



OCTOBER 18–21, 2025

ORLANDO, FLORIDA

Retailer Quick Start Guide

Navigating your way through the NFRA Convention

DISCOVER • CONNECT • GROW

NFRA Convention At-A-Glance

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

Meet with the entire frozen/refrigerated dairy supply chain

Unparalleled networking opportunities

Opportunity to participate in **Speed Meetings to meet with up-and-coming brands**

Discover new and innovative products

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

Committee Meetings/ Forums help to develop professional relationships and industry connections.

Registration Fees

- **NFRA Retailer/Wholesaler Member:** Complimentary
- **Non-Member:** \$3,500 per person
- Includes all functions:
 - Business Appointments
 - Taste of Excellence Opening Reception
 - Café NFRA and Tabletop 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
- Secure your meeting room and sign up to participate in the Speed Meetings all on one registration form!
- Can substitute anytime at no cost
- Can add more attendees later
- There is no official registration deadline, but we encourage early registration 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

Orlando World Center Marriott Orlando, Florida

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

- Rooms start at \$277/night
- Book your room by **Sept. 19, 2025**
- 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 Sunday from 5-7pm

Don't miss it: taste exciting new products in an elegant atmosphere and meet emerging brands

Breakfast Sessions Monday & Tuesday 7:15-8:45 am

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

TIP:

Plan to schedule your business meetings around these events to get the most out of your Convention experience

NFRA Membership Luncheon and Awards Luncheon Monday and Tuesday at noon

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



Networking Reception Monday from 5:30-7pm

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

Reserve a Meeting Room

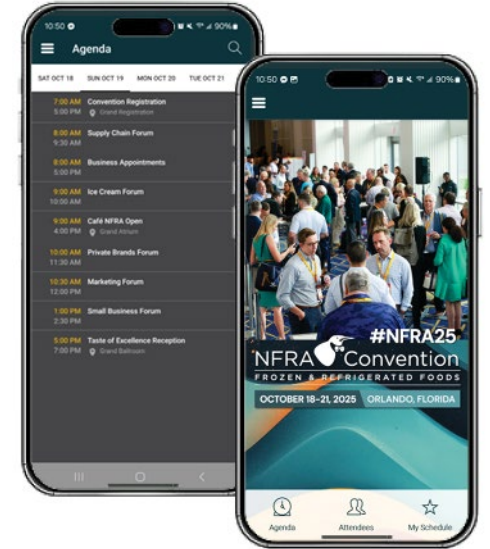
- Reserve your meeting room(s) during the registration process
- Indicate which day(s) you need the room:
Available Sunday, Monday, Tuesday
- If applicable, designate a scheduling contact to coordinate your requests
- Most retailers reserve one room for frozen and one room for refrigerated business appointments; however, you may reserve as many rooms as needed
- NFRA will assign rooms in late summer and promote your location to attendees prior to and during the event

FYI:

Your meeting room location will be available on the mobile app through an interactive floor plan and under **Meeting Rooms**

Scheduling Business Meetings

- Set up your meeting schedule:
 - Be sure to **schedule your meetings in the local time of the Convention – EST** in Orlando, Florida
 - Access the **Attendee List** via Member Portal or Mobile App
 - View the attendees and note their info
 - Reach out directly via phone or email to request a meeting
 - Coordinate your own schedule with the requests you receive
 - Remember to block out the time for Speed Meetings, if you are participating. These meetings will be coordinated through NFRA.
- Most attendees will come to your room for meetings
- A few larger manufacturers will have their own meeting room; coordinate directly with each company to determine meeting location



TIP:

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

Business Meetings Details

- **Where do we meet?** Most meetings will take place in your assigned room(s)
- **How long are meetings?** NFRA recommends 25 minutes, with five minutes to move between meetings
- **How many people attend each meeting?** Typically, 1-3 per retailer, up to 5 per manufacturer
- **How do we view presentations?** All rooms have a TV or monitor with HDMI cable connectivity and wi-fi. Please encourage your business partners to come prepared with digital presentations.
- **Will attendees bring samples?**
This is up to each manufacturer
- **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

Speed Meetings

- Optional opportunity for quick, 6-minute meetings with multiple small, emerging brands.
- Meetings will be offered to small manufacturers and new NFRA members that may not have any meetings scheduled or are having trouble obtaining appointments on their own.
These are companies you may not otherwise see in your day-to-day operations!
- The idea is to create a meet and greet opportunity for sharing of company information and items/brands, setting up follow-up meeting opportunities, etc.
- Contact Sarah@nfraweb.org to sign up

Optional Sessions:

Monday Morning: 10:00 – 11:30 am

Monday Afternoon: 3:30 – 5:00 pm

Tuesday Afternoon: 1:30 – 3:00 pm



Product Showcasing Opportunities

Manufacturers will be showcasing product at the following events. NFRA strongly recommends setting aside time to explore these brands – and be sure to stop by the Café NFRA to check out the next winner of **NFRA's Penguin Pitch Award!**

Taste of Excellence

- Opening Reception Sunday evening from 5pm-7pm
- Sample the newest, most innovative products from 50+ manufacturers

Café NFRA

- Sunday from 9am-4pm
- Monday from 9am-5pm
- Tuesday from 9am-3pm



Tips & Tricks

- **Attend all Convention functions** – you never know who you might meet!
- Attend **Committee Meetings/Forums** to develop professional relationships and industry connections.
 - Supply Chain Forum
 - Private Brands Forum
 - Ice Cream Forum
 - Marketing Forum
 - Small Business Forum
- Reach out to **trade press** attendees for potential media partnerships or interviews.
- Explore the **Tabletop Exhibits** near the Registration Desk to learn about various products and services.
- 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 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.



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**For more information,
visit NFRAConvention.org**

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