailers and manufacturers

Breakfast Sessions
Great opportunity to network over breakfast. Hear from inspiring and informative speakers

Networking Reception
Relax and get to know fellow attendees while enjoying food, drink and music

NFRA Membership Luncheon & Awards Luncheon

Network and meet newly elected Officers and Directors. Introduce yourself. We want to get to know you!



Scheduling Business Meetings

Set up your meeting schedule:

- Access the Attendee List via the Member Portal or Mobile App
- View the attending retailers and note their contact person and info
- Reach out directly via phone or email to request a meeting
- Work with the retailer directly to set your schedule
- Show up at the set meeting time when on-site

TIP:

Need help getting started? Contact NFRA for a Scheduling Template to keep track of your meetings

Business Meetings Details

- **Where do we meet?** Retailers reserve meeting rooms, you move between their rooms. Room numbers will be listed on-site
- **How long are meetings?** NFRA recommends 25 minutes, with five minutes to move between meetings; this can vary by retailer
- **How many people attend each meeting?** Typically 1-3 per retailer, up to 5 per manufacturer
- **How do we show presentations?** Each room has wi-fi and most have a TV with HDMI cable connectivity
- **Can we take product to the meetings?**
Yes, but preparation is your responsibility
- **How do we keep track of our meetings?**
This is up to you, NFRA can provide a scheduling template upon request

TIP: Have informal meetings in Café NFRA, meet at Taste of Excellence, or share a meal together during a breakfast or lunch function

Product Showcasing Opportunities

Taste of Excellence

- Opening Reception on Sunday night from 5pm-7pm
- \$3,500 per table
- Can serve up to two products per table
- All food prep is done in hotel kitchen by Marriott staff

Café NFRA

- Open all day Sunday, Monday & Tuesday
- \$6,000 per table
- Cooking approved through the hotel
- Can serve any type/amount of product



Sponsorship Opportunities

Benefits include:

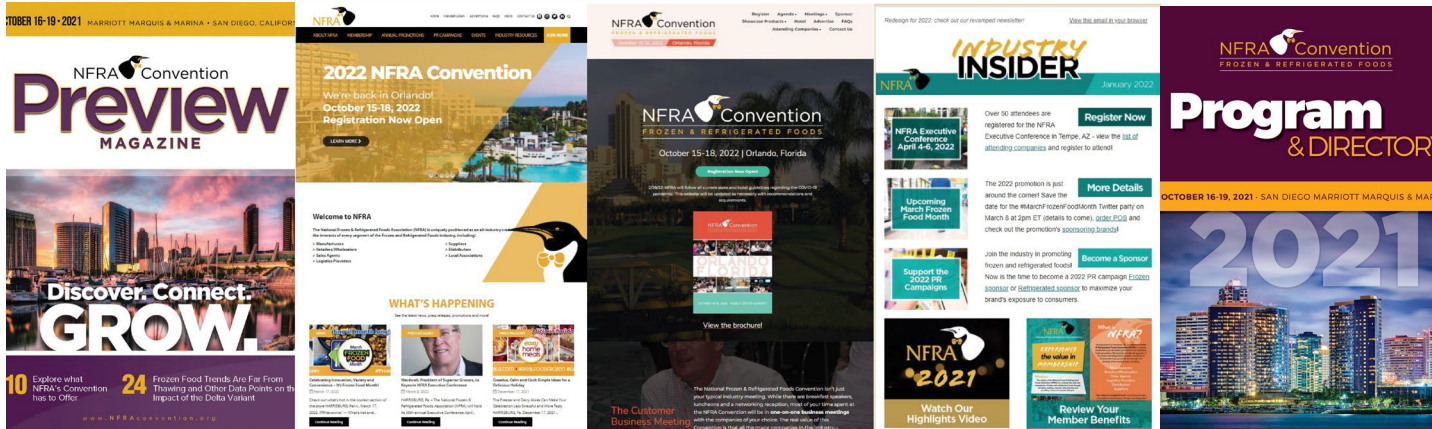
- Complimentary registration(s)
- Brand recognition on promotional materials and on-site
- Complimentary or discounted advertising in Convention publications

[VIEW SPONSORSHIP OPPORTUNITIES HERE](#)



Advertising Opportunities

- **Convention Preview Magazine**
Sent to 2,900+ members
- **Convention Program & Directory**
Handed out on-site to 1,300+ attendees
- **Industry Insider** e-newsletter
- **NFRAConvention.org** event website
- **NFRAweb.org** association website



TIP:
Receive complimentary
advertising by becoming
a Convention sponsor!

Tips & Tricks

- **Attend all Convention functions** – you never know who you might meet!
- Attend **Committee Meetings/Forums** to develop professional relationships and industry connections.
- Reach out to **trade press** attendees for potential media partnerships or interviews.
- Explore the **Table Top Exhibits** near the Registration Desk to see how they could benefit your company.
- Utilize the **Business Center** for accessing email or printing documents.
- Stop by the **NFRA Registration Desk** to meet the staff or with any questions.



Tips & Tricks continued

- **New members:** Reach out to meet with your mentor and attend the New Member Reception.
- Dress code is business casual.
- Most attendees arrive Saturday in order to be prepared for early Sunday morning meetings, but this is dependent on your schedule. Business meetings can run as late as 5pm on Tuesday.
- Registration is complimentary for your spouse – be sure to register them when you sign up for the Convention.

*Note: “Spouse/Family” is defined as one accompanying a registered attendee, but not present for the purpose of conducting business within the frozen and/or refrigerated food industry.



For more information visit
NFRACONVENTION.ORG

Contact us at (717) 657-8601 or nfra@nfraweb.org