

NFRA  Convention  
FROZEN & REFRIGERATED FOODS

**October 17-20, 2026**  
Gaylord National Resort & Convention Center  
National Harbor, MD



Discover. Connect. Grow.  
**#NFRA26**

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# NFRA Convention At-A-Glance



## What is Convention?

The foundation of the NFRA Convention is the one-on-one Business Meeting approach, differentiating it from other trade shows. This Convention 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.

## Where and When is Convention?

The 2026 NFRA Convention is being held at the beautiful Gaylord National Resort & Convention Center, located in National Harbor, MD, October 17 through 20.

## What Can I Expect to Gain From Attending?

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 distributed multiple times prior to the Convention. Use this list to reach out to the companies of your choice and schedule appointments prior to the event. Then, 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.

Questions? We're here to help! ♦ [NFRA@nfraweb.org](mailto:NFRA@nfraweb.org) ♦ (717) 657-8601

# Accommodations



## Gaylord National Resort & Convention Center

201 Waterfront Street | Oxon Hill, MD 20745

- ◆ Nearly 2,000 recently-renovated luxury guest rooms
- ◆ Over 545,000 square feet of indoor convention and meeting space
- ◆ 8 miles from Reagan National Airport
- ◆ Heated indoor swimming pool and 24-hour fitness center
- ◆ Relâche, a full-service spa and salon
- ◆ On-site FedEx Office Business Center
- ◆ Nearby Tanger Outlet Mall features over 80 designer and name brand stores
- ◆ Multiple dining options from a steakhouse and sports bar to a brasserie-inspired Atrium eatery or rooftop lounge: Old Hickory Steakhouse, Harbor Social, Potomac District Café & Market, Belvedere Lobby Bar, The Capital Confectionery, and The Whiskey Revolution

### Other Nearby Hotels

- ◆ Residence Inn, 1 min walk (301) 749-4755
- ◆ Hampton Inn & Suites 1 min walk (301) 567-3531
- ◆ The Westin, 3 min walk (301) 567-3999
- ◆ Wyndham, 4 min walk (301) 265-4200
- ◆ AC Hotel, 6 min walk (301) 749-2299



- ◆ **NFRA room rates start at \$299 per night.**
- ◆ **Once your registration is processed, you will receive a confirmation email from NFRA, which will include a link and directions on how to book your hotel room.**
- ◆ **The cutoff to make your room reservation under the NFRA room block is September 25.**
- ◆ **A limited number of suites are available. Contact NFRA at (717) 657-8601 for information.**

# Convention Schedule

## Saturday, October 17

7:00 A.M. – 6:00 P.M. Convention Registration

## Sunday, October 18

7:00 A.M. – 5:00 P.M. Convention Registration

8:00 A.M. – 5:00 P.M. Business Appointments

8:00 A.M. – 9:00 A.M. Private Brands Forum

9:00 A.M. – 4:00 P.M. Café NFRA and Frozen Fix Open

9:30 A.M. – 10:30 A.M. Ice Cream Forum

10:30 A.M. – 11:30 A.M. Supply Chain Forum

11:30 A.M. – 12:00 P.M. Marketing Forum

1:00 P.M. – 2:30 P.M. Small Business Manuf. Forum

5:00 P.M. – 7:00 P.M. Taste of Excellence Reception

7:30 P.M. Evening open for business entertaining



On behalf of the NFRA Board of Directors, I'm excited to personally invite you to the 2026 NFRA Convention. Following record attendance in recent years, we're gearing up for another exceptional event. The NFRA Convention is a prime opportunity to connect with key industry players across the frozen and refrigerated dairy aisles. I encourage you to register early to begin securing your business meetings. Be sure to align your schedule with the Convention's agenda, including our hosted events, while leaving plenty of time for your business meetings beginning Sunday, October 18th. We look forward to the industry coming together for what promises to be another productive and memorable Convention.

Bill Kynast, Chobani  
NFRA Chair



Taste of Excellence showcases new frozen and refrigerated products and allows attendees to network among one another.



Many NFRA Forums are open to all attendees to discuss important topics related to the frozen and refrigerated industry.

# Convention Schedule

Monday's NFRA Membership Luncheon is the annual business meeting of the Association, where newly elected Officers and Directors will be installed and NFRA's Strategic Plan will be shared with Members.



Monday's Networking Reception is the chance to chat with fellow attendees over cocktails and hors d'oeuvres in a relaxed and fun setting.



## Monday, October 19

- 7:00 A.M. – 5:00 P.M. Convention Registration
- 7:15 A.M. – 8:45 A.M. Breakfast Session featuring the Class of 2026 First Penguin Presentations
- 9:00 A.M. – 5:00 P.M. Business Appointments
- 9:00 A.M. – 5:00 P.M. Café NFRA and Frozen Fix Open
- 12:00 P.M. – 1:00 P.M. NFRA Annual Membership Luncheon
- 5:30 P.M. – 7:00 P.M. NFRA Networking Reception
- 7:00 P.M. Evening open for business entertaining



Tuesday's Luncheon honors the winners of the 2026 Golden Penguin Awards Competition for Outstanding Marketing to promote March Frozen Food Month, June Dairy Month, and Summer Favorites annual promotions.

## Tuesday, October 20

- 7:00 A.M. – 3:00 P.M. Convention Registration
- 7:15 A.M. – 8:45 A.M. Breakfast Session with Speaker Christine Ha
- 9:00 A.M. – 3:00 P.M. Café NFRA and Frozen Fix Open
- 9:00 A.M. – 5:00 P.M. Business Appointments
- 12:00 P.M. – 1:00 P.M. Awards Luncheon honoring the 2026 Golden Penguin Award Winners
- 5:00 P.M. Evening open for business entertaining

# Tips & Good-to-Knows

**Business appointments are the main focus of the NFRA Convention. Most of your time spent at the Convention will be in one-on-one business appointments with the companies of your choice. Use the following tips to get the most out of your Convention experience.**

## 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 Convention and retailers' schedules fill quickly

## Schedule Your Appointments Early

- ◆ Schedule meetings with companies from the Attendee List
- ◆ An updated list is posted for all registrants monthly and is updated on the Convention mobile app daily
- ◆ If a company has no appointment times left, ask them to meet briefly in Café NFRA or in our ad-hoc meeting space

## 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 representatives to introduce yourself for potential brand exposure opportunities
- ◆ Spouses/Family are welcome to attend all Convention functions except the business appointments.



## Make the Most of Your Stay at National Harbor

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 in the nearby D.C. area – and many of them are free!

# Tips & Good-to-Knows

## Download the Convention Mobile App

- ◆ Get the most up-to-date attendee list
- ◆ Attendees can be filtered by member type and category
- ◆ Gain instant access to Convention details and important updates
- ◆ Keep track of your schedule

## Put Your Brand Front And Center

- ◆ Advertise in Convention Preview Magazine, distributed to the entire NFRA membership prior to the Convention
- ◆ Advertise in the Program & Directory, handed out to all attendees on-site
- ◆ Advertise on the Convention website with over 157,000 visitors and 452,000 page views 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

## What to Wear

Recommended attire for the Convention is business casual.

## Schedule Smart

Specific times have been set aside for business appointments. Please schedule all appointments during these times to ensure they do not conflict with official Convention functions.

## Guest Registration

Take advantage of the complimentary registration for your spouse. "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.

## Badges

Badges must be worn during the entire NFRA Convention. They are necessary to attend all receptions, meal functions, speaker presentations and business appointments.

## Visit Us Online

See full registration and hotel policies, event photos, details, and more information at [NFRAConvention.org](https://NFRAConvention.org)



## 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.
- ◆ Frozen Fix allows attendees to grab a quick ice cream or novelty snack throughout the day.

# Product Showcases

## Taste of Excellence ♦ Maryland Ballroom Sunday, October 18 | 5:00 – 7:00 P.M.

Experience this grand opening event, where you can network with colleagues while sampling the newest, most innovative products in the industry. Attendance is included in your Convention registration.

**NFRA 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. Product will be professionally prepared by the hotel staff; cooking is not permitted at the table.

## TASTE OF *Excellence*



## Frozen Fix

Cherry Blossom Lobby

**Sunday, October 18  
9:00 A.M. – 4:00 P.M.**

**Monday, October 19  
9:00 A.M. – 5:00 P.M.**

**Tuesday, October 20  
9:00 A.M. – 3:00 P.M.**

**This ice cream & novelties showcasing opportunity offers manufacturer brands the chance to feature individually-wrapped products to Convention attendees. A unique grab-n-go cooler station will be available to give attendees the opportunity to enjoy a complimentary frozen treat during the Café hours.**

## Café NFRA ♦ Cherry Blossom Lobby Sunday, October 18 | 9:00 A.M. – 4:00 P.M. Monday, October 19 | 9:00 A.M. – 5:00 P.M. Tuesday, October 20 | 9:00 A.M. – 3:00 P.M.



This is a café-style common area where you can take a break between meetings, catch up with colleagues, grab refreshments and recharge before your next business appointment. You can also hold brief, informal meetings at this central gathering spot.

**Lottery System in Place for 2026 Café NFRA:** To ensure a fair and transparent selection process, Café NFRA table reservations are assigned via a lottery system. The selection will be conducted through an independent online randomization tool. Applications will be accepted March 1-10, 2026. If a form is submitted, companies that participated in the previous year will receive one lottery entry. New applicants, as well as companies that did not participate in 2025, will receive two entries. The random selection process will take place the week of March 16. Selected companies will be notified and receive an invoice the week of March 23. To secure your spot, your payment of \$7,500 must be made within 30 days. We appreciate your enthusiasm for Café NFRA and look forward to another successful year of networking and product showcases!

# Sponsorship Opportunities

## Taste of Excellence Opening Reception Sponsorship

**\$40,000**

One Sponsorship Available  
Open to Sales Agent, Logistics  
Provider, or Supplier Members

### This sponsorship supports the signature opening reception.

- ◆ Fifteen 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 booklet, distributed to all Convention attendees
- ◆ 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 the event website
- ◆ Brand recognition on special signage at Convention events

### These sessions bring attendees together for breakfast and a featured speaker on Monday and Tuesday.

- ◆ Branding opportunities available during breakfast  
Contact NFRA for more details
- ◆ 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, four-color ad in Convention Preview Magazine, valued at \$2,700
- ◆ Complimentary full-page, four-color ad in Convention Program & Directory, valued at \$2,035
- ◆ Brand or Company logo displayed during breakfast
- ◆ Brand recognition in Convention promotional materials
- ◆ Brand recognition on the Convention mobile app and the event website
- ◆ Brand recognition on special signage at Convention events

## Breakfast Sessions Sponsorship

**\$30,000 each**

One Sponsorship Available  
for each session  
(Monday and Tuesday)

# Sponsorship Opportunities

## Coffee Bar Sponsorship

**\$20,000**

Limit one sponsorship

**Open during registration hours at the NFRA Convention and located centrally within the registration area for maximum visibility and attendee traffic.**

- ◆ Seven complimentary Convention 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 coffee bar beverage napkins
- ◆ Branding on coffee bar
- ◆ Opportunity to provide branded coffee cups
- ◆ Brand recognition in Convention promotional materials
- ◆ Brand recognition on the Convention mobile app and the event website
- ◆ Brand recognition on special signage at Convention events

## Retailer Meeting Room Experience Sponsorship

**\$20,000 each**

Limit one sponsorship per retailer

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

- ◆ Seven complimentary Convention 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
- ◆ Branded water bottles placed in Retailer Meeting Rooms
- ◆ Brand recognition in Convention promotional materials
- ◆ Brand recognition on the Convention mobile app and the event website
- ◆ Brand recognition on special signage at Convention events

# Sponsorship Opportunities

## Monday NFRA Networking Reception Sponsorship

**\$12,500 each**

Three sponsorships available

### This relaxed Monday evening reception offers time to meet and greet industry colleagues over food and drink.

- ◆ Four complimentary Convention registrations, valued at \$3,300
- ◆ Complimentary half page, four-color ad in Convention Preview Magazine, valued at \$2,320
- ◆ Complimentary half page, four-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 the event website
- ◆ Brand recognition on special signage at Convention events

## Monday Membership Luncheon Sponsorship

**\$10,000 each**

Three sponsorships available

### This luncheon features the annual NFRA business meeting and installation of new Board members, Officers and Chair.

- ◆ Three complimentary Convention registrations – valued at \$2,475
- ◆ Complimentary quarter page, four-color ad in Convention Preview Magazine, valued at \$2,010
- ◆ Complimentary quarter page, four-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 the event website
- ◆ Brand recognition on special signage at Convention events

# Sponsorship Opportunities

## Tuesday Golden Penguin Awards Luncheon Sponsorship

**\$10,000 each**

Three sponsorships available

### This closing luncheon honors the 2026 Golden Penguin Award Winners.

- ◆ Three complimentary Convention registrations, valued at \$2,475
- ◆ Complimentary quarter page, four-color ad in Convention Preview Magazine, valued at \$2,010
- ◆ Complimentary quarter page, four-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 the event website
- ◆ Brand recognition on special signage at Convention events

## New Member Reception Sponsorship

**\$7,500 each**

Three sponsorships available

### This reception welcomes new members to the Convention 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 the event website
- ◆ Brand recognition on special signage at Convention events

# Sponsorship Opportunities

## Sunday Taste of Excellence Bars Sponsorship \$6,000 each

Three sponsorships available

### Sponsor the hosted bars for the Taste of Excellence on Sunday evening.

- ◆ Two complimentary Convention registrations, valued at \$1,650
- ◆ Complimentary business card size, four-color ad in Convention Preview Magazine, valued at \$1,260
- ◆ Complimentary business card size, four-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 the event website
- ◆ Brand recognition on special signage at Convention events

## Monday NFRA Networking Reception Bars Sponsorship \$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, four-color ad in Convention Preview Magazine, valued at \$1,260
- ◆ Complimentary business card size, four-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 the event website
- ◆ Brand recognition on special signage at Convention events

# Sponsorship Opportunities

## Convention Mobile App Sponsorship

**\$6,000 each**

Three sponsorships available

### Supports the 2026 Convention Mobile App featuring attendee lists, schedule of events, and more.

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

## Retailer Refreshment Station Sponsorship

**\$6,000 each**

Three sponsorships available

### Refreshment stations are 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, four-color ad in Convention Preview Magazine, valued at \$1,260
- ◆ Complimentary business card size, four-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 the event website
- ◆ Brand recognition on special signage at Convention events

# Sponsorship Opportunities

## Cafe NFRA Wi-Fi Hotspot Sponsorship

**\$6,000 each**

Three sponsorships available

### This sponsorship helps provide wi-fi in the Café NFRA

- ◆ Two complimentary Convention registrations, valued at \$1,650
- ◆ Complimentary business card size, four-color ad in Convention Preview Magazine, valued at \$1,260
- ◆ Complimentary business card size, four-color ad in Convention Program & Directory, valued at \$960
- ◆ Brand recognition in Convention promotional materials
- ◆ Brand recognition on the Convention mobile app and the event website
- ◆ Brand recognition on special signage at Convention events

## Café NFRA Beverage Station Sponsorship

**\$6,000 each**

Three sponsorships available

### The beverage station is located in or near Café NFRA and consists of hotel-provided beverages only.

- ◆ Two complimentary Convention registrations, valued at \$1,650
- ◆ Complimentary business card size, four-color ad in Convention Preview Magazine, valued at \$1,260
- ◆ Complimentary business card size, four-color ad in Convention Program & Directory, valued at \$960
- ◆ Brand recognition at the Café NFRA Beverage Station
- ◆ Brand recognition in Convention promotional materials
- ◆ Brand recognition on the Convention mobile app and the 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
- ◆ Brand recognition in Convention promotional materials
- ◆ Brand recognition on the Convention mobile app and the event website
- ◆ Brand recognition on special signage at Convention events
- ◆ 50% discount on print or digital Convention advertising

# Your Convention Support Team



**Tricia Greyshock**  
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**See you in National Harbor!**

## Future Dates

**Oct 9-12, 2027** | San Diego, CA  
**Oct 21-24, 2028** | National Harbor, MD  
**Oct 13-16, 2029** | Orlando, FL