

# Tips for Navigating the NFRA Convention



## **Below are some suggestions to help you get the most out of your NFRA Convention experience:**

- If you have not already registered, do so immediately to ensure your name appears in early issues of the attendee list.
- It is crucial that you reach out early (in early summer) to pre-arrange business appointments.
- If you are registered but do not have a current attendee list, log into the NFRA Member Portal or download the Convention mobile app.
- If a retailer does not have an appointment time open, ask to meet briefly in the Café NFRA.
- Take advantage of the Café NFRA for informal appointments.
- Contact the editors of trade magazines who will be there. They would love to meet with you and learn more about your business. They can help you too.
- Take advantage of the NFRA Business Center if you need to print documents for your meetings.
- For questions during the Convention, go to the NFRA Registration Desk or ask any NFRA staff member.
- Attend ALL scheduled Convention events to maximize your participation:
  - Taste of Excellence - Network, taste exciting new products in an elegant atmosphere, meet retailers and manufacturers
  - Breakfast Sessions - Great networking opportunities, informative speakers
  - Business Appointments - The Convention's primary focus is placed on these one-on-one appointments. Again, call NOW because schedules fill up fast
  - NFRA Membership Luncheon and Awards Luncheon - Network and meet newly elected Officers and Directors. Introduce yourself. We want to get to know you!
  - NFRA Networking Reception - Get to know fellow attendees and catch up with colleagues
  - Café NFRA - Sample products, catch up on notes and conduct informal business meetings

**Please feel free to call NFRA at (717) 657-8601 if you have any questions.**