

# SQF365

Sponsorship  
Opportunities 2024

Featuring **SQF UNITES**  
COMING TOGETHER FOR FOOD SAFETY



**March 11-14, 2024**  
**Hyatt Regency New Orleans**  
**New Orleans**

# SQF365

## Sponsorship Program 2024

The focus of the year-round SQF365 sponsorship program is to create synergy with the service partners in the SQF community and showcase their thought leadership, expertise, and increase community engagement.

Opportunities include forums to discuss timely topics, trends, and address food safety culture education by co-hosting digital seminars, small regional in-person events, and social gatherings.

The SQF365 Program allows you to select from:

- Digital seminars
- Blog posts and featured content on sqfi.com
- Advertising allowance in SQF Smart Brief – 3x weekly aggregated news with 32k+ subscribers
- SQF Unites opportunities



10/5/2023

# SQF Audience Overview

## About the SQF365 Community

The SQF365 Community is comprised of more than 40,000 food safety professionals who rely on SQF to provide unique education and networking opportunities, providing SQF stakeholders and food safety professionals with practical knowledge and skills to improve the efficacy of their food safety and quality assurance programs and ensure compliance with government food safety regulations, corporate policies, and the SQF Code.

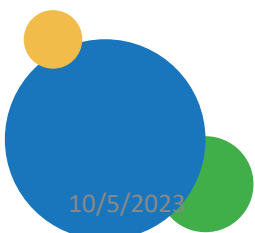
## SQF Community Profile

SQF Stakeholders and food safety professionals include:

- QA & QC Professionals
- SQF Practitioners
- Food Safety Professionals and Consultants
- Retail Food Safety Personnel
- Compliance and Training Staff
- Regulatory Advisors
- Internal and 3rd Party SQF Auditors
- Product & Solution Providers
- Certification Body Personnel
- Food Safety Business Development and Marketing Managers

## SQF Unites Attendee Profile

We are planning for 700 SQF community members to attend New Orleans with a combination of industry veterans and new SQF practitioners seeking knowledge to improve their food safety risk mitigation practices.





## Sponsorship First Right of Refusal

The following companies are 2023 SQF365 Sponsors and have the first right of refusal for the 2024 program in this commitment order:

1. Intertek Alchemy
2. SGS North America
3. Mérieux NutriSciences
4. DNV Business Assurance USA
5. EAGLE Certification Group
6. Provision Analytics
7. NSF
8. TraceGains
9. Exemplar Global

The following companies were 2022 Sponsors and have 2024 first right of refusal after the 2023 list above:

1. Eurofins Food Assurance
2. SafetyChain Software



# SQF365

## Sponsorship Program 2024

Available	SQF365 Elite 3	Premier 5	Partner A 8	Partner B 5
Cost	\$15,000	\$11,000	\$8,500	\$3,250
Unites Sponsorship Items	Select one A & one B	Select one A or B Item	Select 1 B Item	No New Orleans Presence
SQF Unites Exhibit Booth	1	1	1	None
SQF Digital Seminar	2 Exclusive Host	1 Exclusive Host	1 Speaker participate in a digital seminar	1 Exclusive Host
Advertising Package See details for each package	Package A	Package B	Package C	Package D
Unites Session Introduction	1	1	1	0
Registration Badges	3	2	2	0

# SQF365

## Sponsorship Program 2024

The following levels are offered with company limitations:

- |   |           |
|---|-----------|
| 1. SQF365 Elite –3 available              | \$15,000  |
| 2. Premier – 5 available                  | \$ 11,000 |
| 3. Partners A – 8 available               | \$ 8,500  |
| 4. Partner B – No presence in New Orleans | \$ 3,250  |

### Exhibitors

- |                               |         |
|-------------------------------|---------|
| 1. Exhibitor – One Booth      | \$4,750 |
| 2. Purchase of a second booth | \$4,000 |



# SQF365

## Sponsorship Advertising Packages

### **Package A SQF365 Elite**

1. \$6,000 advertising allowance on SQF SmartBrief – 38k subscribers
2. Two SQF Monthly Newsletter banner advertisements
3. Three content items on the home page of sqfi.com (see details)

### **Package B Premier**

1. \$4,000 advertising allowance on SQF SmartBrief – 38k subscribers
2. One SQF Monthly Newsletter banner advertisements
3. Two content items on the home page of sqfi.com (see details)

### **Package C Partner A**

1. \$3,000 advertising allowance on SQF SmartBrief – 38k subscribers
2. One SQF Monthly Newsletter banner advertisements
3. One content item on the home page of sqfi.com (see details)

### **Package D Partner B**

1. \$2,000 advertising allowance on SQF SmartBrief – 38k subscribers
2. A social graphic promotion for the digital seminar you are hosting
3. A newsletter content item and graphic for the digital seminar you are hosting



# SQF365

## New Orleans Sponsor Summary

### **SQF365 Elite \$15,000**

1. One A and One B Items (see page 18-21)
2. Package A Advertising Package
3. One 10 x 10 booth and 3 Registration Badges
4. One Education Session Introduction
5. Two SQF365 Digital Seminar – Exclusive Host

### **Premier \$11,000**

1. Select One A OR One B Item (see page 18-21)
2. Package B Advertising Package
3. One 10 x 10 booth and 2 Registration Badges
4. One Education Session Introduction
5. One SQF365 Digital Seminar – Exclusive Host

### **Partner A \$8,500**

1. Select One B (see page 20-21)
2. Package C Advertising Package
3. One 10 x 10 booth and 2 Registration Badges
4. One Education Session Introduction
5. One SQF365 Digital Seminar – Co-Host

### **Partner B \$3,750**

1. One SQF365 Exclusive Digital Seminar
2. No New Orleans Items, booth or registrations
3. Package D Advertising Package





# SQF365

## Sponsorship Program Advertising Benefits 2024

### A. SQF365 Elite -

- Includes \$6,000 advertising allowance on SQF SmartBrief -38k subscribers
- Two SQF Monthly Newsletter banner advertisements
- Two SQF Training Newsletter banner advertisements

### B. Premier -

- Includes \$4,000 advertising allowance on SQF SmartBrief - 38k subscribers
- One SQF Monthly Newsletter banner advertisements
- One SQF Training Newsletter banner advertisement

### C. Partner -

- Includes \$3,000 advertising allowance on SQF SmartBrief - 38k subscribers
- One SQF Monthly Newsletter banner advertisements
- One SQF Training Newsletter banner advertisement

There are no advertising allowances included in purchasing an Exhibitor booth.



# SQF365

## Sqfi.com Content Items

**From Our Partners**

Our partners offer important insights designed to support your food safety company practices and goals.



**Insights from Intertek Alchemy – How to Integrate a Risk Mitigation Mindset Into Your Food Safety Culture**



**Insights from SGS – Food Safety Trends and Challenges**



**Insights from DNV – Getting Started With Food Safety for Emerging Brands**

As a sponsor benefit, we have content from our Partners on the home page. You have the option of providing a blog, a recording, or a survey poll based on your benefit and selection.

The sqfi.com website receives more than 700 unique web visitors daily. The home page receives 13% of the site traffic, with the SQF Code downloads and tip sheets following as the next most trafficked pages. The top traffic drivers to the SQF site are Google, direct traffic, Google ads, and SQF emails.

Your content can be:

- a blog post you author, and we review and publish.
- a 3-5 question survey poll.
- A video recording you supply, and we place on our YouTube channel.
- The recording from a SQF365 seminar you hosted with us.



# SQF365

## SQF365 Digital Seminars

The Sponsor can present themselves as a thought leader on a specific topic of their choice in a 60-minute round table discussion or a presentation organized by SQFI on your behalf.

**Elite and Premier Sponsors benefit from being an exclusive seminar host, and the Partner level will be asked to provide a speaker for an SQF digital seminar and will not be an exclusive host.**

The goal is to have the session be as interactive as possible. Here is a sample format with 25 minutes to present and then the rest of the hour for facilitated Q&A. Note - 560 viewers in 6 months.

### **The Sponsor will:**

- Select a date/time together with the SQF team.
- Allow 8-10 weeks for SQF promotions to take place and co-promote.
- Select a topic (FSC or general) and agree with the SQF Technical team that the topic is timely and relevant. Provide speaker photos and titles.
- Use the SF slide deck template and prepare up to 7 slides for the Welcome & Introduction and Q&A Segments.
- Prepare a max of 2 slides for the end showcasing additional resources & contact details.
- Designate team member(s) to act as hosts and round table moderators. If your team does not have enough breakout room moderators, the SQF team will be happy to assist.
- Participate in a practice rehearsal.
- Receive the registration file to be used on a limited basis for the sponsor to convert the leads to opt into your offer.

### **SQFI will:**

- Host the registration process.
- Write the event copy and publish it with Sponsor review.
- Collect Sponsor leads and provide full contact information to the sponsor.
- Promote the event.
  - Promote the event in newsletters and social media, tagging the Sponsor.
- Put together the final presentation deck.
- Host event on Zoom; provide the Zoom operators.
- Record and publish the recording on sqfi.com and send a follow-up to all attendees.
- Based on the topic, write a blog post and publish it with a link to the recording as the CTA at the end.

# SQF365

## Blog Post Guidelines

The sponsor can position themselves as a thought leader in the industry through the SQFI News and Blogs page.

- The content of the blog will be about a mutually agreed-upon topic between SQFI and the sponsor. Each blog will be between **300–500 words**.
- The sponsor can provide **up to 3 quotes** to be included in the blog. And include a CTA to your site.

Once the topic has been decided, as needed, SQFI and the Sponsor will sit down for 1 discovery session to discuss the goal and angle of the blog. SQFI will write the copy to align the messaging with the SQF community.

We will work closely with the Sponsor to review and edit each draft to ensure that the published draft meets sponsor's goals.

The sponsor can choose from different blog formats such as:

- [Case Study](#)
- [Interview](#)
- [Guidance/Tips](#)
- [Informative](#)

Sponsor is welcome to review other past blogs for format examples or offer a unique approach.



# SQF365

## Survey Poll

- The purpose of the poll is to provide your company some thought leadership and user engagement.
- The sponsor can provide a 3-5 question poll to our team as a Word document.
- Our team then places that Poll in our survey tool and places the poll as your content item for 30 days. Then you receive your survey results and the leads to those who filled out your survey.
- It's that simple.



# SQF365

## SQF SmartBrief Advertising Details

For those companies interested in a la carte advertising or for those with 2024 Sponsors advertising benefits in SQF SmartBrief, you work directly with the SmartBrief ad team on your ad spend or your allowance for the rectangle add units and issue dates.

- [Sign up for the newsletter here.](#)
- [See sample newsletter here.](#)
- [Request media kit here](#)

You can send an advertising inquiry to Christopher Warne  
[christopher.warne@futurenet.com](mailto:christopher.warne@futurenet.com)

**RECTANGLE-TEXT AD UNIT**

- Ad Image: 180 x 150; 50k maximum; GIF/JPEG/PNG
- Headline: 40 characters, excluding spaces
- Ad Copy: 250 characters, excluding spaces
- Click Through URL

▪ Sponsor Logo (Optional):

- 120 x 60; 50k maximum
- Please provide PNG with transparent background

The screenshot shows a newsletter layout. At the top, there are social media icons for LinkedIn, Facebook, and Twitter. Below them is a headline: "Rethink the individual development plan". The text below the headline reads: "Instead of traditional individual development planning, by a collaborative approach that includes co-workers, customers and others who know the employee and are willing to support their growth, writes Julie Winkie Giulloni. 'A collaborative development planning approach assumes that more minds will lead to higher-quality plans and greater growth.'" she writes. Full Story: SmartBrief/Leadership (2/13)". Below the text are social media icons. A line connects this section to a box on the left that lists ad specifications. Below the text is a placeholder for a 180 x 150 ad image. To the right of the image is a block of placeholder text: "Lorem ipsum dolor sit amet, consectetur cras amet. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus volutpat nisl imperdiet arcu efficitur, quis consequat diam ultrices. Praesent enim ex, tincidunt quis viverra at, tempor a sapien. Curabitur quis pretium felis. Phasellus leo eros, bibendum nec feugiat vel, CLICK HERE." Below the placeholder text is a "SPONSOR LOGO" area. Below the advertisement is a "NEWS SECTION 2" header. The first article in the news section has the headline "Empower employees to provide great customer service" and a sub-headline "Companies such as Zappos and Nordstrom set the bar high for customer service by empowering and training employees and creating a culture around stories, shared vocabulary and a sense". There is a small image of a Nordstrom store.

- All ad creatives must be site-served.
- SmartBrief can accept 3rd party click tags and impression trackers (standard tags only).
- All email clients do not support animation. When using animation, include branding and call to action on first frame. Javascript is not supported in email.



# SQF Community of Companies

**Abbott Nutrition**

**American Beverage Corporation**

**American Crystal Sugar Company**

**Archer Daniels Midland Co.**

**Bay Valley Foods**

**Bimbo Bakeries USA**

**Buckhead Beef**

**Cabot Creamery**

**Cavendish Farms Corporation**

**ConAgra Brands**

**Costco Wholesale**

**Daisy Brand, Inc.**

**Diamond Crystal Brands**

**Fairfield Gourmet Foods dba David's Cookies**

**FONA International Inc**

**Golden Peanut Company**

**Green Mountain Coffee Roasters**

**HelloFresh**

**Hillshire Brands Co.**

**Jack Daniels**

**Kellogg Company**

**Keurig Green Mountain, Inc.**

**King's Hawaiian**

**The Kroger Co.**

**Lund Food Holdings, Inc.**

**Mastronardi Produce**

**Merchants Distributors, LLC**

**Michigan Sugar Company**

**Niagara Bottling**

**Night Hawk Frozen Foods**

**North Star Seafood, LLC.**

**Pacific Coast Producers**

**Pacific Fishing Company Ltd**

**Publix Super Markets, Inc.**

**Robinson Pharma Inc.**

**Sara Lee Bakery**

**Schnuck Markets, Inc.**

**Smithfield Foods**

**Stemilt Growers, Inc.**

**The Hershey Company**

**Tyson Foods, Inc.**

**Wakefern Food Corporation**

**Wawona Frozen Foods**

**Wegmans Food Markets, Inc.**



# SQF Unites Agenda Overview

We have built in a strong flow between the education session and the Expo with food and beverage and round table learning formats in the Expo.

[See the Agenda online here.](#)

Your team will have lots of time to make meaningful connections.

The Expo is officially open

Tuesday: 11:00 am-6:30 pm

Wednesday: 7:30 am -5:00 pm

Thursday: 7:00 am - 9:00 am

On the agenda, you will find the Tuesday Expo & Lunch, Networking Break in the Expo, Tuesday Happy Hour in the Expo, Wednesday Lunch in the Expo, Thursday breakfast in the Expo, and more!

## Education & Insights

The SQF Unites Education Program offers advice and insight into a variety of food safety related topics such as food safety culture, root cause analysis, and the SQF Code.

## Networking Opportunities

SQF Unites brings together SQF stakeholders across the supply chain to engage and interact in relaxing and invigorating ambiances.





# SQF Unites Sponsor Recognition

## Pre-Event

We are committed to showcasing the group of SQF Unites sponsors in SQF communications, social posts, and on the event website.

The Elite Sponsors will be on the event home page top section and the sponsors will be recognized throughout the event site.

## Onsite Sponsor Recognition

All sponsors will be recognized on the education rotating slide deck as attendees will walk in session rooms in addition to welcome signage.



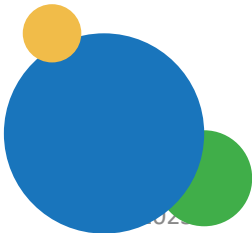
# SQF Sponsor Benefit “A” Selections

## New Orleans Items A

- 1. Wednesday Social with Signature Drink** – Be the exclusive Wednesday event host. We will work with the sponsor to come up with a signature drink and name. Sponsor may provide additional branding items and giveaways at their own cost.
- 2. Attendee Lanyards** – You choose the color and the logo. We will provide you with a digital sample for approval.
- 3. Floor Branding – (2 Opportunities)** – Catch the attention of conference attendees as they move from the education floor to the Expo. Your six-floor decals will be approx. 2’ x 3’ each.



- 4. Palm Reader & Tarot Card Reader** – Tuesday & and Wednesday located in the Expo foyer throughout the day.



# SQF Sponsor Benefit “A” Selections

## New Orleans Items A

- 5. Opening Keynote (3 Opportunities Tuesday morning, Wednesday morning, and Wednesday Afternoon)** – Don’t miss the opportunity to splash. You can provide a 30-second video that will be aired before the session, plus one team member can provide a 1-minute or less scripted and personalized introduction from the live stage. You’ll receive branding on the slides and shout outs from the Unites MC. Your team is also welcome to greet attendees as they walk in at the main door.
- 6. Attendee Directional Signage** – Your company logo and branding will help point attendees in the right direction – it’s a big hotel, so finding their way will be key!
- 7. Tuesday Lunch** – Be the exclusive host of the Tuesday buffet lunch in the Expo. Sponsor may provide additional branding items and giveaways at their own cost.
- 8. Wednesday Lunch** – Be the exclusive host of the Wednesday buffet lunch in the SQF Unites Expo. Sponsor may provide additional branding items and giveaways at their own cost.



# SQF Sponsor Benefit "A" Selections

## New Orleans Items A Continued

**8. Thursday Closing Keynote:** Don't miss this opportunity to make an impression and sponsor the closing general session on Thursday, March 14, 2024. The speaker will be announced at a later date. You can provide a 30-second video that will be aired before the session, plus one team member can provide a 1-minute or less scripted and personalized introduction from the live stage. Your team is also welcome to greet attendees as they walk in at the main door.

**9. Hotel Keycards** Your company can be the exclusive sponsor on the attendee hotel key card. You supply the art file based on our specs in early February

**11. Expo Prize Booth** – Host the exclusive Expo Prize booth where attendees receive two tickets branded with your company when their check in. They then turn in their Tuesday and Wednesday tickets into the prize tumbler for their name to be chosen for either a \$250 Amazon gift card or two \$50 gift cards daily. Your team member can be part of the name drawing each day.

## 10. Learning Journal

Be the exclusive sponsor of the SQF Unites Learning Journal



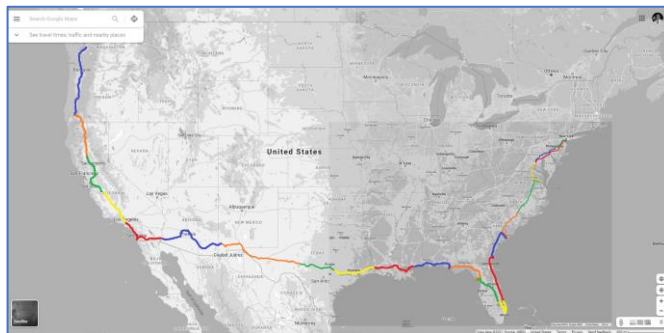
**11. SQF Conference Bags** Be the exclusive sponsor of SQF Conference bags. The style is a canvas grocery tote.



# SQF Sponsor Benefit “B” Selections

## New Orleans Items B

1. **Closing Keynote** – 30-second video aired before the session, plus a 1-minute scripted and personalized introduction from the live stage
2. **Tech Sponsor** – Mobile App splash and banner ads & Wi-Fi personalization
3. **Tuesday General Session** – 30-second video aired before the session, plus a 1-minute scripted and personalized introduction from the live stage
4. **Oh the Places We Can Go!** – Attendees have step counters on their phones, watches etc.! We will create a step counter map for your booth. We will encourage attendees to stop by, add their steps to the map, and place their name in a raffle for a \$25 Amazon gift card. We will provide the sponsor 8 cards to select 8 from the raffle



# SQF Sponsor Benefit “B” Selections

## New Orleans Items B Continued

- 5. First Friends** – Be the exclusive host of the SQF Unites first-timer program. We will work with your team on a series of welcome communications for those attendees who indicate on their registration that this is their first SQF Unites Conference. First-time attendees have the option of a badge ribbon with your company logo.
- 6. Private Meeting Room** – (Two Available) This dedicated room will be yours for the duration of the conference (Based on hotel availability can only select one private room).
- 7. SQF Store Gift Certificate Sponsor** – We have an online store, and we will provide you with four \$250 store gift certificates that you can give away raffle style from your booth. We will promote to attendees to win the SQF Store gift certificates hosted by your company.



# SQF Sponsor Benefit “B” Selections

New Orleans Items B Continued

## **8. Branded Attendee Expo Tables – (3 Opportunities)**

Your company can be branded on 5 Expo tables – you choose the tablecloth colors, and we provide the centerpieces featuring your logo. If your company wants to provide giveaway items for your table, you can. Sponsor may provide additional branding items and giveaways at their own cost.

**9. Breakfast Sponsor** – (2 Available – Wednesday and Thursday) Be the exclusive sponsor providing attendees with breakfast in the Expo.

**10. Conference Daily Emails** – For Monday, Tuesday, and Wednesday, we will send conference daily schedule morning emails. As the sole sponsor, your company will be recognized in all four issues of the SQF Unites Daily.

Your sponsor logo and booth # will be featured in the email header.

**11. Wednesday Afternoon King Cake Break** – Treat attendees to an iconic New Orleans treat. You can't leave without trying at least one. Break will be set up in a high-traffic area on Wednesday afternoon as attendees head to the Expo.

Sponsorship Includes:

- Sponsor onsite recognition signage
- Sponsor logo (and booth number, if included in logo file) printed in one color on napkins (Qty 400).



# SQF Sponsor Private Room Benefit

Based on hotel availability, available as follows:

Monday and Tuesday: 8:00 a.m. – 5:00 p.m.

Wednesday: 8:00 a.m. – 12:00 p.m.

The room (800 – 1,000 sq ft.) will be set with one conference-style table for up to 20 people.

A/V, décor, can be ordered separately at your own expense.





# Speaking at SQF Unites

All SQF365 Sponsors will benefit from introducing speakers at the beginning of SQF Unites Sessions. The introduction, limited to 3 minutes or less, can include introducing themselves, their role, and the company.

Our team will put a schedule together so that you can then schedule your talent.

We will ensure that the session your company is assigned does not have speakers from your competition.

The education team will determine the best moderator if the session utilizes a moderator.  
Beyond this opportunity, this event has no Call for Speakers or Session Proposals.



# All SQF Sponsors will be the Hosts of the Monday Expo Happy Hour

All SQF365 Sponsors will receive the benefit of recognition in hosting the Tuesday Happy Hour in the Expo.

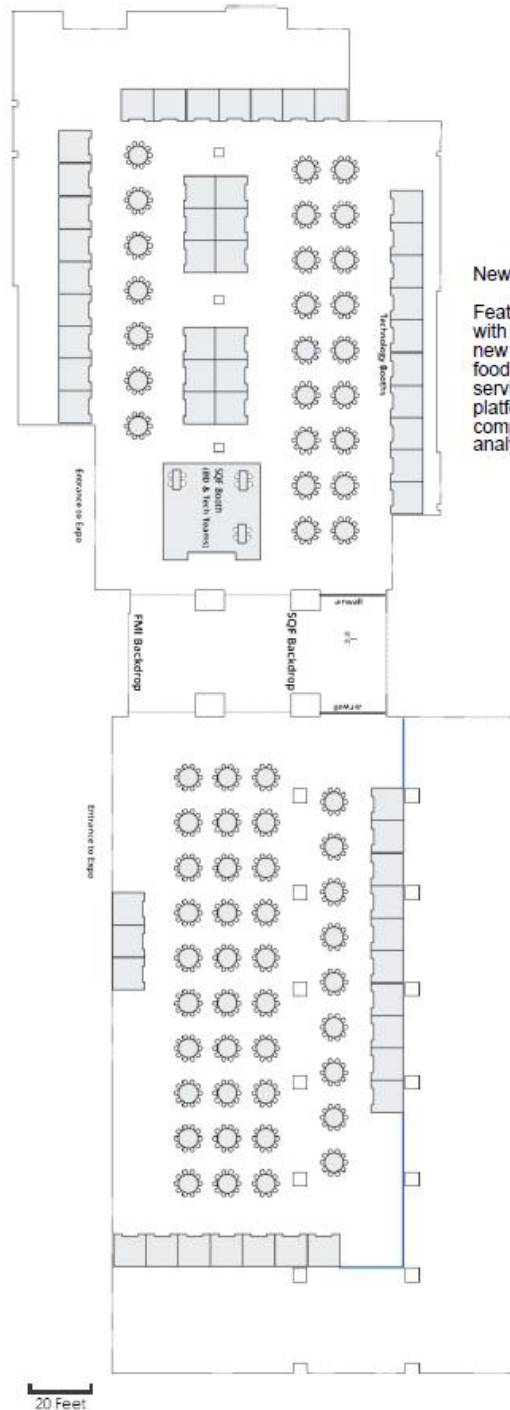


# SQF Unites Expo 2024

The SQF Unites Expo is located on the first floor of the Hyatt Regency.

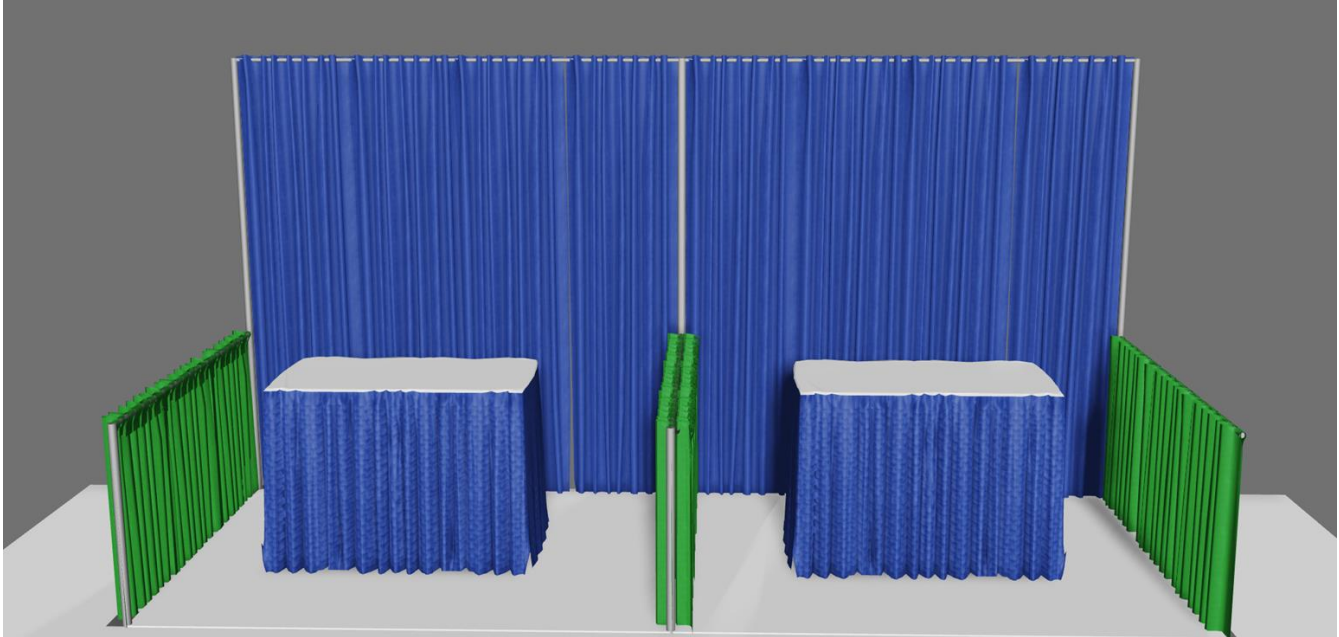
One level up via a handy escalator is the SQF Registration & Education level.

SQF Programming and breaks will be in the SQF Expo utilizing the roundtables throughout



**New Wall of Tech**  
Featuring up to 10 booths with technology companies new to SQF Unites that have food safety technology-focused services, software or automation platforms that support food safety compliance, monitoring, analytics and more.





# SQF Unites Expo 2024 Limited to 60 Booths

Seize this opportunity to position yourself as a food safety leader in the SQFI Expo. Connect with current customers and meet potential new leads in an informal setting.

While there is a flow to the Expo all during the event, the Expo hours are:

- Tuesday: 11:00 am-6:30 pm
- Wednesday: 7:30 am -5:00 pm
- Thursday: 7:00 am - 9:00 am

Exhibit at SQF Unites and you will gain:

- Direct access to hundreds of decision-making SQF stakeholders and food safety professionals
- Opportunities for your team to interact and build relationships with decision makers
- Brand reputation as a food safety partner and leader

**Reserve your opportunity today!**



# SQF Unites Expo 2024 Limited to 60 Booths

10' x 10' Exhibit Space \$4,750 (includes 2 full SQF Unites registrations)  
10' x 20' Exhibit Space \$9,250 (savings of \$250; includes 4 registrations)

Dedicated Expo hours are scheduled on each day and the Exchange is open to all attendees throughout the event.

Booth space includes:

- Back drape
- Side low drape
- 6-foot table
- 2 side chairs
- Wastebasket
- The Expo is carpeted.



Electrical power and additional furniture can be purchased separately.

All exhibitors receive a pre-and post-event mailing list with names, addresses, and email addresses (if the attendee opts in). The list is to be used on a limited basis so the lead can opt into your communications.

**Reserve your opportunity today!**



# SQF Unites Expo 2024 Booth Assignment Process

Booths will be assigned with Sponsors by level first, and based in the order of contract received, and invoice paid, then exhibitors in order of receipt.

## Steps to Be Assigned an SQF Unites Expo Booth

1. Send your signed Sponsor and/or Exhibitor Application Contract to Cole Casten: [ccasten@fmi.org](mailto:ccasten@fmi.org)
2. You will receive your SQF Invoice.
3. Once your invoice is paid, you will be contacted in the order your invoice is received with paid Sponsors, by level and paid invoice date.



# New! SQF Unites Expo Wall of Tech

Food safety and technology are intertwined as advances in technology enable better monitoring, tracking, and control of food production and distribution.

Tools like blockchain, sensors, and AI help detect contaminants, ensure proper storage, and enhance traceability, ultimately safeguarding consumers and improving the overall safety of the food supply chain.

With food safety and technology intersecting quickly, the SQF Unites Expo features up to 10 booths with technology companies new to SQF Unites that have food safety technology focused services, software or automation platforms supporting food safety compliance, monitoring, analytics, and more.

The SQFI team reserves the right to review the companies assigned to this featured area.





# Sample Attendee Companies

Abbott Nutrition  
American Beverage Corporation  
American Crystal Sugar Company  
Archer Daniels Midland Co.  
Bay Valley Foods  
Bimbo Bakeries USA  
Buckhead Beef  
Cabot Creamery  
Cavendish Farms Corporation  
ConAgra Brands  
Costco Wholesale  
Daisy Brand, Inc.  
Diamond Crystal Brands  
Fairfield Gourmet Foods dba David's Cookies  
FONA International Inc  
Golden Peanut Company  
Green Mountain Coffee Roasters  
HelloFresh  
Hillshire Brands Co.  
Jack Daniels  
Kellogg Company  
King Green Mountain, Inc.

King's Hawaiian  
The Kroger Co.  
Lund Food Holdings, Inc.  
Mastronardi Produce  
Merchants Distributors, LLC  
Michigan Sugar Company  
Niagara Bottling  
Night Hawk Frozen Foods  
North Star Seafood, LLC.  
Pacific Coast Producers  
Pacific Fishing Company Ltd  
Publix Super Markets, Inc.  
Robinson Pharma Inc.  
Sara Lee Bakery  
Schnuck Markets, Inc.  
Smithfield Foods  
Stemilt Growers, Inc.  
The Hershey Company  
Tito's  
Tyson Foods, Inc.  
Wakefern Food Corporation  
Wawona Frozen Foods  
Wegmans Food Markets, Inc.



# Sample Attendee Titles

Associate Director, Regulatory Compliance

Audit Manager

Auditor

Business Development Manager

Certification Manager

Chief Food Safety Officer

Compliance Manager

Corporate Director of Quality Assurance

Corporate Director Quality & Safety

Corporate Food Safety Manager

Corporate Quality Manager

Director of Food Safety Compliance

Director of Food Safety

Director of QA & Food Safety

Director of Quality

Director, Corporate Safety Management

Food Quality & Safety Manager

Food Safety Specialist

Food Safety and Quality Director

Food Safety Auditor

Food SFSQA Director

Manager of Regulatory Affairs

Operations Manager

Plant QA Manager

Production Manager

Safety Consultant

QA Director

Quality and Food Safety Specialist

Quality Assurance Supervisor

Quality Manager

Sanitation Supervisor

SQF Auditor

SQF Manager

SQF Practitioner

VP, Food Safety and Quality Assurance

Vice President, Quality Assurance



# Previous Sponsors & Exhibitors

ACET Global Consulting LLC

AFCO | ZEP

Alchemy Systems

ANSI

AOAC INTERNATIONAL

Bia Diagnostics

BIOMIST

BSI Supply Chain Services and Solutions

Clean Beam

DNV GL - Business Assurance

EAGLE Certification Group

Emport LLC

Eurofins

Exemplar Global

Food Freshness Card

Food Safety Tech

FoodChain ID

FSNS C&A

GFSR

Invisible Sentinel

Merieux NutriSciences

Mettler Toledo

National Registry of Food Safety Professionals

NSF International

OurRecords

Presage Analytics, Inc.

Prometric

QWerks

RacePointRentokil Steritech

SafeFood 360

SafetyChain Software

SAI Global

SGS North America Inc.

Silikal America

Testo Solutions USA, Inc.

Trace Analytics, LLC

TraceGains

Tri Air Testing

TUV USA, Inc.

Where Food Comes From, Inc.

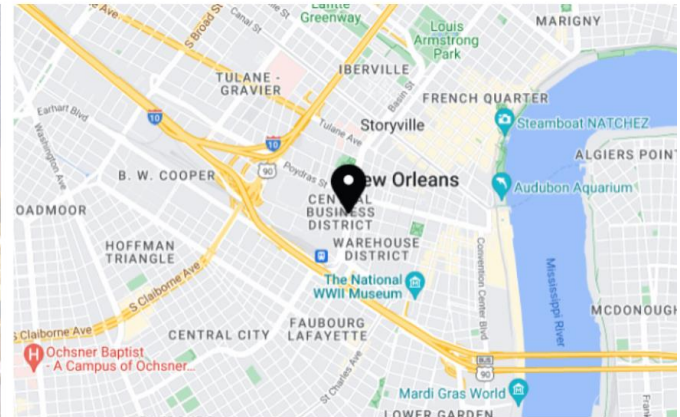


# Hyatt Regency New Orleans

Discover the culture of the Big Easy at Hyatt Regency New Orleans. The hotel is in the Business District, near Caesars Superdome, where you can enjoy views of the arena and the French Quarter from your room.

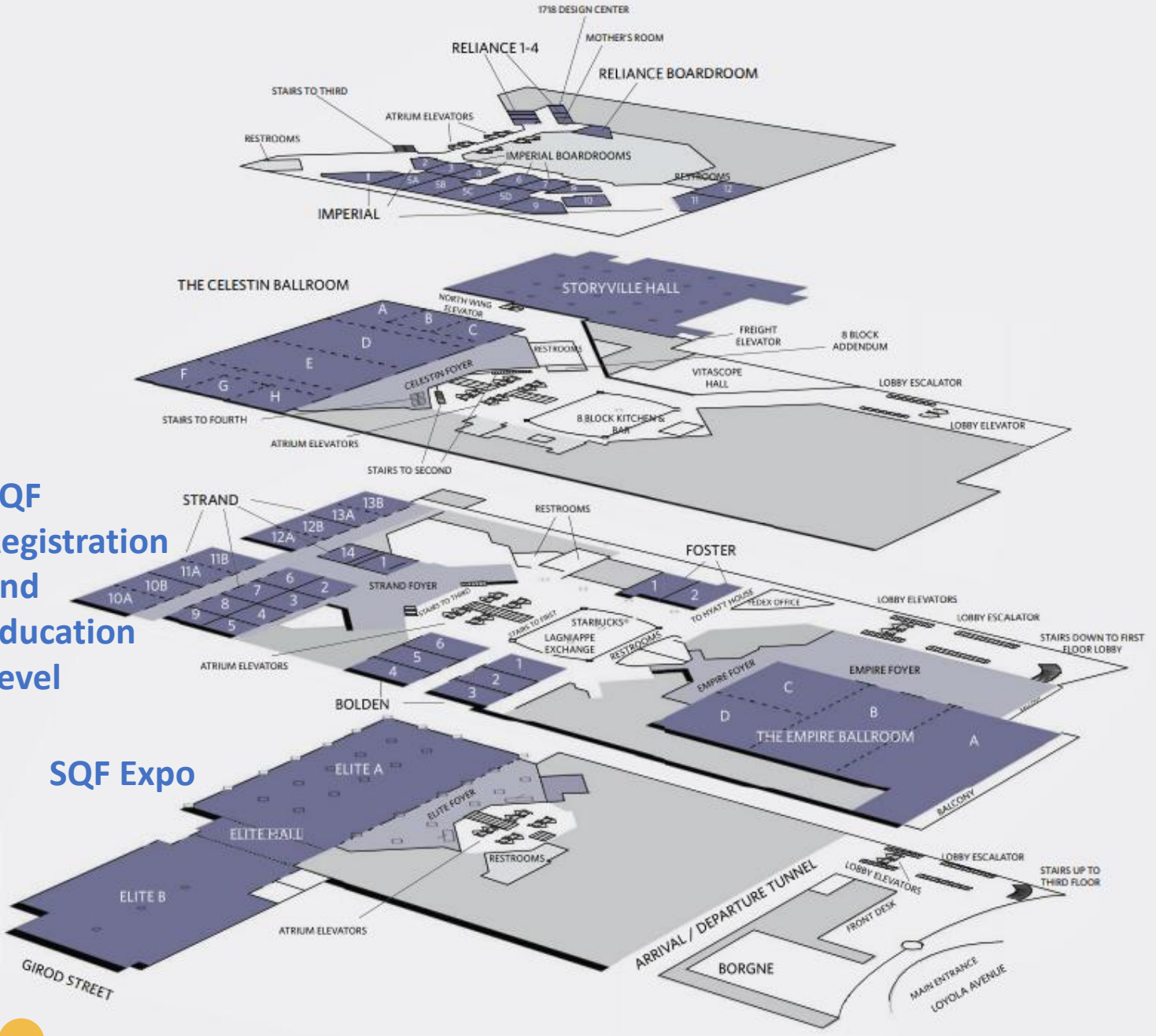
Walk just minutes to the historic French Quarter, Arts District, and Mississippi Riverfront, then unwind at the hotel pool bar with panoramic views. Make memories in eclectic, vibrant New Orleans.

Hyatt Regency New Orleans  
601 Loyola Avenue  
New Orleans, Louisiana 70113



# SQF Unites Hotel Layout

3-D FLOOR PLAN  
All Levels

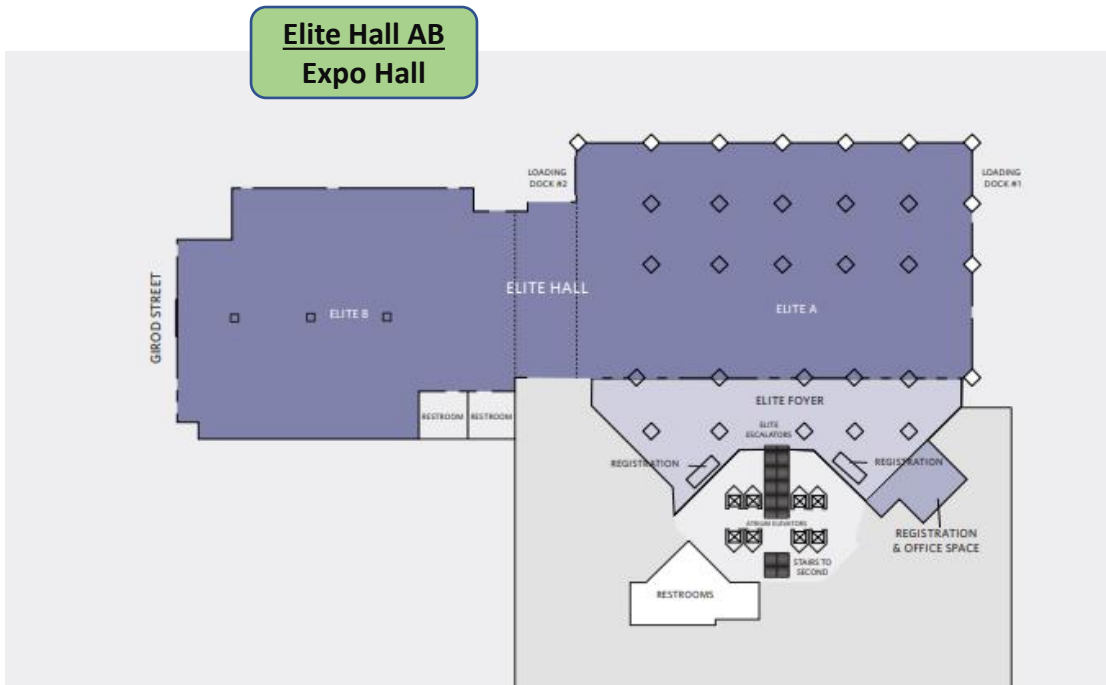


**SQF  
Registration  
and  
Education  
Level**

**SQF Expo**



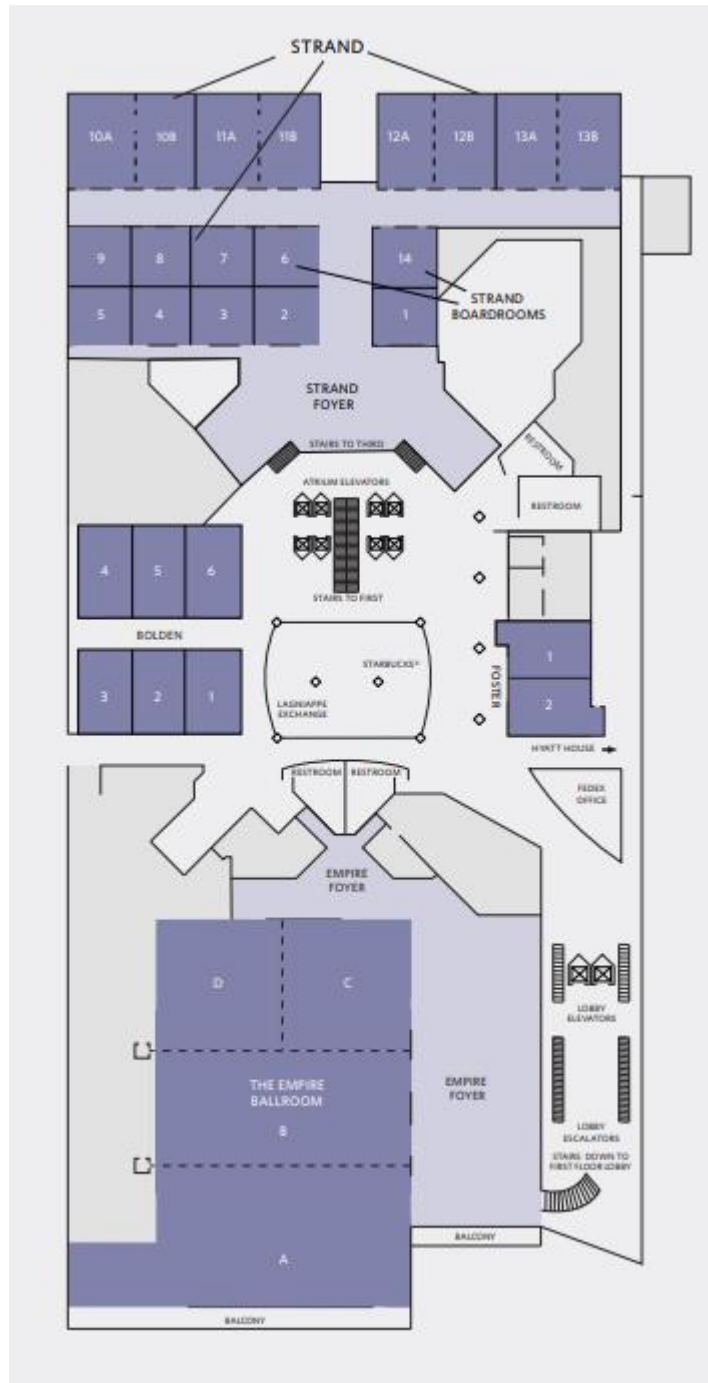
# SQF Unites Hotel First Floor Expo Food & Beverage & Breakout Tables



**Welcome Reception – Storyville Hall**



# SQF Unites Hotel 2<sup>nd</sup> floor – Education and Registration Level



# SQF UNITES

COMING TOGETHER FOR FOOD SAFETY

