



NFRA Convention
FROZEN & REFRIGERATED FOODS

OCTOBER 17-20, 2026

NATIONAL HARBOR, MD

Retailer/Wholesaler 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

Discover new and innovative products

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



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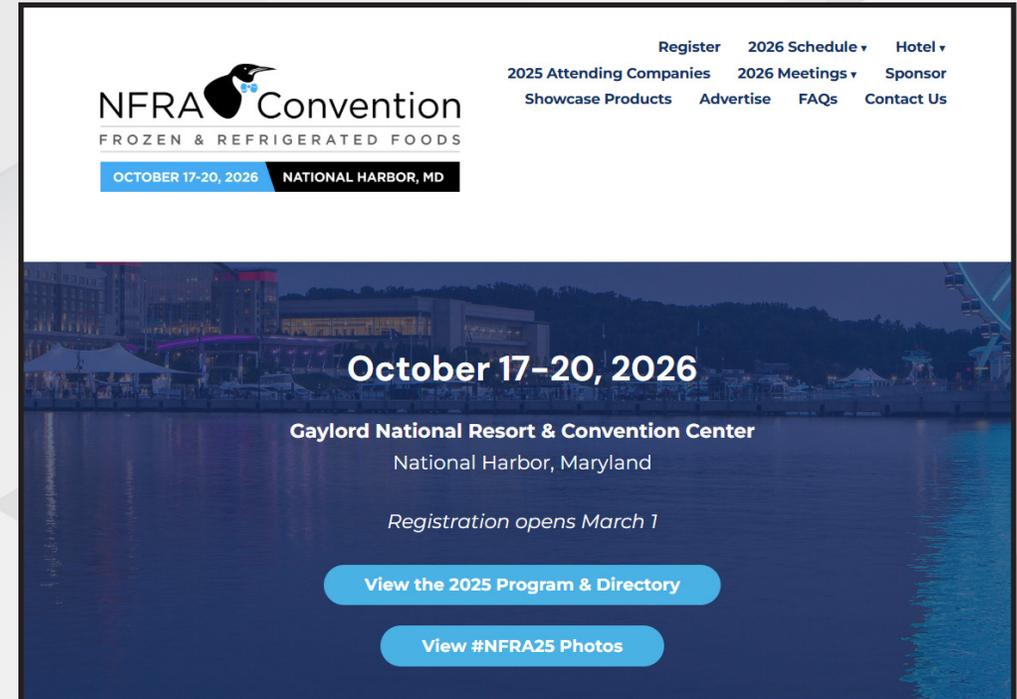
Registration Fees

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



The screenshot shows the NFRA Convention website for 2026. At the top, there is a navigation menu with links for Register, 2026 Schedule, Hotel, 2025 Attending Companies, 2026 Meetings, Sponsor, Showcase Products, Advertise, FAQs, and Contact Us. The main header features the NFRA Convention logo (a penguin) and the text "NFRA Convention FROZEN & REFRIGERATED FOODS". Below the header, the dates "OCTOBER 17-20, 2026" and location "NATIONAL HARBOR, MD" are displayed. The main content area features a background image of the Gaylord National Resort & Convention Center at night. The text "October 17-20, 2026" is prominently displayed, followed by "Gaylord National Resort & Convention Center National Harbor, Maryland". Below this, it says "Registration opens March 1". There are two call-to-action 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 the NFRA Convention 2026 features a penguin icon and the text "#NFRA26 NFRA Convention FROZEN & REFRIGERATED FOODS". Below the logo, the dates "OCTOBER 17-20, 2026" and location "NATIONAL HARBOR, MD" are displayed.

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

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**
- A dedicated Retailer/Wholesaler room block has been reserved through **June 1**. Inventory is limited and may fill prior to this date. After June 1, any remaining rooms will be released to general attendees and will be available based on overall hotel availability.



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

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Convention Events

Taste of Excellence

Sunday 5:00 - 7:00 P.M.

Discover exciting new products in an elegant atmosphere and meet emerging brands.

NFRA Membership Luncheon and Awards Luncheon

Monday and Tuesday at 12:00 P.M.

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

Networking Reception

Monday 5:30 - 7:00 P.M.

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

Breakfast Sessions

Monday and Tuesday 7:15 - 8:45 A.M.

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



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

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Reserve a Meeting Room

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



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

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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 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 decide to participate - 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 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 people attend per retailer, up to 5 per manufacturer.

How do we show presentations?

All rooms have a TV monitor with HDMI cable connectivity and wi-fi. Please encourage business partners to come prepared with digital presentations.

How do we keep track of our meetings?

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

Will attendees bring samples?

This is up to each manufacturer.

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



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Speed Meetings

- Optional meet-and-greet opportunity for sharing company information, setting up follow-up appointments, and networking with companies you may not otherwise see in your day-to-day operations.
- Quick 6-minute meetings with multiple small, emerging brands.
- Meetings will be offered to small manufacturers that may not have any meetings scheduled or are having trouble obtaining appointments on their own.

Contact Sarah@NFRAweb.org to sign up

Monday Morning Session

10:00 – 11:30 A.M.

Monday Afternoon Session

3:30 – 5:00 P.M.

Tuesday Afternoon Session

1:30 – 3:00 P.M.

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Tasting Opportunities

Taste of Excellence

- Opening Reception on Sunday night from 5:00 P.M. - 7:00 P.M.
- Sample the newest, most innovative products from 50+ manufacturers

TASTE OF
Excellence



Café NFRA

- Open Sunday 9:00 A.M. - 4:00 P.M.
- Open Monday 9:00 A.M. - 5:00 P.M.
- Open Tuesday 9:00 A.M. - 3:00 P.M.



During the three-day Café NFRA and the kickoff Taste of Excellence reception, attendees can sample a variety of offerings from leading manufacturers, gaining valuable insights into new products, trends, and potential additions to their assortments—all in an engaging and convenient setting.

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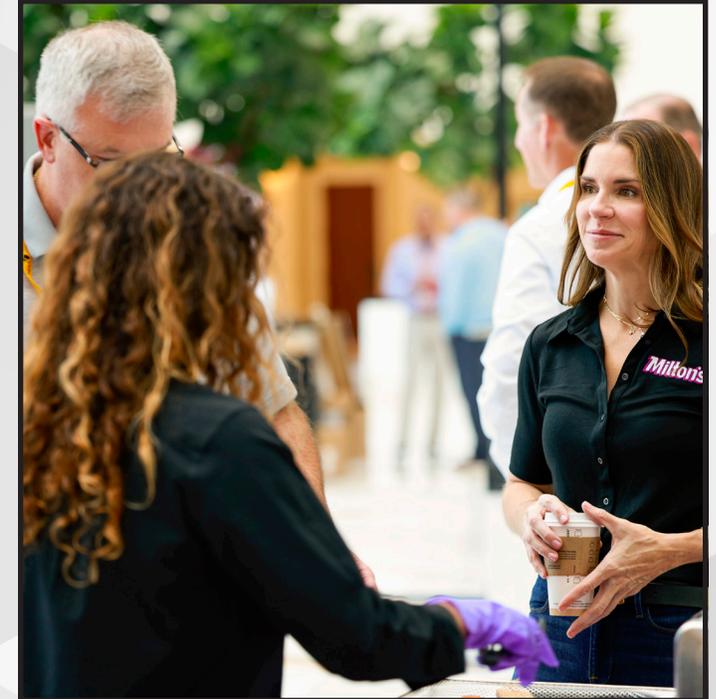
Tips & Tricks

- 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, and Small Business Forums.*
- 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.



Tips & Tricks

- 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 5:00 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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