



# The business of frozen.

FEBRUARY 22-25, 2025  
DALLAS

**REGISTER NOW**

**AFFI-CON Made Easy:  
A Quick Start Guide**



# The AFFI Team



**Kelsey Nixon**  
Registration &  
Company Showcases,  
Negotiation Nooks and  
Semi-Private Tables  
[events@affi.org](mailto:events@affi.org)



**Haley Clark**  
Sponsorship  
[hclark@affi.org](mailto:hclark@affi.org)




**Kristen Holmes**  
Meeting Rooms,  
Suites & Hotel  
[kholmes@affi.org](mailto:kholmes@affi.org)



**Adrienne Seiling**  
AFFI Membership and  
Event Programming  
[aseiling@affi.org](mailto:aseiling@affi.org)







Referred to as the “Super Bowl of Sales” AFFI-CON is the premier frozen ingredients show that brings together over 500 companies and 1,500+ attendees in a single location, allowing them to meet one-on-one to discuss current and future business opportunities. The average attendee will have 40+ private business meetings that will lay the foundation for their year. If you operate in the frozen food supply chain, AFFI-CON is a business imperative!

**One-on-one business appointments  
held in private meeting spaces.**

**4 Full Days of Business Appointments  
with the entire frozen supply chain.**

**Networking Opportunities Throughout  
the Event**



# Registration Fees

AFFI Members save more than 50% on conference attendance for the 2025 show. The Advanced Rate runs until December 11, 2024.

**AFFI Member Advanced Rate**  
**\$775**

**Full Conference Rate**  
**\$900**

**Non-Member Advanced Rate**  
**\$1,650**

**Full Conference Rate**  
**\$1,995**

## Included in Registration:

- Inclusion in the print and online AFFI-CON directory
- One (1) copy of the printed AFFI-CON 2025 Directory
- Official AFFI-CON name badge, required for admission to all AFFI-CON events and business meetings
- Access to the AFFI-CON online attendee directory with contact information to support business meeting scheduling
- AFFI-CON Welcome Bag supported by our generous sponsors
- Admission to the Welcome Reception, Closing Reception, Lunch & Learn sessions and other education
- Refreshment breaks
- Discounted hotel accommodations
- Access to the Chill Out Zone, located in The Hub – complimentary snacks, Wi-Fi and charging





# Registration Confirmation Email

Three important links to click right after you register for AFFI-CON!



## **Request Business Meeting Space**

Reserve Private Space to Host Meetings at AFFI-CON



## **Schedule Meetings**

Search Attendees & Schedule Meetings



## **Book Hotel**

Book Your Discounted Room at the Hyatt Regency Dallas



# Registration Details

Register online at [www.affi.org/affi-con/registration](http://www.affi.org/affi-con/registration)

- During the registration process you will be asked to provide details about how your company does business to facilitate higher quality meetings for you.
- Group registration is available and can be completed by following the step by step guide linked on the AFFI-CON registration page.
- You can pay by credit card or check. Check payments should be mailed by January 31, 2025, to ensure they are received and processed.
- You can cancel your registration until December 31, 2024. After that you can modify it to allow another member of your company to attend in your place at any time.

**PRO TIP:**  
**Register early to  
have maximum  
time to build a full  
business meetings  
schedule**

# Business Meeting Space Options



## Private Options



Suites



Meeting Rooms

Learn More:

[www.affi.org/affi-con/secure-your-meeting-space](http://www.affi.org/affi-con/secure-your-meeting-space)

## Semi-Private Options



Company Showcase



Semi-Private Table



## Negotiation Nook- New!



Includes:

- 10x15 space with four privacy curtains
- Booth Identification Sign
- One table and six chairs
- Complimentary basic Wi-Fi and laptop power
- Central hospitality (water, coffee, snacks) available
- Available from Saturday, Feb. 22 to Tuesday, Feb. 25

Negotiation Nook





# Accommodations

The host hotel for AFFI-CON 2025 is the **Hyatt Regency Dallas**

- A link to book your hotel room will be in your registration confirmation email
- You must be registered for AFFI-CON to book in the hotel room block
- Discounted Room Rates start at \$280/night
- Hotel is located downtown next to the iconic Dallas landmark Reunion Tower, Hyatt Regency Dallas is a gateway to the best of the city
- **The hotel room block will close on January 31, 2025**



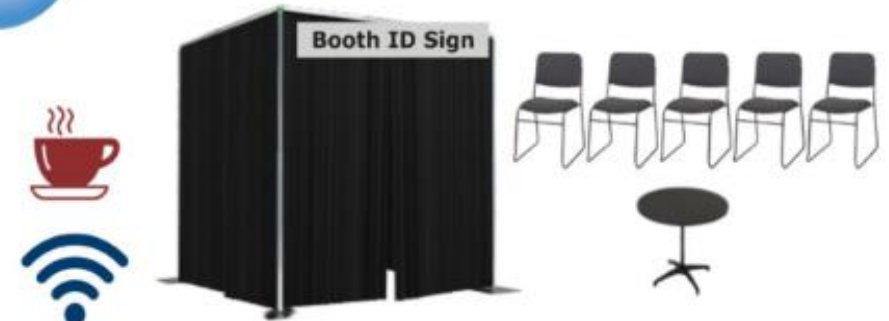


# Sponsorships & Advertising

- **The highest visibility sponsorship opportunities sell quickly.** Following selections by AFFI's Platinum (4), Gold (6), and Silver (13) sponsors, remaining options will be available to other attendees on a first-come, first-served basis.
- Single-item sponsorships and ads will be available for purchase after September 9th, 2024.
- This year, AFFI-CON is enhancing its meeting experience with the addition of "Negotiation Nooks."
- For questions about sponsorship, contact Haley Clark, Director of Business Development at [hclark@affi.com](mailto:hclark@affi.com)



## Negotiation Nook- New!



### Includes:

- 10x15 space with four privacy curtains
- Booth Identification Sign
- One table and six chairs
- Complimentary basic Wi-Fi and laptop power
- Central hospitality (water, coffee, snacks) available
- Available from Saturday, Feb. 22 to Tuesday, Feb. 25

**View the Sponsorship Prospectus**



# Education & Networking Events

## New Programming for 2025



### Buyer Education Essentials

Friday, 2/21, 3:00 – 4 :30 PM

### Fast Forward: CEO Insights on Industry Trends and Strategies (AFFI Members Only)

Friday, 2/21, 3:30 – 5:00 PM

### Compliance Quality Quest: Decoding FSMA and Traceability

Saturday, 2/22, 9:00 – 11:00 AM

### Listeria Quality Quest: Piloting the Future of Frozen Manufacturing

Sunday, 2/23, 8:00 – 9:30 AM

### Frozen Forward: AFFI Member Exclusive Meeting on Enteric Virus Control and Eviews Real-time Risk Management

Monday, 2/24, 8:00 – 9:30 AM





# Education & Networking Events

Included in your AFFI-CON Registration – Learn more at <https://affi.org/affi-con-2025/schedule/>



**Welcome Icebreaker: A Showcase of the Latest Flavors in Frozen**

Saturday, 2/22, 5-6:30 PM

**Through the Generations Mixer**

Monday, 2/24, 5:00 – 6:00 PM



**Women's Networking Happy Hour**

Sunday, 2/23, 4:00 – 5:30 PM



**Lunch & Learn Sessions:  
Saturday, Sunday  
and Monday from  
Noon- 1 p.m.**



# Dueling Pianos Bash

Sunday, February 25, 9PM - Midnight

- Tickets are \$50/person and can be purchased during registration (or added by contacting [events@affi.com](mailto:events@affi.com))
- The event has a limited seating capacity of 250 so buy your tickets early!
- Sponsorship packages are available





# Business Meeting Tips



- **Register early and provide accurate information about your company.** This information powers the search filters in the online attendee directory to help everyone do more business at AFFI-CON.
- **The attendee list is located in the AFFI-CON Portal, accessible through your confirmation e-mail.** Use the search filters available to find attendees by email, company name, job title, products, services, food safety requirements, or formats.
- **When building your schedule, build in buffer time between appointments** – the hotel has 25+ floors to navigate and meetings will be hosted throughout. Take note of the preferred scheduling e-mail and/or Calendly link for the contact in the online directory.



## Key Takeaways

- The earlier you REGISTER, the more you SAVE! You also become visible in the online directory and pre-registration lists to other registered attendees.
- Reserve dedicated meeting space. AFFI-CON offers various types of meeting space that is available for purchase on a first come, first reserve basis. Private hotel suites and meeting rooms are available to **REQUEST** through the AFFI-CON Portal for registered attendees. *Private suites and meeting rooms are awarded based on the AFFI-CON Council Priority Point System that awards highest preference to AFFI processor and associate members, followed by sponsorship. AFFI membership dues will be a tiebreaker in a priority point system tie.*
- Many attendees arrive on-site on Friday in order to be checked-in and prepared to start business meetings first thing Saturday morning. **Take advantage of our Friday Evening registration hours from 3:30-5:30 PM to get your badge and attendee welcome bag early so you can focus on business all four days.**





**See You in Dallas!**

<https://affi.org/affi-con/>

Or

[events@affi.com](mailto:events@affi.com)