DISCOVER • CONNECT • GROW



OCTOBER 5-8, 2024



GAYLORD NATIONAL HARBOR, MD



WHAT? The main focus of the NFRA Convention is its one-on-one business meeting approach, differentiating it from other events, which 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 5-8, 2024 at the Gaylord National Harbor in National Harbor, MD

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 event. Use this list to **reach out to the companies of your choice** and schedule meetings prior to the event. Once on-site, you will spend your time moving between these pre-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.

REGISTER AT NFRACONVENTION.ORG!

Hotel features:

- Nearly 2,000 recently renovated luxury guest rooms
- Over 545,000 square feet of indoor convention & meeting space
- On-site FedEx Office Business Center
- Heated indoor swimming pool & a 24-hour fitness center
- Relâche, a full-service spa and salon

Gaylord National Harbor

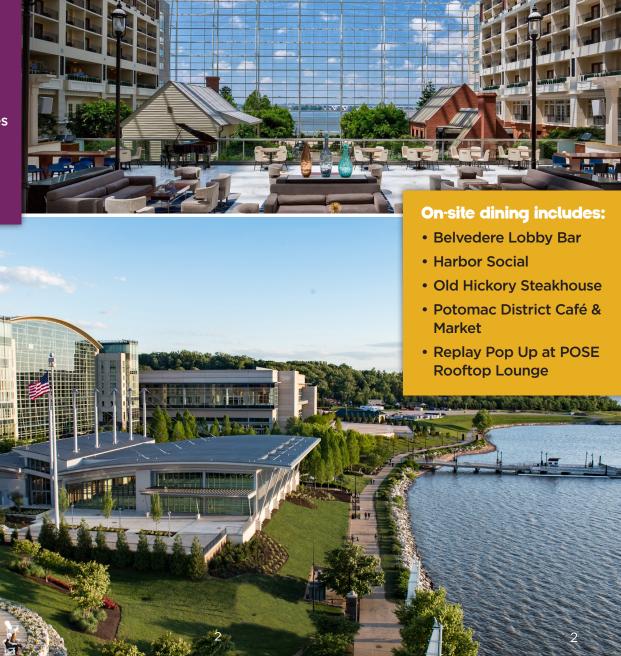
201 Waterfront Street • National Harbor, MD 20745 • (301) 965-4000

National Harbor is situated on the banks of the historic Potomac River, just minutes from the nation's capital. Featuring 350 acres of waterfront resort space, National Harbor is a destination unlike any other. This area is home to 160 stores and local boutiques, over 40 restaurants, renowned attractions, world-class gaming, an iconic Capital Wheel and the best sunsets in the D.C. area. Over 400 museums, monuments and cultural sites can be found nearby – and many of them are free! The Gaylord National is just eight miles from Reagan National Airport and is located near Tanger Outlet

Mall with over 80 designer and name-brand stores. The hotel boasts multiple dining options, from a steakhouse and sports bar to a brasserie-inspired Atrium eatery and a picturesque, rooftop lounge.

- NFRA group rates start at \$299 per night + taxes & fees
- Hotel cutoff date is September 19, 2024
- 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.



Schedule of Events

Saturday, October 5

7:00 am - 6:00 pm Convention Registration

Sunday, October 6

7:00 am - 5:00 pm Convention Registration

8:00 am - 5:00 pm Customer Business Meetings

8:00 am - 9:30 am Supply Chain Forum

9:00 am - 4:00 pm Café NFRA Open

9:00 am - 10:00 am Ice Cream Forum

10:00 am - 11:30 am Private Brands Forum

10:30 am - 12:00 pm **Marketing Forum**

1:00 pm - 2:30 pm Small Business Manufacturers Forum

5:00 pm - 7:00 pm Taste of Excellence Opening Reception

7:00 pm Evening open for business entertaining

Monday, October 7

7:00 am - 5:00 pm Convention Registration

7:15 am – 8:45 am Breakfast Session with Chef

Edward Lee, Award-Winning Chef, Author, and Culinary Director of

Succotash, National Harbor

These many forums are open to all attendees to discuss important topics related to the frozen and refrigerated industry.





Monday, continued

9:00 am - 5:00 pm Café NFRA Open

9:00 am - 5:00 pm Customer Business Meetings

12:00 pm - 1:00 pm NFRA Annual Membership Luncheon

honoring the 2024 Frozen Food

Hall of Fame Inductees

5:30 pm - 7:00 pm Networking Reception

7:00 pm Evening open for business

entertaining

This luncheon is the annual business meeting of the association, where newly elected officers and directors will be installed and the 2024 Frozen Food Hall of Fame honorees will be inducted.

Network with fellow attendees over cocktails and hors d'oeuvres during this relaxed and fun reception.

Tuesday, October 8

7:00 am - 3:00 pm Convention Registration

7:15 am - 8:45 am Breakfast Session with Numerator

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 honoring the 2024 winners

5:00 pm Evening open for business entertaining

This luncheon honors the winners of the 2024 Golden Penguin Awards competition for outstanding marketing of the March Frozen Food Month, June Dairy Month and Summer Favorites annual promotions.



Tips for Success

Register early!

- Your name and contact information will be added to the attendee list so that other registrants can reach out to you to schedule appointments
- · Most meetings are scheduled months in advance of the event and retailers' schedules fill quickly

Schedule your appointments early

- Use the attendee list to contact companies with whom you wish to meet
- An updated list is available to all registrants monthly and is updated on the mobile app daily
- If a company has no appointment times left, ask them to meet briefly in Café NFRA!

Download the Convention mobile app

- Get the most up-to-date attendee list with contact information
- Gain instant access to Convention details and important information such as sponsors, brands showcasing products, speakers, and more
- Keep track of your schedule

Attend all Convention functions

- Maximize your networking opportunities by making informal contacts and valuable connections
- · Be sure to set aside time for official Convention functions in addition to your scheduled meetings
- All functions, including both breakfasts, luncheons, Taste of Excellence and the NFRA Networking Reception, are included with your registration



Put your brand front and center

- Advertise in Convention Preview Magazine, which is mailed to the entire NFRA membership prior to the event
- Advertise in the Program & Directory, handed out to all attendees on-site with attendee directory
- Advertise on the Convention website with over 110,500 visitors and 328,200 pageviews to-date

Take advantage of sponsorship opportunities

- Gain valuable brand visibility during the Convention and in promotional materials
- Receive complimentary registration(s) and free or discounted advertising

Showcase your product to attendees

- Taste of Excellence offers the opportunity to share your product during the Convention's popular opening reception
- Café NFRA provides a casual meeting space for attendees to sample products over three days, as well as network and meet with one another











Product Showcasing

The NFRA Convention offers a variety of ways to feature your products to event attendees. The Taste of Excellence affords your brand a table during this kickoff reception, while a Cafe NFRA table spans three days of attendees sampling your products in this central meeting space.







CAFÉ NFRA

Sunday, October 6 • 9am - 4pm Monday, October 7 • 9am - 5pm Tuesday, October 8 • 9am - 3pm

Located in the Cherry Blossom Lobby, 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.

Contact NFRA at (717) 657-8601 or nfra@ NFRAweb.org for additional details.

TASTE OF EXCELLENCE

Sunday, October 6 • 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. Product will be professionally prepared by the hotel staff; cooking is not permitted at the table.





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.

Taste of Excellence Reception • \$40,000

*NEW SPONSORSHIP!

One sponsorship available to only Sales Agent, Logistics Provider or Supplier members. This sponsorship supports the signature opening reception.

- 15 complimentary Convention registrations valued at \$11,250
- Complimentary tabletop exhibit valued at \$1,500
- Complimentary ad on the back cover of the Taste of Excellence product booklet, distributed to all Convention attendees
- Complimentary full page, full color ad in Convention Preview Magazine – valued at \$2,620
- Complimentary full page, full color ad in Convention Program & Directory - valued at \$1,975
- Digital banner ad on Taste of Excellence webpage
- Exclusive digital ad in Taste of Excellence email distributed to all Convention attendees
- Dedicated social post on @NFRAweb channels
- Additional brand exposure opportunities during the event
- Brand/Company logo on directional event signage
- 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/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, full color ad in Convention Preview Magazine - valued at \$2,620
- Complimentary full page, full 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





Retailer Meeting Room Experience • \$20,000 *NEW SPONSORSHIP!

One sponsorship available. Supports retailer business meetings by providing wi-fi and digital presentation capabilities in each meeting room.

- Seven complimentary registrations valued at \$5,250
- Complimentary full page, full color ad in Convention Preview Magazine valued at \$2,620
- Complimentary full page, full color ad in Convention Program & Directory - valued at \$1,975
- Branding on Retailer Meeting Room key card holders
- Logo on wi-fi instructions placed in each meeting room
- Brand recognition in Convention promotional materials
- Brand recognition on the Convention mobile app and event website
- Branded water bottles placed in Retailer Meeting Rooms



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, full color ad in Convention Preview Magazine - valued at \$2,250
- Complimentary half page, full 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



New Member Reception • \$7,500 each

*NEW SPONSORSHIP!

Three sponsorships available. This reception welcomes new members to the event and introduces them to their mentors.

- Three complimentary Convention registrations valued at \$2,250
- Complimentary quarter page, full color ad in Convention Preview Magazine - valued at \$1,950
- Complimentary quarter page, full color ad in Convention Program & Directory - valued at \$1,470
- 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 that also honors the 2024 Frozen Food Hall of Fame inductees.

- Three complimentary Convention registrations valued at \$2,250
- Complimentary quarter page, full color ad in Convention Preview Magazine – valued at \$1,950
- Complimentary quarter page, full 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 Golden Penguin Awards Luncheon • \$7,500 each

Three sponsorships available. This luncheon honors the 2024 Golden Penguin Award Winners.

- Three complimentary Convention registrations valued at \$2,250
- Complimentary quarter page, full color ad in Convention Preview Magazine – valued at \$1,950
- Complimentary quarter page, full 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

Three sponsorships available. 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, full color ad in Convention Preview Magazine – valued at \$1,225
- Complimentary business card size, full 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





All sponsors receive complimentary registration and free or discounted advertising!

NFRA Networking Reception Bars • \$5,000 each

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

- Two complimentary Convention registrations valued at \$1,500
- Complimentary business card size, full color ad in Convention Preview Magazine – valued at \$1,225
- Complimentary business card size, full 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



Convention Mobile App • \$5,000 each

Three sponsorships available. Supports the 2024 Convention Mobile App featuring the attendee list, schedule, sponsors, and more.

- Two complimentary Convention registrations valued at \$1,500
- Sponsor-provided banner ad with link to company/brand website
- Complimentary business card size, full color ad in Convention Preview Magazine – valued at \$1,225
- Complimentary business card size, full 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

Three sponsorships available. Provides wi-fi for attendees in the Café NFRA area.

- Two complimentary Convention registrations valued at \$1,500
- Complimentary business card size, full color ad in Convention Preview Magazine – valued at \$1,225
- Complimentary business card size, full 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







Sign up early to receive your maximum benefit!

Retailer Refreshment Station • \$5,000 each

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

- Two complimentary Convention registrations valued at \$1,500
- Complimentary business card size, full color ad in Convention Preview Magazine – valued at \$1,225
- Complimentary business card size, full 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



Café NFRA Beverage Station • \$5,000 each

Three sponsorships available. 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, full color ad in Convention Preview Magazine – valued at \$1,225
- Complimentary business card size, full 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

Café NFRA Beverage Station BROUGHT TO YOU BY: ON-COR. DANONE

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





Sign up today at NFRAConvention.org!





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