



# SQF International Conference

November 8-10, 2011  
Renaissance Grand  
St Louis, MO

## SPONSORSHIP AND EXHIBIT OPPORTUNITIES

The SQF International Conference provides a unique and valuable venue for your organization to increase exposure, build relationships and enhance your company's image among decision-making food safety professionals. All sponsors will receive a complimentary tabletop exhibit space during the vendor "meet and greet" cocktail receptions (Tuesday and Wednesday from 5.00 p.m. – 7.00 p.m.).

Opportunities are limited, so make your selection today. Projected attendance is 300 +

### Attendee Profile:

- Food safety professionals in the food production, manufacturing, processing, retailing, foodservice and distribution field (managers, directors and vice presidents)
- Food safety consultants and auditors
- Representatives from certification bodies and training centers
- Providers of food safety solutions

### Previous Companies Represented:

- Albertsons, LLC
- American National Standards Institute
- Arcadia Dairy Farms
- Broetje Orchards
- Chick-fil-A
- ConAgra Foods, Inc.
- Darden Restaurants
- Dean Foods Company
- DNV
- Domino's Pizza
- Ecolab, Inc.
- Franklin Foods, Inc.
- Fresh and Easy Neighborhood Market, Inc.
- Giant Eagle, Inc.
- Guelph Food Technology Center
- Hampton Farms
- Harris Teeter, Inc.
- HEB Grocery Company
- Hormel Foods Corporation
- Identigen North America, Inc.
- Kimberley's Ice Cream, Inc.
- McDonald's Corporation
- Meijer, Inc.
- Nebraska Beef
- NSF International
- Prairie Farms Dairy, Inc.
- Quality Chekd Dairies
- Ralcorp Holdings, Inc.
- Saputo Cheese USA
- Sara Lee Corporation
- Schreiber Foods, Inc.
- SGS North America
- Silliker, Inc.
- Stemilt Growers, Inc.
- The Steritech Group
- Titan Farms, Inc.
- U.S. Foodservice
- United Egg Producers
- Wal-Mart
- Whitewave Foods Company





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ALL sponsors (excluding tabletop package) receive:

- Early Bird registration rates for an unlimited number of company representatives
- Company logo in the sponsor section of the conference web page
- Company logo and listing in the onsite directory
- Mention in conference marketing e-blasts, sent to thousands of contacts in retail and food safety industry
- Recognition in on-site signage and from the podium
- Conference attendee list prior to the conference

### Gold Level (\$7,500)

#### Additional Benefits:

- 2 complimentary registrations to the conference
- Corporate logo on merchandise distributed to all attendees
- 1 black and white full page in the directory
- Early bird registration rates for an unlimited number of company representatives
- Complimentary tabletop exhibit at the vendor “meet and greet” cocktail receptions

#### Opportunities available (6)

- Vendor “Meet and Greet” Reception (Tuesday, November 8) **SPONSORSHIP SOLD**
- Vendor “Meet and Greet” Reception (Wednesday, November 9) **SPONSORSHIP SOLD**
- USB Drives **SPONSORSHIP SOLD**
- Lanyards with corporate logo (1) **SPONSORSHIP SOLD**
- Hotel Key Cards with corporate logo/design(1) **SPONSORSHIP SOLD**
- Company insert in David Horsager’s “The Trust Edge” book (sponsor must purchase books) with opportunity to introduce speaker





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### Silver Level (\$5,000)

#### Additional Benefits:

- Sponsorship of the selected event or merchandise
- 1 complimentary registration to the conference
- 1 full page black and white ad in the conference directory
- Early bird registration rates for an unlimited number of company representatives
- Complimentary tabletop exhibit at the vendor “meet and greet” cocktail receptions

#### Opportunities available (8)

- Notepads
- Door Hangers
- Pens
- Luncheon ( Wednesday, November 9) **SPONSORSHIP SOLD**
- Awards Luncheon (Thursday, November 10) **SPONSORSHIP SOLD**
- Breakfast ( Wednesday, November 9) **SPONSORSHIP SOLD**
- Breakfast (Thursday, November 10) **SPONSORSHIP SOLD**
- All-Day Networking Breaks (Wednesday, November 9) **SPONSORSHIP SOLD**

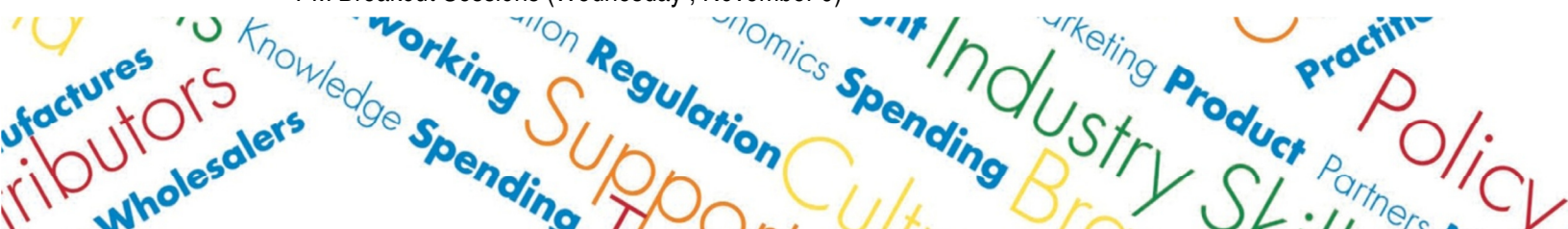
### Bronze Level (\$3,000)

#### Additional Benefits:

- Sponsorship of the selected event
- 1 complimentary registration to the conference
- Complimentary tabletop exhibit at the vendor “meet and greet” cocktail receptions

#### Opportunities available (13)

- AM Networking Break (Tuesday, November 8) **SPONSORSHIP SOLD**
- PM Networking Break (Tuesday, November 8) **SPONSORSHIP SOLD**
- AM Networking Break (Thursday, November 10) **SPONSORSHIP SOLD**
- PM Networking break (Thursday, November 10) **SPONSORSHIP SOLD**
- AM Breakout Sessions (Wednesday, November 9)
- PM Breakout Sessions (Wednesday, November 9)





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- AM Breakout Sessions (Thursday, November 10)
- General Session – Keynote Address (Wednesday, November 9)
- General Session – Keynote Address (Thursday, November 10)
- General Session – Stakeholder Panel (Wednesday, November 9) **SPONSORSHIP SOLD**
- General Session – Social Media (Wednesday, November 9)
- General Session – Emotional Impact (Thursday, November 10)
- General Session – Culture Shift (Thursday, November 10)

## Full Page Color Ad (\$2,000)

### Additional Benefits:

- 1 complimentary registration to the conference

### Opportunities available (2)

- Full page color ad in the conference directory (front inside cover) **SPONSORSHIP SOLD**
- Full page color ad in the conference directory (back inside cover)

## Full Page Black and White Ad (\$500)

- Add a full page black and white ad in the conference directory

For more information, please contact:

AMANDA BOND-THORLEY  
Senior Manager, Education  
202-220-0606  
abondthorley@fmi.org





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## Sponsorship Commitment Form

Company Name (as it will appear on signage): \_\_\_\_\_

Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_

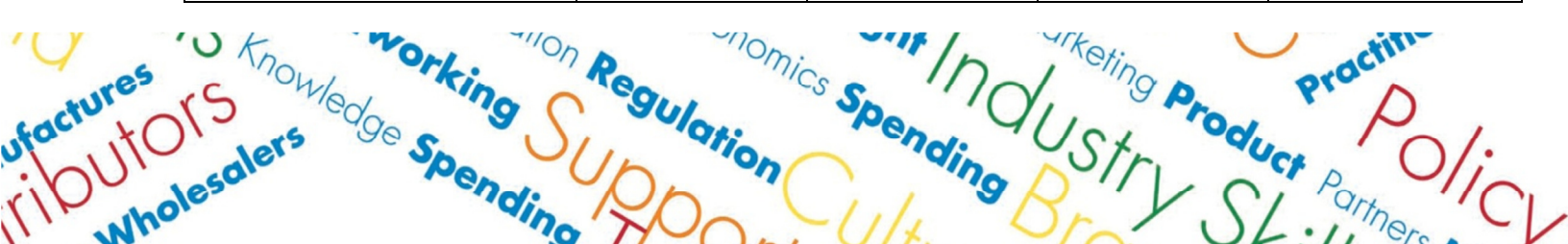
Billing Address: \_\_\_\_\_

City: \_\_\_\_\_ State and ZIP Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

### Desired Sponsorship:

Gold Level	Sponsorship Costs	Directory Ad	Tabletop Exhibit	Registrations
<input type="checkbox"/> Meet and Greet Reception (Tues)	\$ 7,500	<input type="checkbox"/> Black/White	Included	Two
<input type="checkbox"/> Meet and Greet Reception (Weds)	\$ 7,500	<input type="checkbox"/> Black/White	Included	Two
<input type="checkbox"/> USB Drive	\$ 7,500	<input type="checkbox"/> Black/White	Included	Two
<input type="checkbox"/> Lanyards	\$ 7,500	<input type="checkbox"/> Black/White	Included	Two
<input type="checkbox"/> Hotel Keychains	\$ 7,500	<input type="checkbox"/> Black/White	Included	Two
<input type="checkbox"/> Trust Edge Books	\$ 7,500	<input type="checkbox"/> Black/White	Included	Two
<b>Silver</b>				
<input type="checkbox"/> Notepad	\$ 5,000	<input type="checkbox"/> Black/White	Included	One
<input type="checkbox"/> Door Hangers	\$ 5,000	<input type="checkbox"/> Black/White	Included	One
<input type="checkbox"/> Pens	\$ 5,000	<input type="checkbox"/> Black/White	Included	One
<input type="checkbox"/> Wednesday Lunch	\$ 5,000	<input type="checkbox"/> Black/White	Included	One
<input type="checkbox"/> Awards Ceremony	\$ 5,000	<input type="checkbox"/> Black/White	Included	One
<input type="checkbox"/> Wednesday Breakfast	\$ 5,000	<input type="checkbox"/> Black/White	Included	One
<input type="checkbox"/> Thursday Breakfast	\$ 5,000	<input type="checkbox"/> Black/White	Included	One
<input type="checkbox"/> Wednesday Dinner	\$ 5,000	<input type="checkbox"/> Black/White	Included	One
<b>Bronze</b>				
<input type="checkbox"/> Tuesday Morning Break	\$ 3,000	N/A	Included	One
<input type="checkbox"/> Tuesday Afternoon Break	\$ 3,000	N/A	Included	One
<input type="checkbox"/> Thursday Morning Break	\$ 3,000	N/A	Included	One
<input type="checkbox"/> Thursday Afternoon Break	\$ 3,000	N/A	Included	One
<input type="checkbox"/> Wednesday Morning Breakout Session	\$ 3,000	N/A	Included	One
<input type="checkbox"/> Wednesday Afternoon Breakout Session	\$ 3,000	N/A	Included	One





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<input type="checkbox"/> Thursday Morning Breakout Session	\$ 3,000	N/A	Included	One
<input type="checkbox"/> Wednesday Keynote Session	\$ 3,000	N/A	Included	One
<input type="checkbox"/> Thursday Keynote Session	\$ 3,000	N/A	Included	One
<input type="checkbox"/> Wednesday Stakeholder Panel	\$ 3,000	N/A	Included	One
<input type="checkbox"/> Wednesday Social Media Session	\$ 3,000	N/A	Included	One
<input type="checkbox"/> Thursday Emotional Impact Session	\$ 3,000	N/A	Included	One
<input type="checkbox"/> Thursday Culture Shift Session	\$ 3,000	N/A	Included	One
<b>A La Carte</b>				
<input type="checkbox"/> Color Ad (Front Cover)	\$ 2,000	Color	N/A	One
<input type="checkbox"/> Color Ad (Back Cover)	\$ 2,000	<input type="checkbox"/> Color	N/A	One
<input type="checkbox"/> Ad only	\$ 500	<input type="checkbox"/> Black/White	N/A	N/A

**Payment Details:**

Enclosed is a check in the amount of \$ \_\_\_\_\_ (U.S. funds drawn on a U.S. bank payable to FMI – Reference No. 3945-023-0958)

**Terms and Conditions:**

The sponsor agrees to pay the fees in accordance with the payment terms. Payment is due in full upon receipt of invoice, which will be sent upon receipt of this form. I agree that by signing this form I agree to the terms and conditions outlined above.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

**Please return completed form to:**

Amanda Bond-Thorley  
 Phone: 202.220.0606  
 Fax: 202.220.0830  
 Email: [abondthorley@fmi.org](mailto:abondthorley@fmi.org)

**FMI/SQF Use Only:**

Batch Date: \_\_\_\_\_  
 Amount Received: \_\_\_\_\_  
 Check Number: \_\_\_\_\_  
 Acct No: \_\_\_\_\_

