



NFA Annual Trade Show/Expo Schedule

September 8-12, 2025 | Rogers, Arkansas

All times reflect Central Time Zone. | This schedule is subject to change.

Monday, September 8, 2025

| Time | Event | Location |
|---------------------|--------------------------------------|---------------------------|
| 10:00 AM – 5:00 PM | Registration Open | Registration Area |
| 10:00 AM – 9:00 PM | Trade Show Set Up | Grand Ballroom |
| 11:30 AM – 12:45 PM | Financial Committee Meeting | Hammons Boardroom |
| 1:00 PM – 2:15 PM | Membership Committee Meeting | Hammons Boardroom |
| 1:00 PM – 2:15 PM | Veterans Committee Meeting | Embassy Boardroom |
| 2:30 PM – 3:45 PM | Government Affairs Committee Meeting | Hammons Boardroom |
| 2:30 PM – 3:45 PM | International Committee Meeting | Embassy Boardroom |
| 4:30 PM – 6:00 PM | Kick Off Cocktail Reception | Commerce A |
| 6:15 PM, 7:00 PM | Buses leave for Demo Site | Main Hotel Entrance |
| 8:00 PM – 10:00 PM | Product Demos | Benton County Fairgrounds |
| 10:45 PM – 12:30 AM | Kick Off Afterglow Party | Pinnacle Ballroom |

Tuesday, September 9, 2025

| Time | Event | Location |
|---------------------|---|---------------------------|
| 8:00 AM – 4:00 PM | Registration Open | Registration Area |
| 8:30 AM – 9:30 AM | 5 Core Digital Marketing Strategies to Help Your Revenue Grow | Seminar/Ambassador A |
| 8:30 AM – 9:30 AM | Fireworks, Inventory, & AI: How AI Can Predict Future Sales | Seminar/Ambassador B |
| 9:00 AM – 11:00 AM | Additional Trade Show Set Up | Grand Ballroom |
| 11:00 AM – 12:00 PM | Fire Marshal Inspection | Grand Ballroom |
| 11:00 AM – 12:00 PM | ATF Keynote | Pinnacle Ballroom |
| 12:00 PM – 1:00 PM | Post-Keynote Q&A with ATF | Seminar/Ambassador A |
| 12:00 PM – 1:00 PM | Lunch | Pinnacle Ballroom |
| 1:00 PM – 4:00 PM | Trade Show Open | Grand Ballroom |
| 6:15 PM, 7:00 PM | Buses leave for Demo Site | Main Hotel Entrance |
| 8:00 PM – 10:00 PM | Product Demos | Benton County Fairgrounds |
| 10:45 PM – 12:30 AM | NFA 90's Night Afterglow Party | Pinnacle Ballroom |

Wednesday, September 10, 2025

| Time | Event | Location |
|---------------------|--|---------------------------|
| 8:00 AM – 4:00 PM | Registration Open | Registration Area |
| 8:00 AM – 9:00 AM | Election Committee Meeting | Trammel Boardroom |
| 8:30 AM – 9:30 AM | The Latest From China: Technology & Art in Fireworks | Seminar/Ambassador A |
| 8:30 AM – 9:30 AM | Retailer Round Table | Seminar/Ambassador B |
| 8:30 AM – 9:30 AM | GLOW/IGNITE | Seminar/Ambassador C |
| 9:45 AM – 10:45 AM | Navigating Your Online Portal/Membership Q&A | Seminar/Ambassador B |
| 9:45 AM – 10:45 AM | AFSL Annual Meeting & Update | Seminar/Ambassador C |
| 11:00 AM – 12:00 PM | Keynote – Tariff Team | Pinnacle Ballroom |
| 12:00 PM – 1:00 PM | Lunch | Pinnacle Ballroom |
| 1:00 PM – 2:00 PM | PHMSA – Portal Information & Need to Knows | Seminar/Ambassador A |
| 1:00 PM – 4:00 PM | Trade Show Open | Grand Ballroom |
| 6:15 PM, 7:00 PM | Buses leave for Demo Site | Main Hotel Entrance |
| 8:00 PM – 10:00 PM | Product Demos | Benton County Fairgrounds |

Thursday, September 11, 2025

| Time | Event | Location |
|---------------------|-----------------------------------|---------------------------|
| 8:00 AM – 4:00 PM | Registration Open | Registration Area |
| 8:30 AM | DOT Train the Trainer Course* | Seminar/Ambassador C |
| 8:30 AM – 10:00 AM | Annual Business Meeting | |
| 10:15 AM – 11:15 AM | Insurance Round Table | Seminar/Ambassador A |
| 10:15 AM – 11:15 AM | All About APSEF | Seminar/Ambassador B |
| 11:30 AM – 1:30 PM | Auction/Lunch | Pinnacle Ballroom |
| 1:30 PM – 4:00 PM | Trade Show Open | Grand Ballroom |
| 6:15 PM, 7:00 PM | Buses leave for Demo Site | Main Hotel Entrance |
| 8:00 PM – 10:00 PM | 9/11 Tribute Show & Product Demos | Benton County Fairgrounds |

* This course is an additional fee.

Friday, September 12, 2025

| Time | Event | Location |
|--------------------|-------------------------------|---------------------------|
| 8:00 AM – 12:00 PM | Registration Open | Registration Area |
| 9:00 AM | PGI Course* | Benton County Fairgrounds |
| 9:00 AM – 12:00 PM | Trade Show Open | Grand Ballroom |
| 12:00 PM – 1:00 PM | Lunch | Pinnacle Ballroom |
| 1:00 PM – 5:00 PM | Trade Show Tear Down | Grand Ballroom |
| 6:15 PM, 7:00 PM | Buses leave for Demo Site | Main Hotel Entrance |
| 8:00 PM – 10:00 PM | Grand Display & Product Demos | Benton County Fairgrounds |

* This course is an additional fee.

Saturday, September 13, 2025

| Time | Event | Location |
|--------------------|----------------------------|-------------------|
| 9:30 AM – 12:30 PM | Board of Directors Meeting | Trammel Boardroom |