

NFRA Convention

FROZEN & REFRIGERATED FOODS

OCTOBER 18–21, 2025

World Center Marriott
Orlando, Florida



DISCOVER
CONNECT
GROW



#NFRA25

NFRA  **Convention**
FROZEN & REFRIGERATED FOODS
OCTOBER 18-21, 2025 ORLANDO, FLORIDA

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 18-21, 2025** at the World Center Marriott in Orlando, Florida.

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 TODAY AT [NFRACONVENTION.ORG](https://www.nfraconvention.org)!

Future Convention Dates

October 17-20, 2026 • National Harbor, MD

October 9-12, 2027 • San Diego, CA

October 21-24, 2028 • National Harbor, MD



World Center Marriott

8701 World Center Drive • Orlando, FL 32821 • (407) 239-4200

The Orlando World Center Marriott is a vibrant resort that combines professional amenities with fun, making it a perfect destination for both business and leisure. Located just minutes from many theme parks, this expansive hotel features 2,010 spacious guest rooms, an array of dining options, and a stunning outdoor pool complex and waterpark. Hawk's Landing Golf Club, the on-site FedEx Office Business Center, a heated indoor swimming pool, 24-hour fitness center, and full-service spa and salon are other features that ensure a well-rounded and memorable experience.

- **We encourage you to book early!**
Hotel cutoff date is Sept. 19, 2025
- **NFRA group rates start at \$277 per night + taxes & fees**
- **Check in: 4:00 pm**
Check out: 11:00 am
- **A limited number of suites are available; please contact NFRA at (717) 657-8601 for information.**



On-site dining includes:

- Mikado Japanese Steak House
- Siro Urban Italian Kitchen
- Latitude & Longitude
- High Velocity
- Falls Pool Bar & Grill
- Lobby Bar
- Central Pantry
- Starbucks

Nearby airports:

- Orlando International Airport (MCO) - 17 miles
- Kissimmee Gateway Airport (ISM) - 10 miles
- Orlando Sanford International Airport (SFB) - 43 miles

2025 Schedule of Events

Saturday, October 18

7:00 am – 6:00 pm Convention Registration

Sunday, October 19

7:00 am – 5:00 pm Convention Registration

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

8:00 am – 9:30 am **Private Brands 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 **Supply Chain 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



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

This popular opening event showcases new frozen and refrigerated products and provides a great opportunity for networking.

Monday, October 20

7:00 am – 5:00 pm Convention Registration

7:15 am – 8:45 am Breakfast Session featuring NFRA's First Penguins Case Study Presentations



FIRST PENGUIN
NFRA'S NEXT GENERATION
LEADERSHIP PROGRAM





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 2025 Refrigerated Food Hall of Fame Inductees
5:30 pm – 7:00 pm	Networking Reception
7:00 pm	Evening open for business entertaining

This is the official business meeting of the association, where newly elected officers and directors are installed and the 2025 Refrigerated 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 21

7:00 am – 3:00 pm	Convention Registration
7:15 am – 8:45 am	Breakfast Session with Andrew Zimmern, Award-winning TV Personality, Chef, Writer & Passionate Global Citizen
9:00 am – 3:00 pm	Café NFRA Open
9:00 am – 5:00 pm	Business Appointments
12:00 pm – 1:00 pm	Golden Penguin Awards Luncheon honoring the 2025 Winners & Top Marketers
5:00 pm	Evening open for business entertaining



DON'T MISS OUT!
REGISTER NOW AT [NFRACONVENTION.ORG](https://nfraconvention.org)

Product Showcasing: Café NFRA

Located in the Grand Atrium, 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 while sampling a variety of products.

Café NFRA Hours

Sunday, October 19 • 9am - 4pm

Monday, October 20 • 9am - 5pm

Tuesday, October 21 • 9am - 3pm

This year, a lottery system will be used to assign Café NFRA tables. If you are interested in participating in the Café NFRA, please submit your form between March 1 and March 9, 2025. The week of March 10, a random selection will be held to determine the participating tables. For more details, visit nfraconvention.org/cafe-nfra/.



Member Manufacturers:

Showcase your product(s) to attendees over the course of three days in this bustling meeting space.

\$7,500 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 19
5pm – 7pm

Experience this exciting opening reception, where you can network with colleagues while sampling the newest and most innovative products the industry has to offer. Located in the Grand Ballroom, over 50 frozen and refrigerated manufacturer companies serve product during this Convention kickoff event.

Member Manufacturers:

Take advantage of the opportunity to share your product(s) with the industry's foremost decision-makers.

\$4,500 per table. Up to two tables with two products per table. Product will be professionally prepared by the hotel staff; cooking is not permitted at the table.



Reserve your table early!

Taste of Excellence sponsorships also available; see pages 8–10.



Tips for Convention 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 on the mobile app daily
- If a company has no meeting times left, ask them to meet in Café NFRA!

✓ Download the Convention mobile app

- Get the most up-to-date attendee list with contact information
- View meeting room locations and venue maps
- Gain instant access to Convention details and important information such as sponsors, brands showcasing products, speakers, and more



✓ 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

✓ Contact registered trade press members to introduce yourself for potential brand exposure opportunities

✓ Put your brand front and center

- Advertise in 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 132,000 visitors and 383,200 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



Become a Sponsor

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

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

- 15 complimentary Convention registrations - **valued at \$12,375**
- Complimentary Tabletop Exhibit - **valued at \$2,500**
- Complimentary ad on the back cover of the Taste of Excellence product booklet, distributed to all Convention attendees digitally
- Complimentary full page, full color ad in Convention Preview Magazine - **valued at \$2,700**
- Complimentary full page, full color ad in Convention Program & Directory - **valued at \$2,035**
- Digital banner ad on Taste of Excellence webpage - **valued at \$1,420**
- Exclusive digital ad in Taste of Excellence email distributed to all Convention attendees
- Dedicated social post on NFRA LinkedIn page
- Additional brand exposure opportunities during the Taste of Excellence
- 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

Limit one sponsorship per day. These sessions bring attendees together for breakfast and a featured speaker presentation.

- 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 \$8,250**
- Complimentary full page, full color ad in Convention Preview Magazine - **valued at \$2,700**
- Complimentary full page, full color ad in Convention Program & Directory - **valued at \$2,035**
- 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



**Please contact
Pat@NFRAweb.org
to sign up or with
any questions.**

Retailer Meeting Room Experience • \$20,000

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

- Seven complimentary registrations – **valued at \$5,775**
- Complimentary full page, full color ad in Convention Preview Magazine – **valued at \$2,700**
- Complimentary full page, full color ad in Convention Program & Directory – **valued at \$2,035**
- 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 • \$12,500 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 \$3,300**
- Complimentary half page, full color ad in Convention Preview Magazine – **valued at \$2,320**
- Complimentary half page, full color ad in Convention Program & Directory – **valued at \$1,745**
- 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

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

- Three complimentary Convention registrations – **valued at \$2,475**
- Complimentary quarter page, full color ad in Convention Preview Magazine – **valued at \$2,010**
- Complimentary quarter page, full color ad in Convention Program & Directory – **valued at \$1,515**
- 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 • \$10,000 each

Three sponsorships available. This luncheon is NFRA's annual business meeting that also honors the 2025 Refrigerated Food Hall of Fame inductees.

- Three complimentary Convention registrations – **valued at \$2,475**
- Complimentary quarter page, full color ad in Convention Preview Magazine – **valued at \$2,010**
- Complimentary quarter page, full color ad in Convention Program & Directory – **valued at \$1,515**
- 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 • \$10,000 each

Three sponsorships available. This luncheon honors the 2025 Golden Penguin Award Winners and Top Marketers.

- Three complimentary Convention registrations – **valued at \$2,475**
- Complimentary quarter page, full color ad in Convention Preview Magazine – **valued at \$2,010**
- Complimentary quarter page, full color ad in Convention Program & Directory – **valued at \$1,515**
- 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 • \$6,000 each

Three sponsorships available. Sponsor the hosted bars for the Taste of Excellence reception on Sunday evening.

- Two complimentary Convention registrations – **valued at \$1,650**
- Complimentary business card size, full color ad in Convention Preview Magazine – **valued at \$1,260**
- Complimentary business card size, full color ad in Convention Program & Directory – **valued at \$960**
- 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 • \$6,000 each

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

- Two complimentary Convention registrations – **valued at \$1,650**
- Complimentary business card size, full color ad in Convention Preview Magazine – **valued at \$1,260**
- Complimentary business card size, full color ad in Convention Program & Directory – **valued at \$960**
- 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 • \$6,000 each

Three sponsorships available. Supports the 2025 Convention mobile app featuring the attendee list, maps, schedule, sponsors, and more.

- Two complimentary Convention registrations – **valued at \$1,650**
- Sponsor-provided banner ad with link to company/brand website
- Complimentary business card size, full color ad in Convention Preview Magazine – **valued at \$1,260**
- Complimentary business card size, full color ad in Convention Program & Directory – **valued at \$960**
- Brand recognition in Convention promotional materials and on event website
- Brand recognition on special signage at Convention events



Café NFRA Wi-Fi Hotspot • \$6,000 each

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

- Two complimentary Convention registrations – **valued at \$1,650**
- Complimentary business card size, full color ad in Convention Preview Magazine – **valued at \$1,260**
- Complimentary business card size, full color ad in Convention Program & Directory – **valued at \$960**
- 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 • \$6,000 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 \$1,650**
- Complimentary business card size, full color ad in Convention Preview Magazine – **valued at \$1,260**
- Complimentary business card size, full color ad in Convention Program & Directory – **valued at \$960**
- 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 • \$6,000 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 \$1,650**
- Complimentary business card size, full color ad in Convention Preview Magazine – **valued at \$1,260**
- Complimentary business card size, full color ad in Convention Program & Directory – **valued at \$960**
- 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 • \$3,500 each

General Sponsors support the overall Convention.

- One complimentary Convention registration – **valued at \$825**
- 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



Register today at NFRAConvention.org



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