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SQF PRODUCT SPOTLIGHT DAYS

A New Sponsorship Opportunity Within the SQF365 Sponsor Program

In Partnership With SmartBrief

SQF Product Spotlight Days put one company's solution in front of a highly targeted food safety audience. Each Spotlight Day centers on a single topic, so sponsors reach professionals who are already looking for that kind of solution.

2026 SPOTLIGHT DAYS

- **Wednesday, Oct. 14, 2026:** Tools that help food safety practitioners leave the notebook behind and automate their documentation.
- **Wednesday, Nov. 18, 2026:** Sanitization, pest control and other food safety services that support day-to-day site operations.

WHAT'S INCLUDED

- A promotional campaign, including placements in SQFI SmartBrief, reaching more than 41,000 subscribers, plus the SQF Monthly Newsletter and SQF social posts.
- A moderated 30-minute session, hosted by SQF's VP of Business Development and a SmartBrief production moderator.
- A video file of your session, so you can use it in other projects.
- One handout or resource posted in the webinar console.
- A poll question to help qualify attendee interest and next steps.
- On-demand hosting and a webinar recording (MP4) following the live event.

HOW A SPOTLIGHT DAY WORKS

- **Format and time:** Each sponsor slot runs 30 minutes, for a live product demonstration, a short webinar, a case study or another format that fits your audience. We encourage at least five minutes for Q&A.
- **Hosting and moderation:** SQF's VP of Business Development and a SmartBrief production moderator run both sessions, giving sponsors a consistent, professional presence from introduction through Q&A.
- **Audience experience:** Registrants get access to all sessions in the Spotlight Day and see company details and session overviews on the registration page, so they can choose what to attend.
- **Leads and registrant data:** Sponsors receive full registrant and attendee contact information, based on each registrant's sharing preferences, plus the results of a poll gauging interest in learning more.

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2027 PRICING

Pricing depends on Sponsor Program status.

Sponsor Status	Price
2027 SQF365 Sponsor Program Members	$4,500 per slot (limit two slots per company)
FMI Associate Members / SQF Exhibitors (2026 or 2027)	$5,500 per slot
Non-SQF365 Sponsors	$8,500 per slot

HOW IT WORKS

- SQF, in partnership with SmartBrief, curates the audience and manages all promotion through SQFI SmartBrief, the SQF Monthly Newsletter and SQF social posts.
- Production runs alongside SQF's event partner, SmartBrief, for a polished, professional webinar experience.
- Time slots are numbered and assigned by signed sponsor contract, first-come, first-served.

THE VALUE OF A CONNECTED PRESENCE

Product Spotlight Days works best as part of a bigger footprint. Pair a Spotlight Day with a booth at SQF Unites, SQF's flagship in-person conference, and the year-round SQF365 Sponsor Program for a connected presence that reaches buyers all year, not just at a single event.

- **In-person reach at SQF Unites:** A booth puts your team in front of the 800-plus food safety professionals from more than 50 countries who attend, plus a pre- and post-event attendee list for direct follow-up.
- **Focused digital reach through Product Spotlight Days:** A 30-minute session puts your solution in front of SmartBrief's food safety and quality management subscribers, with an audience curated and promoted by SQF.
- **Always-on visibility through SQF365:** Newsletter placements, featured blog and video content, and ongoing digital seminars keep your brand in front of the SQF audience between events.
- **One connected buyer journey:** Prospects can meet your team at the booth, watch a Spotlight Day session and see your brand across SQF365 content all year, reinforcing the same message at every touchpoint.

SECURE YOUR PARTICIPATION

Indicate your interest on the 2027 SQF365 Sponsor Contract, or contact **Tara Preston** at **tara.preston@futurenet.com**.