



TASTE OF EXCELLENCE

Sunday, October 19, 2025 • 5 pm – 7 pm
Grand Ballroom • Orlando World Center Marriott

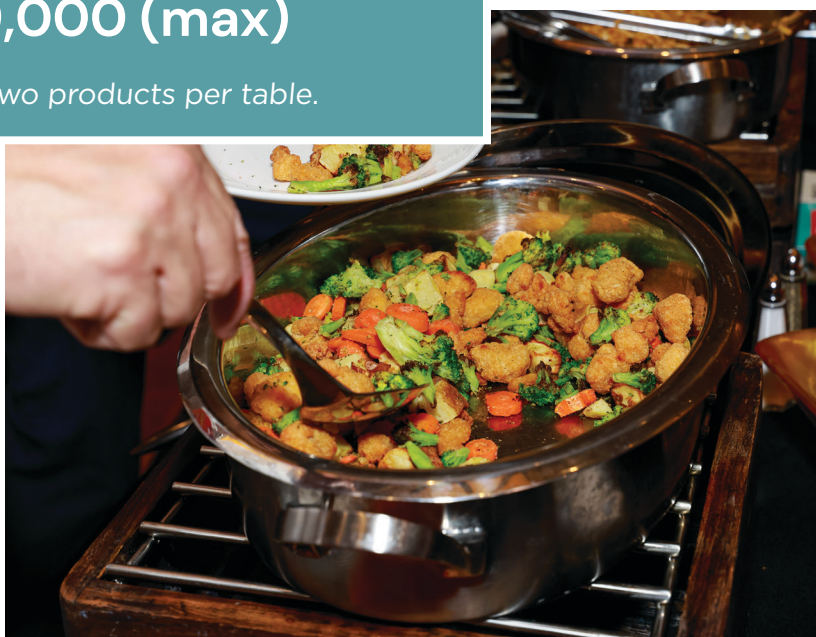
Showcase your product to attendees!

Take advantage of this opportunity to **share your newest products** with the industry's foremost decision-makers at the Taste of Excellence opening reception. This popular kickoff event for the NFRA Convention continues to be a favorite of exhibitors and guests alike, bringing **over 1,300 attendees** together to network amongst one another.

Your product will be **professionally prepared and uniquely presented** in the elegant setting of the Grand Ballroom. This is an invaluable opportunity to allow a very **influential audience** to taste the best in frozen and refrigerated foods.

1 table: \$4,500
2 tables: \$9,000 (max)

You may serve up to two products per table.



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YOUR PARTICIPATION INCLUDES:

- Product preparation by a highly skilled staff supervised by the Marriott's Executive Chef
- Mandatory meeting with Chef on Saturday prior to the event to ensure proper presentation of your product(s)
- Product listing in the Taste of Excellence booklet, distributed to all attendees
- Exposure in the mobile app and all event publications, including *Convention Preview Magazine* and the *Program & Directory*
- Product storage and transfer

INCLUDED IN YOUR EXHIBIT:

- 4-color full graphic Company ID Sign
- One 6' x 30" Skirted Table
- One 30" Cocktail Round
- Unique Décor, Props and Plants
- Product Preparation
- Serving Trays and Utensils
- China and Flatware
- Runner Service to and from Kitchen

PLEASE NOTE:

- Exhibition space is limited to 50 tables.
- Servers are available to assist at your table for an additional fee.
- There is a limit of three (3) supplemental ingredients per product served.
- Your response before May 30, 2025 is appreciated.
- Please submit completed form to Sarah@nfraweb.org.
- The Marketing Arm will be in contact with you in early June to start preparing for the event.



WITH QUESTIONS REGARDING TASTE OF EXCELLENCE, PLEASE CONTACT:

Kevin O'Keefe
The Marketing Arm
(630) 656-1133 x122
kevin@tmaplus.com

Please indicate number of table(s):

☐ 1 table - \$4,500 ☐ 2 tables - \$9,000

Product(s) Category:

☐ Frozen ☐ Refrigerated ☐ Both

***Optional: Will you need a server?**

☐ 1 server - \$275 ☐ 2 servers - \$550

**Servers are hired hotel staff that will stand at your table and serve your product to attendees.*

Please print all information as it should appear in the Taste of Excellence booklet:

Company Name _____

Company Website _____

Company Address _____

City _____ State _____ Zip _____

Name as it should appear on Table Sign _____

Brief Description of Product(s) to be served: _____

Contact Name for The Marketing Arm (booklet info, prep info, etc.) _____

Email _____ Phone _____

On-Site Contact Name _____

Email _____ Phone _____

Payment

☐ Enclosed check (US funds only - payable to NFRA)

☐ Please invoice me

☐ Visa ☐ MasterCard ☐ Discover ☐ American Express

**If paying by credit card, a 3% processing fee will be added to the amount.*

Card Number _____

Expiration Date _____

Name on Card _____

CVV _____ Billing Zip Code _____

Signature _____

Return this form with payment to:

NFRA

4755 Linglestown Road, Suite 300

Harrisburg, PA 17112

Sarah@nfraweb.org

Fax: (717) 657-9862

Phone: (717) 657-8601

**To receive maximum exposure
for your participation, please
reply by **Friday, May 30, 2025****