

NFA Comprehensive Analysis

-Intern



Overview

First, I want to thank you for the opportunity to tag along and take part in this year's NFA Convention. It was an incredibly valuable experience to see the industry from multiple perspectives- from demo nights and seminars to booth design and company engagement strategies. The following findings are meant to serve as a reference point, highlighting what stood out to me and capturing insights that may be helpful for planning and review ahead of next year's NFA.

Seminars

Seminar: Digital Marketing – Christian Jones (Firework Stand Marketer)

- This was the most attended seminar of the convention, showing how important- yet often overlooked- digital marketing has become. Jones emphasized the need for SEO, Google rankings, local listings, and social media strategies to drive stand traffic during the short selling season.

Application to Jake's: From my experience at Go Local Interactive, I know how transformative digital strategy can be for seasonal, location-based businesses. For Jake's, building digital marketing into our operator support **could be** a lucrative service offering and positions us as more than just a retail supplier. By stepping into the role of a full-service partner, Jake's could differentiate itself in the industry.

Seminar: Insurance Roundtable – Fireworks Industry & Freight Coverage – Tammy

- This session focused on the many risks within the fireworks industry, especially around freight insurance. The discussion highlighted how easily shipments can be delayed, damaged, or lost in transit, and how critical it is to have proper coverage in place. Unfortunately, the Dominator nerd asked off-topic questions about handheld fireworks almost the whole time.

Application to Jake's: For a company of our scale, freight insurance and risk management are essential to protecting margins and ensuring smooth operations.

Give-Away's and Freebies

- **Raccoon** – LARGE bags and T-Shirts
- **Spirit of 76'** – Cowboy Hats
- **TPI** – Lion Stuffed Animal Holding 1.3G Shell
- **Pyro Shine** – Rolling Firework Box Suitcase
- **Red Lantern** – Ash Tray and Hat
- **Megalodon Fireworks** – Fishing Jacket
- **McFireworks** – Camera Lens (\$)

The strongest giveaways were either large and practical (bags, rolling cases, jackets) or unique brand tie-ins (cowboy hats, lion plush). Two clear opportunities emerged that Jake's could capitalize on next year:

1. **Stuffed Eagle Giveaway** – Similar to TPI's lion plush, a stuffed bald eagle would perfectly align with Jake's patriotic branding and leave a lasting impression.
2. **Large Branded Bags** – By day three, attendees were actively searching for oversized bags to carry their items. Providing durable, logo-heavy bags would not only solve a real problem but also turn attendees into walking billboards.
3. **Heavy Weighted Pen** – Many booths handed out cheap pens that quickly got tossed aside. A high-quality, weighted pen with Jake's branding could stand out as a premium, everyday-use item that keeps our name in front of people long after the convention.

Company Shoot-off's

Monday:

Company: RIAKEO/ Happy Family

Love Heartbeat (RK52521) – 8-shot cake that threw a bright heart into the sky. Unique Nishiki effect that definitely stood out from the rest of the night.

Fire Fight (JL522015) – 25-shot strobe cake with strong pacing and bright strobes that filled the sky. Solid piece for the value.



Tuesday:

Demo Nights – Tuesday

Company: Fireworks Factory Direct

1. **Spin the Monkey** – Similar to Beamed Up. Fun piece with good lift and variety.
2. **American Knight** – Really solid timing and flow start to finish.
3. **Never Ending Glory** – Great value. A full 60-second cake that held quality all the way through.
4. **SCREAMO** – Loud and intense. Worth comparing against Howl with Nishiki effects.
5. **Midori Crush** – Unique greens. Something to keep an eye on in terms of structure.

Company: Winco

1. **Super Collider** – A true variety cake, lots of different looks in one piece.
2. **Never Forgotten** – Strong closer with big mines at the end. Definitely one of the better finales of the night.

Other than the fireworks listed above Non Really stood out to be out of the ordinary on the 1.4 Consumer Side, However Some of the Proline items were very impressive.

Booth Success

Jake's Booth Successes

- **Patriot the Bald Eagle** – Biggest draw of the convention, tied perfectly into our patriotic theme and made the booth unforgettable.
- **Theme Integration** – Clean branding and signage gave the booth a polished, professional look.
- **Closed-Off Concept** – Controlled traffic flow, kept people moving, and prevented overcrowding while still driving steady engagement.
- **Shirts** – We had a good quantity available, and they were well-received.
- **Networking & Perception** – The World Bird Sanctuary partnership positioned Jake's as innovative and experience-driven, not just a supplier.



Booth Opportunity

Jake's Booth Improvements – Convention Floor

- **Seating/Comfort** – Adding a few **barstools** would give customers a spot to pause and talk without disrupting traffic flow.
- **Giveaway Variety** – Shirts were a success, but introducing a **third color** next year would add variety. There's also a need for a **white shirt that feels world-class** — clean, premium, and instantly wearable on the show floor.
- **Open Concept Potential** – Exploring a more **open booth layout** could create an inviting atmosphere and better visibility from the aisles.
- **Planter Stands Instead of Bookshelves** – Replacing bulky bookshelves with **planter-style stands** would keep the setup clean, easier to maneuver, and more polished once assembled.
- **Interactive Element** – Beyond Patriot, adding another feature (photo wall, product demo, or digital display) could hold attention longer.
- **Follow-Up Capture** – More intentional ways to gather contacts (QR codes, digital sign-ups) would ensure booth traffic translates into future opportunities.

Application Going Forward: Small refinements like barstool seating, premium shirts, and cleaner modular displays could take an already strong booth concept to the next level. Pairing that with the option of an open design gives Jake's flexibility to adapt and stand out again next year.

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