

NFRA Speed Meetings

MANUFACTURERS

Your Step-by-Step Guide to Requesting &
Managing Speed Meetings

SPEED MEETINGS

TIMELINE

- **JULY** **MANUFACTURER INVITATIONS SENT**
Qualifying manufacturers are notified about Speed Meetings and given instructions for the scheduling process. You **MUST** be a current NFRA member in good standing **AND** registered to attend Convention in order to request speed meetings.
- **MID AUG** **REQUESTING MEETINGS**
Manufacturers will have two weeks to request and rank their retailer preferences.
- **LATE AUG** **RETAILER REVIEW PERIOD**
Retailers accept or decline manufacturer requests.
- **EARLY SEPT** **SCHEDULES CREATED**
The system assigns meetings based on interest levels, rankings, and availability. Schedules are available on the scheduling site.
- **SEPT-OCT** **PREPARE FOR SPEED MEETINGS**
Start by completing the Speed Meeting Info Sheet for each assigned speed meeting. Make sure to do your research and remember you only have 6 minutes!
- **OCT 11** **LAST DAY FOR SCHEDULE CHANGES**
Appointments may be modified or canceled through this deadline by contacting NFRA.
- **OCT 19 - 20** **SPEED MEETINGS AT CONVENTION**
All Speed Meetings take place in the Cherry Blossom Ballroom, Gaylord National Harbor. NFRA manages all on-site rotation.

ABOUT THE PROGRAM

MEETING FORMAT

- ✔ **WHO PARTICIPATES**
Meetings are offered to NFRA's smallest and emerging brand members that may not have meetings scheduled or are having difficulty obtaining appointments on their own.
- ✔ **HOW MEETINGS ARE SCHEDULED**
Manufacturers request meetings online prior to Convention and retailers have the opportunity to review the requests.
- ✔ **ON-SITE SETUP**
Retailers sit in one large room with enough space between tables to allow for semi-private conversations. NFRA manages all meeting rotation on-site.
- ✔ **SIX-MINUTE MEETINGS**
Each meeting is six minutes. Manufacturers should come prepared with appropriate meeting materials.
- ✔ **THE GOAL**
Speed Meetings are a meet-and-greet opportunity for sharing company information and products, and setting up follow-up meeting opportunities.

Logging In

Your Username is the email address of the person that has been receiving all Speed Meeting information to this point.

The Confirmation Number was emailed to you with your log in information.

Enter your information and click "Login"



2026 NFRA Convention Speed Meetings
Gaylord National Harbor
Oct 19th to 20th, 2026

Home Login Register

Login

* Username

* Confirmation Number

Login

[Email confirmation number](#)

Meeting Requests

The Meeting Requests page is the default page. Here, you can see all the Retailers that are participating in the Speed Meetings.

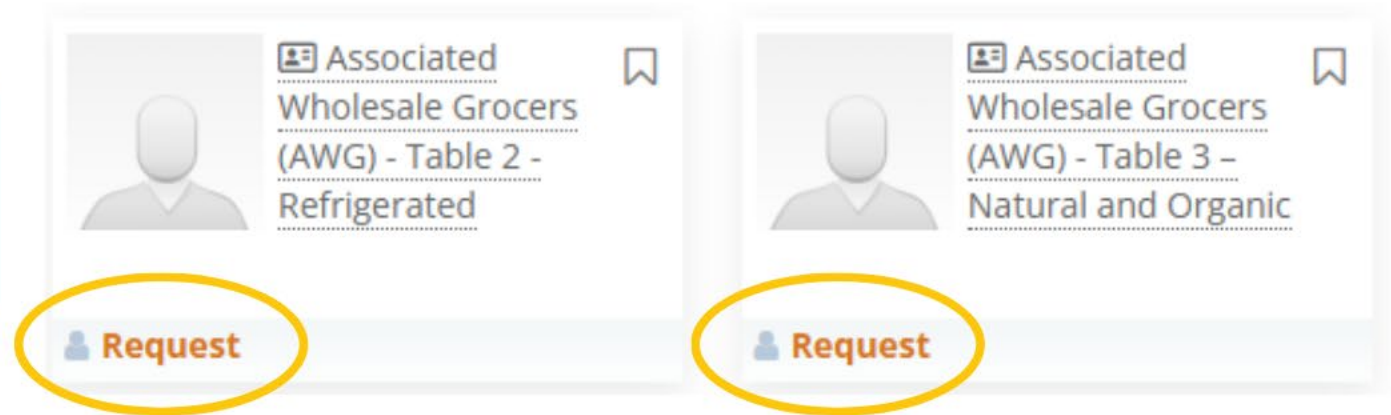
Pay close attention to Frozen vs. Refrigerated and any other specific clarifications for the types of meetings being held at that table to ensure you are requesting meetings with the right table(s).

The screenshot displays a grid of six meeting request cards. Each card features a placeholder profile picture, a retailer name with a location-specific table identifier, and a 'Request' button. The entries are:

- Albertsons Companies - Own Brands
- Albertsons National - Table 1 - Refrigerated Milk, Yogurt, Cottage Cheese, Sour Cream, Dips, Desserts
- Associated Food Stores - Frozen
- Associated Food Stores - Refrigerated
- Associated Wholesale Grocers (AWG) - Table 2 - Refrigerated
- Associated Wholesale Grocers (AWG) - Table 3 - Natural and Organic

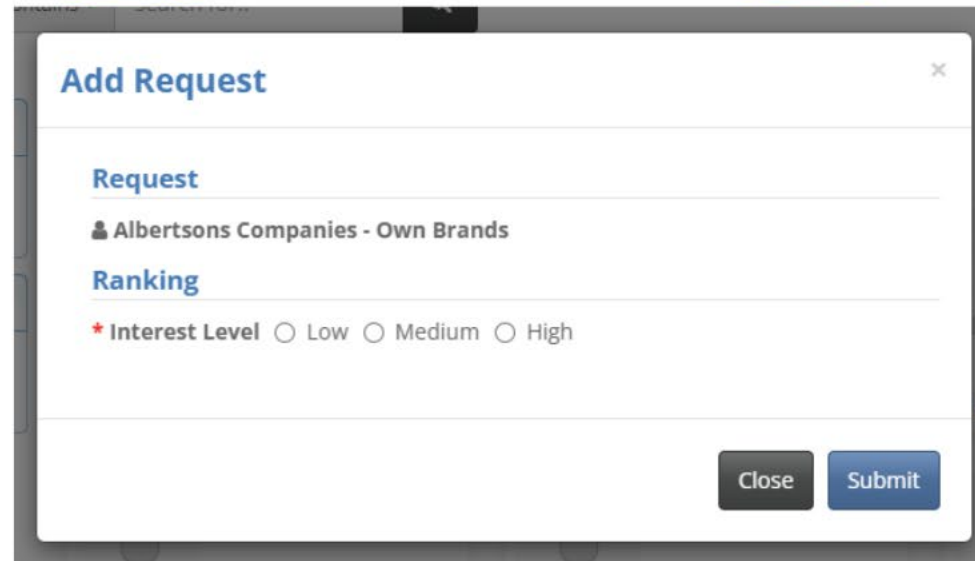
REQUESTING MEETINGS: Steps 1&2

Step 1 – Click on the orange “Request” link (not the company name)



The screenshot shows two product listings side-by-side. Each listing includes a placeholder profile picture, a company name 'Associated Wholesale Grocers (AWG)', and a product name. The first listing is 'Table 2 - Refrigerated' and the second is 'Table 3 - Natural and Organic'. Below each listing is a blue button with a person icon and the word 'Request' in orange. These buttons are circled in yellow.

Step 2 – Choose your level of interest – Low, Medium, or High. The system will take this level into account when assigning meetings.



The screenshot shows a modal window titled 'Add Request'. It contains a 'Request' field with the text 'Albertsons Companies - Own Brands' and a 'Ranking' section with radio buttons for 'Interest Level' (Low, Medium, High). The 'Low' option is selected. At the bottom right are 'Close' and 'Submit' buttons.

SPEED MEETINGS

REQUESTING MEETINGS: Step 3 - Ranking

Rank your selections from highest priority (1) to lowest after indicating interest for all desired retailers.

Each manufacturer is assigned no more than 10 meetings across all three Speed Meeting Sessions.

•Click “Requests” under Meeting Requests to access your ranking list.

The screenshot shows the NFRA Convention website interface. At the top, the logo for 'NFRA Convention FROZEN & REFRIGERATED FOODS' is displayed alongside the event details: '2026 NFRA Convention Speed Meetings', 'Gaylord National Harbor', and 'Oct 19th to 20th, 2026'. A navigation bar contains 'Meeting Requests', 'Your Schedule', 'Reg. Details', and 'Company Reps'. The 'Meeting Requests' dropdown menu is highlighted with a yellow circle, showing 'Request Meeting' and 'Requests' options. Below the navigation, there is a search bar with a dropdown for 'Company', a 'contains' filter, and a search input field. On the right, there are buttons for 'Profiles', 'Tile', and 'Table'. The main content area features a 'Rank Requests' section with three meeting request cards for Albertsons National tables. The first card is for 'Companies - Own Brands', and the other two are for 'Table 1' and 'Table 2', both listing products like Refrigerated Milk, Yogurt, Cottage Cheese, Sour Cream, Dips, Desserts, Refrigerated Cheese, Refrigerated Juice & Drinks, Butter, and Dough. Each card includes a 'Request' button.

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REQUESTING MEETINGS: Re-ordering Your List

The list will appear in order from High to Low based on the Interest Level you indicated in Step 2. This is where you can re-order your list, with 1 being the meeting you wish most to have.

You can re-order the list by:

- Typing in a new number
- Dragging the company to the preferred order
- Clicking “Top” to jump that company to the top of your list

The screenshot shows the NFRA Convention website interface. At the top, it displays the NFRA logo and the text "2026 NFRA Convention Speed Meetings" with the location "Gaylord National Harbor" and dates "Oct 19th to 20th, 2026". A navigation bar includes "Meeting Requests", "Your Schedule", "Reg. Details", and "Company Reps". The user is logged in as "AA Sample Company LLC". A message states "You have open time slots remaining". The main section is titled "Pending/Unscheduled" and contains a table of meeting requests.

Rank	Name	Date	Interest Level	Meeting/Action
1	Albertsons National - Frozen (Pizza, Snack, Breakfast, Meals Single and Multi Serve, Prepared Asian, Bread & Dough, Meatless, Pasta & Pierogies)	29 days ago	High	Cancel
2	Albertsons National - Refrigerated (Traditional Milk, Milk Substitutes, Creamer/Cream, Yogurt, Cottage Cheese, Sour Cream, Refrigerated Desserts, Refrigerated Dips)	23 days ago	High	Cancel
3	Giant Eagle - Frozen - K. Brown	23 days ago	High	Cancel
4	Schnucks Markets - Frozen	Today	High	Cancel
5	Topco Associates - Frozen	Today	Medium	Cancel
6	UNFI - Frozen & Refrigerated	Today	Medium	Cancel
7	Rouse's - Frozen & Refrigerated	Today	Low	Cancel

SPEED MEETINGS

What's Next: How Retailers Review Requests

Requesting and ranking does **not** guarantee a meeting – retailers make the final call.

Retailers review all requests. They cannot see your interest level rankings or priority order.

Retailers may decline – but NFRA has asked them to only do so if they've previously met with you or if your products don't fit their line.

Declined requests appear at the bottom of your Requests screen.

Declined

Name

Date

Meeting/Action

Wakefern Food Corporation - Refrigerated

23 days ago

SPEED MEETINGS

What's Next: How Meetings are Assigned

After the Retailers have had time to review the Requests, the system will automatically assign meetings based on interest level and rankings.

Once meetings have been assigned, you will see them under Your Schedule.



2026 NFRA Convention Speed Meetings
Gaylord National Harbor
Oct 19th to 20th, 2026

Meeting Requests

Your Schedule

Reg. Details

Company Reps

MAN. TEST Logout

SPEED MEETINGS



Before Convention: Key Reminders

All speed meetings will be held in the Cherry Blossom Ballroom.

Prep Guide

NFRA will share a one-page document before Convention – prepared with retailer input – to help you prepare your product presentation

Your Schedule

Your schedule is yours to manage. Print it or add it to your digital calendar via “Your Schedule” in the system.

Change/Cancel

Deadline: 12 noon EST, Sunday October 11.

Can't get an appointment?
Ask to be added to the waitlist.

Questions? Please reach out to Sarah at sarah@nfraweb.org or (717) 657-8601 x 208.

SPEED MEETINGS