

SQF International Conference

November 5-7, 2013

Marriott Louisville Downtown

Useful Information A-Z

CONFERENCE MOBILE APP

Download the app on iTunes (iPad or iPhone), Google Play (Android) or go to www.gatherdigital.com (Windows) and search for FMI SQF. Get up-to-the-minute conference information such as session and speaker information, maps, exhibitor and sponsor details, the attendee list and more. You can also create a personal profile, customize your schedule, send messages and network with your peers. To enable these features, open the app, go to "More" and then "My Account" to establish a password. **Please use the email address that you used to register for the conference.** You can even upload a photo of yourself by going to www.gatherdigital.com.

A special thank you to SAI Global, our mobile app sponsor!

ACCOMMODATIONS

The official conference hotel is:

Louisville Marriott Downtown
280 West Jefferson
Louisville, Kentucky 40202 USA

It is located approximately 8 miles from Louisville airport (SDF).

The reservation cut-off date has now passed and the Marriott Louisville Downtown is SOLD OUT on many nights. Select rooms MAY still be available at a much higher rate based on space availability. Please call the Marriott Downtown Louisville at 1-800-266-9432 and mention the FMI/SQF conference to check availability. Please visit the [conference website](#) for a list of alternative overflow hotels in the area.

AGENDA

The full agenda can be viewed on our [website](#) or on the conference mobile app, where you'll find session descriptions, speaker information, room locations and even a map to help guide you!

Many of the breakout sessions are repeated, so please make note of these. If the session room is full, please consider attending this session at a later time.

The conference agenda begins on Tuesday, November 5th with a pre-conference workshop (Federal Food Regulatory Update) beginning at 9.30 a.m. in the Marriott Ballroom V-VI.

ATTENDEES

The expected number of attendees is 500+ (a record attendance figure!). To view the most up-to-date attendee list, please [click here](#). The conference mobile app will enable you to send messages to other attendees providing they have set up a profile. To enable attendee messaging on your mobile app, please go to "More resources" and "My account" to set up your profile. You must use the same email address that you used to register for the conference.

ATTENDEE WORKBOOK

All attendees will receive a conference directory and workbook. It will have space for you to write notes and to jot down your key learnings. Please make sure to write your name and contact information in the front of the book, so you don't lose your valuable notes. There is a limited supply of books, so if you lose yours we may not be able to replace it!

AUDIENCE PARTICIPATION

We encourage conference *participants* to PARTICIPATE! Ask questions, talk to your peers and discuss your challenges and solutions. You'll learn much more if you get engaged in the sessions. An audience microphone is provided in each breakout and general session. Make sure to wait until the microphone runner reaches you so that everyone can hear your question.

BADGES

Badges must be worn at all times and serve as your entry ticket to all meal and reception functions. Everyone, including spouses and exhibitor staff must have a badge.

CHECK IN / OUT TIME

Check-in time at the hotel is 4:00 p.m.
Check-out time at the hotel is 11:00 a.m.

CLIMATE

Weather in Louisville is moderate with temperatures averaging 33 degrees in winter, and 78 degrees in summer. The annual average high temperature in November is 56 degrees and the average low is 39 degrees. Regardless of the outside temperature, meeting rooms are notorious for being chilly, so we advise you to bring layers to the sessions! The rooms are usually set at 70 degrees. For some, this is too warm, for others it's too cold, so layers are the best option to ensure everyone's comfort!

CONTACTS

Training	Henok Alemayo, 202-220-0714, halemayo@sqfi.com
General/Program	Amanda Bond-Thorley, 202-220-0606, abondthorley@fmi.org
Hotel/Logistics	Ben Quigley, 202-220-0716, bquigley@fmi.org
Registration	Debbie Stewart, 202-220-0828, register@fmi.org

After October 31st, please direct all registration questions to register@fmi.org

CANCELLATION POLICY

Refund of the registration fee, minus a \$75 processing fee, will be made for any cancellation received in writing to register@fmi.org by October 19, 2013. If notice is received by October 26, 2013, a 60% refund will be given. Any cancellations received after October 26, 2013, will not be refunded. Please note, registrations can be transferred to another company employee at any point prior to the conference. All registrations must be paid in full prior to the conference to avoid automatic cancellation.

DINING (HOTEL)

[Download](#) a list of dining options in the vicinity of the hotel or visit <http://www.gotolouisville.com/eat/index.aspx>

BLU Italian Grille

Italian

Regional Italian classics with a contemporary flare. One of Louisville's finest Italian restaurants. Features a private fine dining room and an extensive wine list. Open for breakfast, lunch and dinner. Dress code: Casual

Champions

American

High-energy sports-themed bar & restaurant offering a fun environment. The menu features great bar fare and casual food, including the best burgers, ribs and quesadillas in town. Open for lunch and dinner. Dress code: Casual

Starbucks®

Coffee House

Full Starbucks menu and light food items. Open for breakfast

DRESS CODE

The dress code for the conference is business casual. Meeting rooms are notorious for being somewhat chilly, so we advise you to bring layers to ensure your comfort.

ENTERTAINMENT

The Marriott Downtown Louisville is located within walking distance of Fourth Street Live!, Louisville's premier dining, entertainment and retail destination. Located between Liberty Street and Muhammed Ali Boulevard. Please visit www.4thstlive.com for more information

EXHIBITORS

Exhibitors may pick up their badges at the regular registration dates/times. Please note that all exhibit staff must be registered at the full conference rate. There are no exhibit-only badges.

FITNESS CENTER

Guests registered in the SQF block receive free access to the Marriott Fitness and Cardio Exercise Room (open 24 hours a day)

FOOD AND BEVERAGE

Your conference registration includes meals and snacks (2 breakfasts, coffee breaks, 2 receptions and 2 lunches). Breakfast will be a buffet consisting of breakfast breads, yogurt, fruit, cereals and a hot entree. Lunch will be a 3-course plated hot meal (salad, entrée and dessert) or hot buffet. Receptions usually include hot and cold hors d'oeuvres and alcoholic and non-alcoholic beverages. Vegetarian selections will be available upon request. Please let the wait staff know if you wish to order a vegetarian entrée at lunch. During the breaks we provide coffee, sodas and light snacks (at selected breaks only). For environmental reasons, we do not provide bottled water. However, there are water stations available in every room.

HANDOUTS

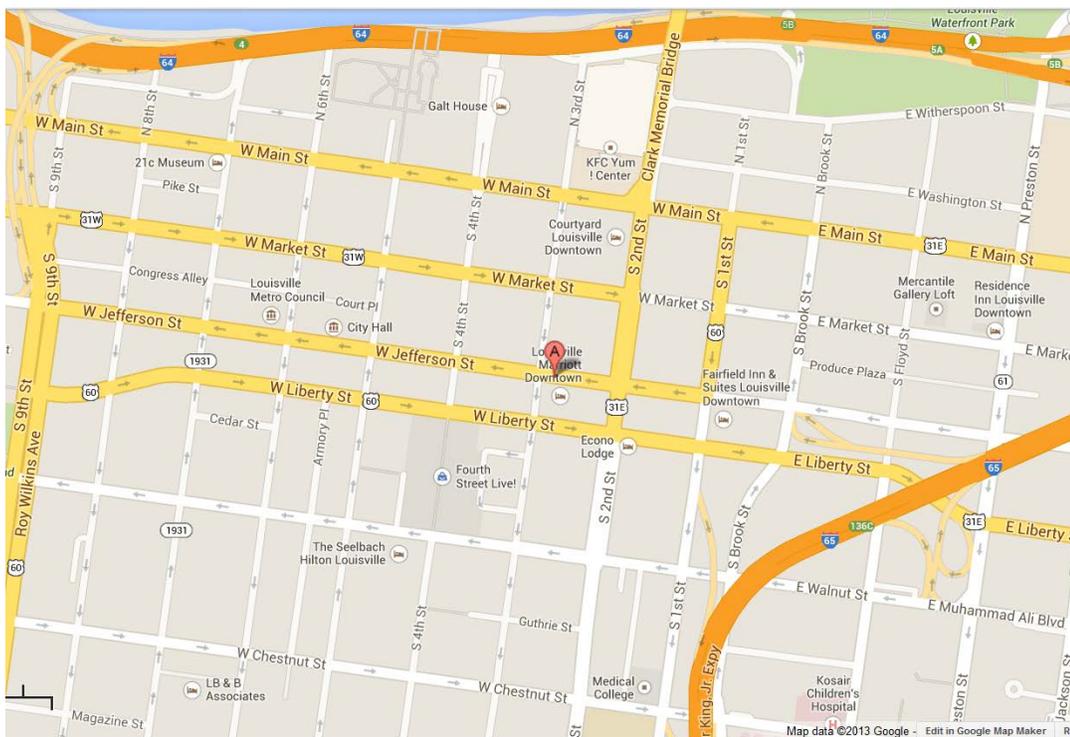
For environmental reasons, we do not provide printed copies of the presentations onsite. However, they can be downloaded directly from the conference app or from the www.sqfi.com website. To access the presentations online, please visit www.sqfi.com/conference and click on the link to "My Meetings" on the right hand sidebar. Enter your username and password (the one you used to register for the conference). If you have forgotten your username and password, please click on the link "Obtain Password" and follow the instructions. The quickest way to access the presentations will be on the conference mobile app!

HOTEL

The official conference hotel is:

Louisville Marriott Downtown
280 West Jefferson
Louisville, Kentucky 40202 USA

It is located approximately 8 miles from Louisville airport (SDF)



IDEA EXCHANGES

Join fellow food safety professionals in a peer-driven informal discussion about today's top food safety topics. This hour-long session will give you an opportunity to reflect on and share what you've learned at the conference, exchange best practice ideas, and take home actionable solutions to your toughest food safety challenges. [Download](#) more information including a list of topics and discussion locations.

- There will be a facilitator for each topic who will lead the discussion.
- The size of each discussion group ranges from 10-30
- Topics to be discussed include: Allergen Management, FSMA, Ethical Sourcing, Food Defense, Traceability, Validation and Verification, Training, Internal Auditing, FSMA, Pest Control and HACCP, Corrective Action Programs, Food Packaging Safety, Food Safety Risk Assessment Methodologies, Foreign Material Prevention
- Space for each discussion topic is limited. Please plan accordingly and select more than one topic of interest in case your first choice is no longer available.

INTERNET

Complimentary high-speed wireless internet access is provided for hotel guests providing that you are registered at the Marriott under the FMI room block. If you reserved a room through a travel agent or via an online third party (Expedia, Travelocity etc.), your rate does not include the FMI free internet access. Free internet access will also be available in the conference rooms. Please note that this service is provided by the hotel according to their server capacity and is limited to basic internet surfing and email download. It may not be suitable for large file downloads.

LOCAL AREA

For a full list of things to do and see in the local area, visit www.gotolouisville.com

PARKING

A discounted self-parking rate of \$ 14.00 per day is available for guests in the SQF room block.

PRESENTATIONS

Providing we have permission from the presenter, presentations can be downloaded from the conference mobile app prior to or on the day of the presentation. They will also be made available for download on the SQF web site www.sqfi.com

To access the presentations, prior to the conference, please visit www.sqfi.com/conference and click on the link to "My Meetings" on the right hand sidebar. Enter your username and password (the one you used to register for the conference). If you have forgotten your username and password, please click on the link "Obtain Password" and follow the instructions.

PLEASE NOTE: PowerPoint presentations are intended to be visual aids NOT detailed notes. Please be prepared to take your own notes and don't be disappointed if your presenter's presentation has slides with just a few words on them. He/she wants you concentrate on what he/she is saying and not on the screen! The conference mobile app allows you to take notes, so please make use of this function!

PROFESSIONAL DEVELOPMENT CREDITS

Full participation in the SQF International Conference meets the 15 hour continuous professional development requirements for re-registration as an SQF Professional. In addition, participation in the pre-conference SQF Professional Update course may be used as an alternative to the SQF Professional Update Webinar. For more information, please contact a member of the SQFI staff onsite.

REGISTRATION

When you arrive for the conference, please proceed to the Registration Desk outside the Marriott Ballroom on the second level. You will be able to pick up your conference badge ONLY at the following times:

Monday, November 5	2:00 p.m. – 5:00 p.m.
Tuesday, November 6	8:30 a.m. – 6:00 p.m.
Wednesday, November 7	6:45 a.m. – 6:00 p.m.
Thursday, November 8	6:45 a.m. – 11:00 a.m.

All attendees, including exhibit staff must wear a badge at all times. There are no “exhibit only” badges.

You may pick up your badge during these hours only. Please note that if you are attending the pre-conference training sessions, you will be able to pick up your badges ONLY for the classes on Monday, November 4th from 7:00 a.m. onwards. You will not be able to pick up your conference badge until the times / date indicated above.

The cost for onsite registration is \$ 1,095.

ROOM LOCATIONS

The meeting/meal rooms are located on the 1st and 2nd floor of the hotel

Keynotes/General Sessions	Marriott Ballroom V-VI (2nd Floor)
Breakouts	Marriott Ballroom I-IV, VII-X, Bluegrass 1-2 (2 nd floor), Kentucky F , Kentucky G (1 st floor)
Cocktail Receptions	Marriott Ballroom Foyer (2nd Floor)
Lunch (Wednesday)	Kentucky Ballroom A-E (1 st Floor)
Awards Lunch (Thursday)	Marriott Ballroom V-VI (2 nd Floor)
Breakfast	Kentucky Ballroom A-E
Idea Exchanges	Please see the schedule onsite or download the information sheet

A map of the hotel is provided in the onsite directory/workbook, at the registration desk and at the end of this document. All room locations are noted in the agenda (on the app and in the directory). We will notify you if there are any changes.

ROOM TEMPERATURE

Regardless of the outside temperatures, meeting rooms are notorious for being somewhat chilly, so we advise you to bring layers to ensure your comfort. Meeting rooms are generally set at 70 degrees. For some this is too cold, for some too warm. So, just like Goldilocks, we unfortunately can't please everyone! Please plan accordingly.

SOLUTIONS SHOWCASE

Gather with friends and potential business partners to find a wealth of new tools, technologies and solutions to kick start or improve your food safety plan. Support our generous sponsors by planning to attend this evening, taking place on Tuesday, November 5th and Wednesday, November 6th from 5:00 p.m. – 7:00 p.m. in the Marriott Ballroom Foyer. Exhibits will also be open throughout the duration of the conference.

Exhibitors:

- AIB International
- Alchemy Systems (Premier Partner)
- ANSI
- ASI Food Safety
- CERT-ID
- CrewSafe
- Dex-O-Tex
- DNV Business Assurance
- Eagle Food Registrations
- EtQ
- Eurofins Scientific
- Mettler Toledo
- NCSI Americas, Inc.
- NSF International
- Perry John Registrars
- Polar Clean
- Randolph Associates
- Rentokil North America
- SafetyChain Software
- SAI Global Assurance Services
- SCS Global Services
- SGS
- Silliker, Inc. (Premier Partner)

SURVEY

Within 3 days of the conference you will receive a survey by email that will ask you to rate the education program, social events and logistics. Please take the time to fill this out so that we can use the information to improve future conferences. Your cooperation is appreciated.

TRAINING

If you are attending the Training Classes on Monday, November 4th and have already registered, please pick up your badge at the registration desk in the Marriott Ballroom Foyer from 7.00 a.m. onwards. Please note that you will not be able to pick up your conference badge until registration begins at 8.30 a.m. on Tuesday, November 5th.

Training Class locations (please do not go to the classroom until you have picked up your badge!)

Risk Analysis	Marriott Ballroom X
SQF Professional Update (1/2 day class)	Marriott Ballroom III
Root Cause Analysis	Marriott Ballroom IV
Principles of Internal Auditing	Marriott Ballroom IX
SQF Advanced Practitioner	Marriott Ballroom VII
Advanced HACCP	Marriott Ballroom VIII

Most classes are now SOLD OUT. Please visit www.sqfi.com to check on availability or contact Henok Alemayo at halemayo@sqfi.com

Class descriptions can be found on the conference website www.sqfi.com or on the mobile app.

A boxed lunch will be provided for attendees of the FULL DAY classes only.

TRANSPORTATION

The hotel address is:

Louisville Marriott Downtown
280 West Jefferson
Louisville, Kentucky 40202 USA

Taxi

Louisville International Airport (SDF) is 8 miles from the hotel (approximately 10 minutes drive time). The approximate one-way taxi fare is \$ 20.00

Alternate transportation: R&R Limousine (888-498-8432) or Xtreme Transportation (812-246-2235); fee: 75.25 USD (one way); reservation required

Driving

Directions from SDF airport:

From Louisville International: Take 264 East one mile to I-65 North. Travel about 6 miles to Brook Street exit. Turn left onto Jefferson. The hotel entrance is immediately to the left on Jefferson Street. [Click here](#) for directions from other starting points.

Parking

A discounted self-parking rate of \$ 14.00 per day is available for hotel guests in the SQF room block.

Wi-Fi

Guests registered in the SQF block receive complimentary wireless internet in guest rooms. Wi-Fi is also provided to all attendees free of charge (courtesy of SAI Global) in meeting rooms. Please note that this service is provided by the hotel according to their server capacity and is limited to basic internet surfing and email download. It may not be suitable for large file downloads.

MAPS

