



NFRA Convention
FROZEN & REFRIGERATED FOODS

OCTOBER 17-20, 2026

NATIONAL HARBOR, MD

Quick Start Guide

Navigating Your Way
Through NFRA Convention

Discover. Connect. Grow.

#NFRA26

NFRA Convention At-A-Glance

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

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

Various product sampling opportunities

Meet with the entire frozen/refrigerated dairy supply chain

Unparalleled networking opportunities



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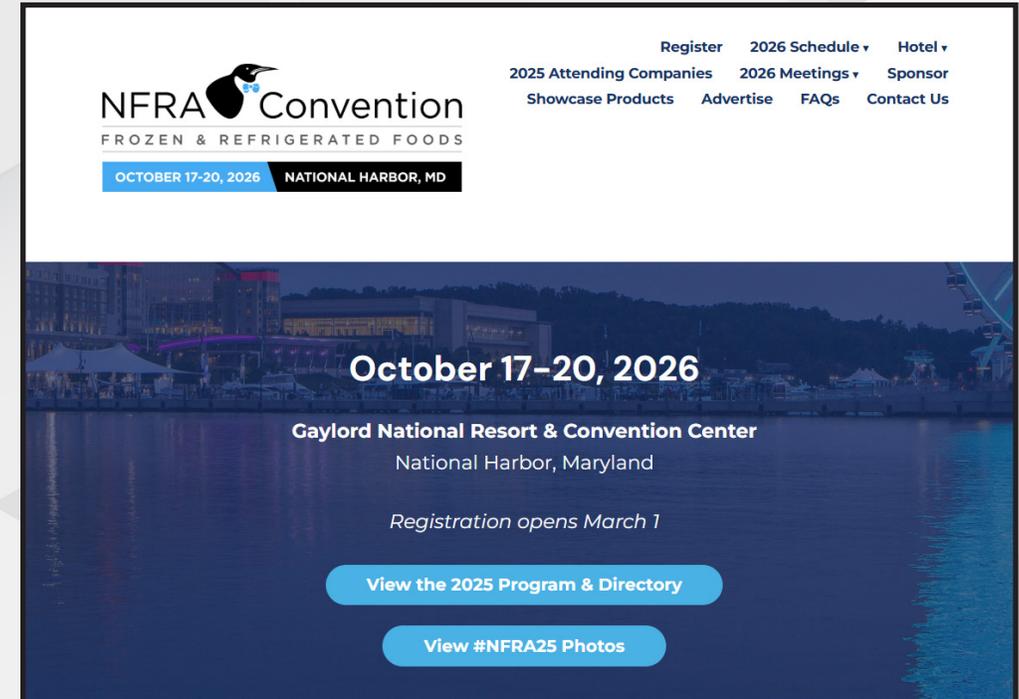
Registration Fees

NFRA Member: \$825 per person

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



The screenshot shows the NFRA Convention website. At the top left is the logo for NFRA Convention, featuring a penguin and the text 'NFRA Convention' and 'FROZEN & REFRIGERATED FOODS'. To the right of the logo are navigation links: 'Register', '2026 Schedule', 'Hotel', '2025 Attending Companies', '2026 Meetings', 'Sponsor', 'Showcase Products', 'Advertise', 'FAQs', and 'Contact Us'. Below the navigation is a banner with the dates 'OCTOBER 17-20, 2026' and the location 'NATIONAL HARBOR, MD'. The main content area features a background image of a waterfront at night. Overlaid on this image is the text 'October 17-20, 2026', 'Gaylord National Resort & Convention Center', 'National Harbor, Maryland', and 'Registration opens March 1'. There are two buttons: 'View the 2025 Program & Directory' and 'View #NFRA25 Photos'.

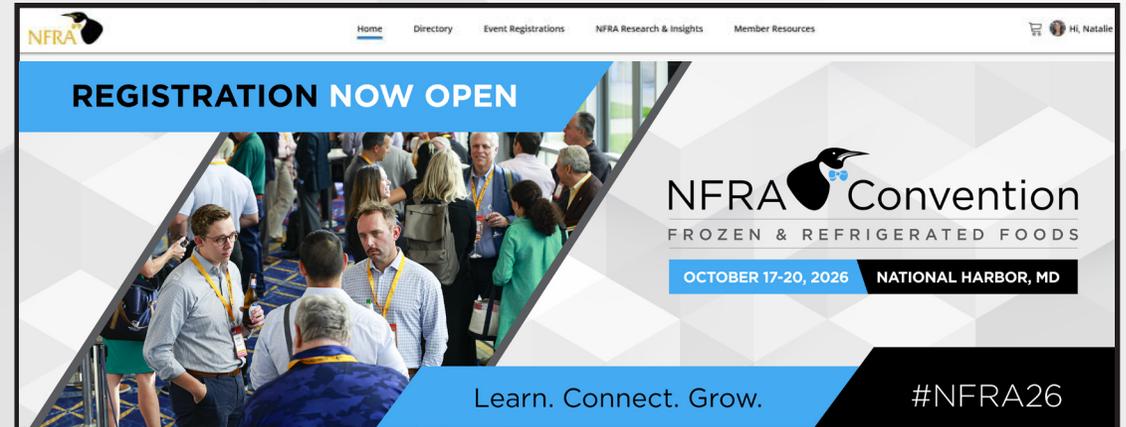
Tip: Check in at the NFRA Registration desk upon arrival to get your badge and the most valuable welcome packet in the industry!



The logo for NFRA Convention is displayed, featuring a penguin and the text 'NFRA Convention' and 'FROZEN & REFRIGERATED FOODS'. To the right of the logo is the hashtag '#NFRA26'. Below the logo is a banner with the dates 'OCTOBER 17-20, 2026' and the location 'NATIONAL HARBOR, MD'.

Registration Details

- **Register online** in the NFRA Member Portal or complete PDF form to pay by check
- 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

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

- Rooms start at \$299 per night
- Book your room by **September 25, 2026**
- Suites are limited - contact NFRA to reserve



**Gaylord National Resort
and Convention Center
National Harbor, MD**

Tip: Some companies book a suite for hosting business meetings or events.

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OCTOBER 17-20, 2026

NATIONAL HARBOR, MD

Convention Events

Taste of Excellence

Taste exciting new products in an elegant atmosphere while meeting retailers and manufacturers.

NFRA Membership Luncheon and Awards Luncheon

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

Networking Reception

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

Breakfast Sessions

Enjoy this great opportunity to network over breakfast while hearing from inspiring and informative speakers.

Join an Open Forum

Share your opinion & hear updates on Ice Cream, Private Brands, Supply Chain, Small Business Manufacturers, and NFRA Initiatives.



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NATIONAL HARBOR, MD

Scheduling Business Meetings

Set up your meeting schedule:

- Be sure to schedule your meetings in the local time of the Convention - EST in Maryland
- Access the Attendee List via the Member Portal or Mobile App
- View the attending retailers and note their contact person and info
- Reach out directly via phone or email to request a meeting
- Work with the retailer directly to set your schedule
- Show up at the set meeting time onsite



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



Business Meetings Details

Where do we meet?

Retailers reserve meeting rooms, you move between their rooms. Room numbers will be listed on-site and available on the mobile app.

How long are meetings?

NFRA recommends 25 minutes, with five minutes to move between meetings; however, this can vary by retailer.

Can we take product to the meetings?

Yes, but preparation is your responsibility.

How do we show presentations?

Digital presentations are preferred. Each room has wi-fi and the ability to connect digitally via HDMI cable.

How do we keep track of our meetings?

This is up to you, NFRA can provide a scheduling template upon request.

How many people attend each meeting?

Typically 1-3 people attend per retailer, up to 5 per manufacturer.

Tip: Have informal meetings in Café NFRA, meet at Taste of Excellence, or share a meal together during a breakfast or lunch function.



OCTOBER 17-20, 2026

NATIONAL HARBOR, MD

Product Showcasing Opportunities

Taste of Excellence

- Opening Reception on Sunday night from 5 P.M. - 7 P.M.
- \$4,500 per table
- Can serve up to two products per table
- All food prep is done in hotel kitchen by Gaylord staff

TASTE OF
Excellence



Café NFRA

- Open all day Sunday, Monday and Tuesday
- \$7,500 per table
- Cooking must be approved through the hotel
- Can serve any type/amount of product
- Participants selected by lottery, see website for details



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Sponsorship Opportunities

Benefits include:

- Complimentary registration
- Brand recognition on promotional materials and on site
- Complimentary or discounted advertising in Convention publications



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NATIONAL HARBOR, MD

Advertising Opportunities

Convention Preview Magazine

- Mailed to 3,000+ members

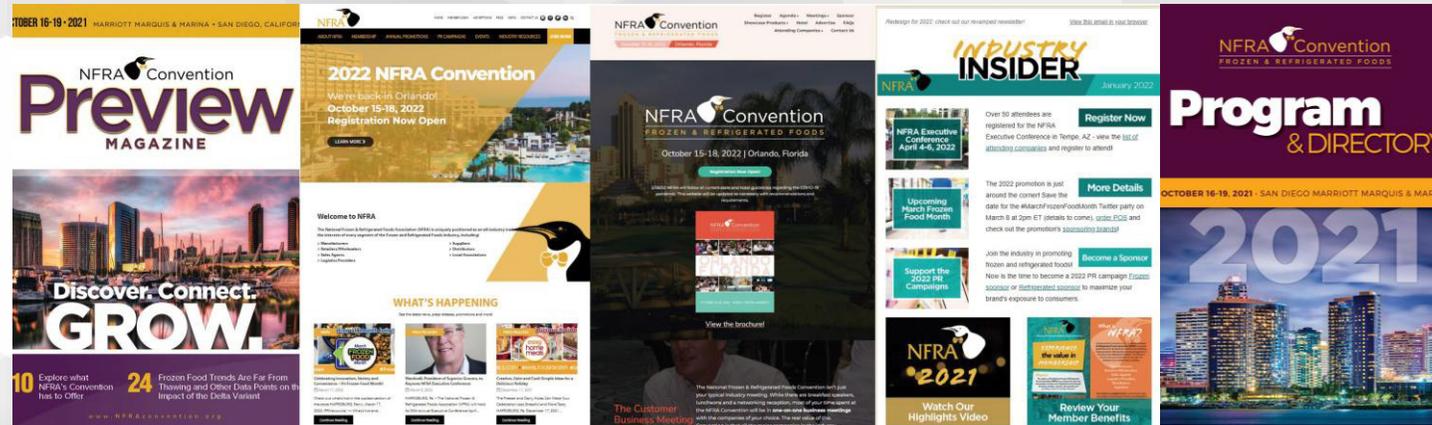
Convention Program & Directory

- Handed out on-site to nearly 2,000 attendees

Industry Insider E-newsletter

NFRAConvention.org Event Website

NFRAweb.org Association Website



Tip: Receive complimentary advertising by becoming a Convention Sponsor!

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OCTOBER 17-20, 2026 NATIONAL HARBOR, MD

Tips & Tricks

- Attend all Convention functions – you never know who you might meet!
- Attend Committee Meetings/Forums to develop professional relationships and industry connections.
- Reach out to trade press attendees for potential media partnerships or interviews.
- Explore the Tabletop Exhibits near the Registration Desk to see how they could benefit your company.
- Stop by the NFRA Registration Desk to meet the staff or with any questions.



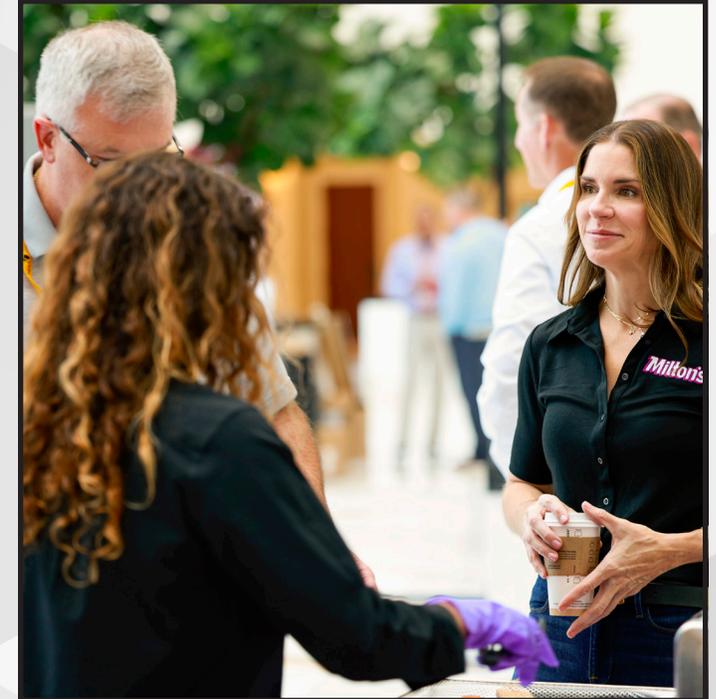
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Tips & Tricks continued

- New members: Reach out to meet with your mentor and attend the New Member Reception.
- Dress code is business casual.
- Most attendees arrive Saturday in order to be prepared for early Sunday morning meetings, but this is dependent on your schedule. Business meetings can run as late as 5 P.M. 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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Visit NFRAConvention.org

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

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