



Showcase your product to NFRA Convention attendees at this highly-anticipated opening reception!

Take advantage of this opportunity to share your newest products with the industry's foremost decision-makers at the Taste of Excellence opening reception. This popular kickoff event for the NFRA Convention continues to be a favorite of exhibitors and guests alike, bringing over 1,300 attendees together to network amongst one another.

Your product will be professionally prepared and uniquely presented in the elegant setting of the Maryland Ballroom. This is an invaluable opportunity to allow a very influential audience to taste the best in frozen and refrigerated foods.

TASTE OF *Excellence*

Sunday, October 18

Maryland Ballroom | 5:00 - 7:00 P.M.



\$4,500 per table

Up to two tables may be reserved and up to two products may be shown at each table

TASTE OF *Excellence*

Your participation includes:

- Product preparation by a highly skilled staff supervised by the Gaylord's Executive Chef
- Mandatory meeting with Chef on Saturday, October 17 to ensure proper presentation of your product(s)
- Product listing in the Taste of Excellence booklet, distributed to all attendees
- Exposure in the mobile app and all event publications, including Convention Preview Magazine and the Program & Directory
- Product storage and transfer

Your exhibit includes:

- One 6' x 30" skirted table
- One 30" round cocktail table
- Product preparation
- Serving trays and utensils
- China and flatware
- Runner service to and from kitchen
- Color sign to identify your company
- Unique décor, props and plants

Please note:

- Exhibition space is limited to 50 tables.
- Servers are available to assist at your table for an additional fee of \$425 per server.
- There is a limit of three (3) supplemental ingredients per product served.

Please direct questions about Taste of Excellence to:

Kevin O'Keefe
The Marketing Arm
(630) 656-1133 x122
Kevin@TMAplus.com

Note: The Marketing Arm will be in contact with you in early June to start preparing for the event.

**Submit completed participation form
no later than Friday, May 29.**



Please indicate number of table(s):

1 table - \$4,500 2 tables - \$9,000

Product(s) Category:

Frozen Refrigerated Both

***Optional: Will you need a server?**

1 server - \$425 2 servers - \$850

**Servers are hired hotel staff that will stand at your table and serve your product to attendees.*

Please print all information as it should appear in the Taste of Excellence booklet:

Company Name _____

Company Website _____

Company Address _____

City _____ State _____ Zip _____

Name as it should appear on Table Sign _____

Brief Description of Product(s) to be served: _____

Contact Name for The Marketing Arm (booklet info, prep info, etc.) _____

Email _____ Phone _____

On-Site Contact Name _____

Email _____ Phone _____

Payment

- Enclosed check (US funds only - payable to NFRA)
- Please invoice me
- Visa MasterCard Discover American Express

**3% processing fee will be applied to credit card payments.*

Card Number _____

Expiration Date _____

Name on Card _____

CVV _____ Billing Zip Code _____

Signature _____

Return this form with payment to:

NFRA
2805 Old Post Road, Suite 310
Harrisburg, PA 17110
Email: Sarah@NFRAweb.org
Phone: (717) 657-8601

To receive maximum exposure for your sponsorship contribution, please reply by **Friday, May 29, 2026**