2027

REFRIGERATED FOODS ASSOCIATION

MEDIA KIT

AVAILABLE ADVERTISING OPPORTUNITIES:

Industry Trends & Insights E-Newsletter: Keeping you up-to-date on the industry. Sent to membership via email.

The Chilled News Review: RFA's quarterly newsletter about the association, upcoming events, and membership. Sent to membership via mail + email.

Conference Brochure: This 24-page booklet gives future attendees all the details about the upcoming Conference. Sent via mail to members, emailed to RFA's full database, and on website.

Conference Program: This spiral-bound booklet is distributed in the on-site Registration Packets and will contain all necessary information for attendees to use throughout the event.

E-Blast: An email promoting your company's products or services, distributed to RFA members.

WHO WE ARE

The Refrigerated Foods Association (RFA) is an organization of manufacturers and suppliers of refrigerated prepared foods united by a common interest: to advance and safeguard the industry.

We develop programs to enhance and promote food safety, strengthen the operating practices of our member companies, and foster a networked community to share information. By pooling resources, the association can develop valuable programs that an individual company might find prohibitively expensive.

Members include manufacturers and suppliers of wet salads, refrigerated entrees and side dishes, dips, desserts, soups, and ethnic foods, as well as companies engaged in business operations related to the refrigerated foods industry.

WHY RFA IS YOUR GO-TO RESOURCE FOR ADVERTISING NEEDS:

Industry Expertise: The Refrigerated Foods Association (RFA) is a hub of industry knowledge, connecting you with experts and insiders in the refrigerated foods sector.

Targeted Audience: By advertising with RFA, you reach a highly targeted audience of professionals and businesses directly involved in the refrigerated foods industry, ensuring your message reaches the right people.

Brand Visibility: Increase your brand's visibility within a niche market, positioning your company as a key player in the refrigerated foods sector.

showcase Innovation: Share your company's latest products, services, and innovations with a discerning audience interested in staying abreast of developments in the refrigerated foods industry.

Support the Association: Support the RFA and demonstrate your commitment to the growth and success of the association.

2027
MEDIA CALENDAR

JANUARY

E-Blast Opportunity

~~**Chilled News Review Quarter Page Ad**~~
Ad Space & Materials
due by 12/7/26

~~**Conference Program Ad**~~
Ad Space & Materials
due by 12/7/26

FEBRUARY

~~**E-Blast Opportunity**~~

Trends Newsletter Quarter Page Ad
Ad Space & Materials
due by 1/5/27

Conference Sponsorships
Claim your spot
by 1/7/27

MARCH

~~**E-Blast Opportunity**~~

APRIL

E-Blast Opportunity

Chilled News Review Quarter Page Ad
Ad Space & Materials
due by 3/8/27

MAY

E-Blast Opportunity

~~**Trends Newsletter Quarter Page Ad**~~
Ad Space & Materials
due by 4/15/27

JUNE

E-Blast Opportunity

JULY

~~**E-Blast Opportunity**~~

Chilled News Review Quarter Page Ad
Ad Space & Materials
due by 6/6/27

AUGUST

E-Blast Opportunity

Trends Newsletter Quarter Page Ad
Ad Space & Materials
due by 7/7/27

SEPTEMBER

E-Blast Opportunity

Fall Symposium Sponsorships
Claim your spot
by 8/1/27

Conference Brochure Ad
Ad Space & Materials
due by 8/6/27

OCTOBER

E-Blast Opportunity

Chilled News Review Quarter Page Ad
Ad Space & Materials
due by 9/6/27

NOVEMBER

E-Blast Opportunity

Trends Newsletter Quarter Page Ad
Ad Space & Materials
due by 10/6/27

DECEMBER

E-Blast Opportunity

Keep an eye on your inbox for upcoming RFA Webcast Sponsorship opportunities!