



## NAVIGATING THE NFRA CONVENTION

Below are some suggestions to help you get the most out of your NFRA Convention experience:

- If you have not already registered, do so immediately to ensure your name appears in early editions of the pre-registration list.
- It is crucial that you call early (early summer) to pre-arrange business appointments.
- If you are registered, but do not have a current attendee list, please contact us for an electronic copy or download the Convention mobile app.
- If a retailer does not have an appointment time open, ask to meet briefly in the Café NFRA.
- Take advantage of the Café NFRA for informal appointments.
- Contact the editors of trade magazines who will be there. They would love to meet with you and learn more about your business. They can help you too.
- Take advantage of the NFRA Business Center if you need to print documents for your meetings.
- Questions? – During the Convention, go to the NFRA registration desk, or ask any NFRA staff member.
- Attend **ALL** scheduled Convention events to maximize your participation
  - **Taste of Excellence** – Don't miss it. Network, taste exciting new products in an elegant atmosphere, meet retailers and manufacturers
  - **Breakfast Sessions** – Great networking opportunities, informative speakers
  - **Business Appointments** – The Convention's primary focus is placed on these one-on-one appointments. Again, call **NOW** because schedules fill up fast
  - **NFRA Membership Luncheon and Industry Luncheon** – Network and meet newly elected Officers and Directors. Introduce yourself. We want to get to know you!
  - **NFRA Networking Reception** – Network and learn how NFRA's promotions can increase your business.
  - **Café NFRA** – Sample products, conduct informal business meetings

Please feel free to call NFRA at (717) 657-8601, if you have any questions.