

SQF  
GLOBAL



# Sponsorship and Exhibit Opportunities

9/22/20



Uniting the worldwide food safety community

## Position Your Company as a Global Food Safety Leader

**October 27-30, 2020, spanning two hemispheres**

As the premier food safety event, SQF Global gathers a dynamic community of food producers, retailers, leaders, and service innovators to push the boundaries of productivity and profitability—together.

### **SQF Global Pledge**

SQF Global brings together leaders across a wide range of food safety operations and job functions including compliance, quality, training, regulatory, audit, technical and more.

We pledge to address shared challenges and opportunities in a very engaging online event experience.

We deliver insights into:

- Improved operations and production
- Securing and raising audit scores
- Reducing operational risks
- Global supply chain trends





# A premier food safety event

SQF Global will gather 1,000 worldwide food safety professionals for business, production and food safety insights addressing shared challenges and opportunities. SQF Global provides an opportunity for the food safety community to learn, collaborate, engage, and connect with peers. We have crafted a dynamic event agenda spanning across two hemispheres, multiple languages and time zones.

## **Global Opportunities**

There are 10,000 SQF Certified Sites spread across the globe in more than 40 countries.

By creating SQF Global, we bring together a larger community and create more unity and collaboration.

For SQF Global programming, we are working with the SQF program committee on adapting sessions to add global speakers including retailers and individuals with insights to global workforce, production, and supply chain issues.

## **Sponsorship Packages to Position Your Company Well**

We have crafted sponsorship opportunities featuring 1-on-1 virtual business exchanges, roundtables and meeting times. You can use this marketplace to your advantage. We can work with you and your team for the best package and benefits to meet your business objectives. Let's discuss your options.

SQF Global will utilize an interactive online event platform that prioritizes connection points between attendees, sponsor company presence and the exchange of educational thought leadership. Attendees will have access to the platform pre- and post-event.

## Attendee Feature Highlights

- Build user profiles with optional photos and contact information
- Search attendee list by name or company
- Participate in private messaging with other attendees
- Ability to schedule private meetings with sponsors & exhibitors
- Access to pre-event technology training

## Sponsor Company Feature Highlights

- Virtual Exhibit Booth with 1:1 video chat capability
- Ability for attendees to schedule private meetings with sponsors
- Develop company information pages
- Multiple material and video upload
- Showcased well in the education session credit reels

## Session Feature Highlights

- Live Q&A with speakers in select sessions
- Discussion groups and networking designed by matchmaking algorithm
- Ability to mark favorite sessions and speakers, take notes in select sessions, and rate sessions, speakers and content

- Global Sponsor (limited to three companies) \$20,000
- Elite Sponsor (limited to four companies) \$15,000
- Premier Sponsor (limited to 10 companies) \$10,000
- Exhibitor (limited to 20 companies) \$ 3,000





# Global Sponsor (Limit three)

## Your Sponsorship features supporting the #IamSQF Campaign

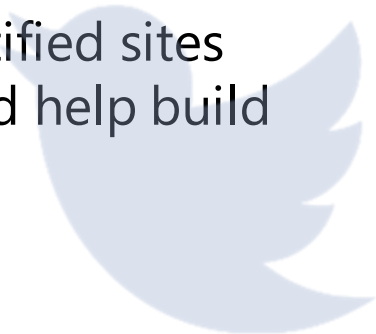
Beginning September 8th, SQF will promote a #IamSQF social campaign that will encourage the SQF community to record a greeting in their native language that says hello, their location, and their connection to the SQF program.

The #IamSQF campaign will be implemented to showcase the breadth of the community.

The SQF Global Sponsors will have exclusive connection to this campaign that will run September to December 2020 and be featured during the event.

The idea of #IamSQF is to showcase a broad sampling of the more than 10,000 SQF certified sites in 40 countries. As a sponsor, we encourage you to promote the #IamSQF campaign and help build the spirit and connections.

Investment: \$20,000





# Global Sponsor Benefits (Limit three)

## Engagement benefits:

- Virtual Exhibit Booth with 1:1 video chat capability (10-minute limit per chat) and multiple material and video upload.
- Host 1:1 scheduled video appointments with attendees (15-minute maximum) -- ability to host up to 60 total appointments per company over the event dates during designated expo hours. Attendee schedules appointment with sponsor.
- Five (5) complimentary virtual event registrations, valued at \$499 each.

## Branding benefits:

- Opportunity to be part of the attendee digital gift swag bag. Sponsor provides the gift and SQFI coordinates electronic delivery to attendees.
- Opportunity to participate in a 5-minute pre-recorded introduction to a Keynote Session.
- Opportunity to provide a 5-minute pre-recorded introduction and logo branding on one (1) Edition 9 webinar -- broadcast prior to the event.
- Opportunity to host one (1) 15-minute live product demo or presentation that will appear as scheduled live "office hours". Product demo or presentation will be scheduled to take place once per day during the event.
- One (1) digital advertisement featured in the SQFI Newsletter in September and October, with a circulation of 33,000 subscribers maximizing your exposure.
- Two (2) guest blogs on the SQFI website\* (please publish by June 2021).
- Prominent company branding on all SQF Global pre-event promotions, the event website and virtual platform.
- Recognition as a Global Sponsor on the closing credits of each Keynote Session.

Choose One Engagement Item to add to your sponsor package:

## 1. SQF Quality Achievement Awards

Be recognized as the sponsor of the 2020 SQF Quality Achievement Awards and participate in the awards celebration! Your company branding will be featured in Achievement Awards promotions, on the SQFI website and in awards package sent to recipients. SQFI purchases and ships the awards.

## 2. SQF Store Sponsor

Showcase your company as the host of the SQF Store. Your company logo will be prominent on the SQF Store website. SQFI will give away 12 store items and ship them to the winners.



Investment: \$15,000



Choose One Engagement Item to add to your sponsor package:

### 3. Entertainment

Sponsor can host a “mini concert” with a performance by a live musician or entertainer. Adding a hashtag for anyone who shares the experience online, gives you even more exposure. Sponsor provides entertainment.

### 4. “Game Night” or Icebreaker Activity

Keep attendees engaged by hosting a fun game break or icebreaker activity. Sponsor provides and hosts the game break or icebreaker activity.

Investment: \$15,000



# Elite Sponsor Benefits (Limit four)

## **Engagement benefits:**

- Virtual Exhibit Booth with 1:1 video chat capability (10-minute limit per chat) and multiple material and video upload.
- Host 1:1 scheduled video appointments with attendees (15-minute maximum) -- ability to host up to 48 total appointments per company over the event dates during designated expo hours. Attendee schedules appointment with sponsor.
- Four (4) complimentary virtual event registrations, valued at \$499 each.

## **Branding benefits:**

- Opportunity to be part of the attendee digital gift swag bag. Sponsor provides the gift and SQFI coordinates electronic delivery to attendees.
- Opportunity to participate in a 5-minute pre-recorded introduction to a Keynote Session.
- Opportunity to provide a 5-minute pre-recorded introduction and logo branding on one (1) Edition 9 webinar -- broadcast prior to the event.
- Opportunity to host one (1) 15-minute live product demo or presentation that will appear as scheduled live "office hours". Product demo or presentation will be scheduled to take place once per day during the event.
- One (1) guest blog on the SQFI website\* (please publish by June 2021).
- Company recognition in SQF Global pre-event promotions, the event website and virtual platform.
- Recognition on the closing credits of each Keynote Session.

# Premier Sponsor (Limit 10)

Choose one Engagement Item to add to your sponsor package:

1. [Registration Sponsor \(multiple opportunities available\)](#)

Showcase your company as the host of event registration. Your company will be recognized in the registration confirmation to attendees including a link to your company website. Company branding in the virtual platform instruction communication to attendees.

2. [Education Session Sponsor \(multiple opportunities available\)](#)

Showcase your company with a 30-second pre-recorded commercial or video to be played prior to an education breakout session. Commercial highlight will be scheduled to air up to three times during the event, with the same commercial.

3. [SQF Global Loves Students! \(multiple opportunities available\)](#)

Be affiliated with our campaign to bring students to the table. You can review a list of food science programs and help choose a specific program to solicit attending. You will be given a code that will work for up to 5 students to support the registration fees to attend SQF Global.

Investment: \$10,000





## Premier Sponsor (Limit 10) continued

Choose One Engagement Item to add to your sponsor package:

### 4. Ask Us Anything Live Webinar

Position your team as a Knowledge Powerhouse as the host of the SQF Global Ask Us Anything 60-minute Live Webinar to be scheduled for early October. SQF will handle the webinar promotions with your company branding.

### 5. SQF Global Training Video & Know Before You Go

Team your company up with the SQF Global attendee training video and be showcased with a digital advertisement on the Know Before You Go attendee email.

Investment: \$10,000

Choose One Engagement Item to add to your sponsor package:

### 6. Together We Can Plant Roots!

As the exclusive sponsor of this SQF Global social responsibility message that emphasizes helping the global community, you can team up with SQF Global and The Nature Conservancy by planting a tree in a global forest for every attendee.



### 7. Help End Global Hunger!

As the exclusive sponsor of this SQF Global social responsibility message that emphasizes helping the global community, you can team up with SQF Global and Heifer International to provide resources to farmers so that they can continue the essential work of providing food to their communities.



Investment: \$10,000



# Premier Sponsor Benefits (Limit 10)

## **Engagement benefits:**

- Virtual Exhibit Booth with 1:1 video chat capability (10-minute limit per chat) and multiple material and video upload.
- Host 1:1 scheduled video appointments with attendees (15-minute maximum) -- ability to host up to 36 total appointments per company over the event dates during designated expo hours. Attendee schedules appointment with sponsor.
- Three (3) complimentary virtual event registrations, valued at \$499 each.

## **Branding benefits:**

- Opportunity to host one (1) 15-minute live product demo or presentation that will appear as scheduled live "office hours". Product demo or presentation will be scheduled to take place on one day of your choosing during the event.
- Company recognition in SQF Global pre-event promotions, the event website and virtual platform.
- Recognition on the closing credits of each Keynote Session.

## **Exhibit Booth in the SQF Global Partner Expo**

Showcase your company with a virtual exhibit booth. In your booth, you will be able to promote your company's white papers, posters, videos or any other collateral you would like to showcase. You will also be able to connect with attendees one-on-one.

### **Engagement benefits:**

- Virtual Exhibit Booth with 1:1 video chat capability (10-minute limit per chat) and multiple material and video upload.
- Each exhibitor is encouraged to utilize the 3 ideas in 5 minutes (3x5) format for one of your video materials. We will promote attendees to visit your booth for these additional 3x5 learnings in the Partner Expo.
- Host 1:1 scheduled video appointments with attendees (15-minute maximum) -- ability to host up to 24 total appointments per company over the event dates during designated expo hours. Attendee schedules appointment with exhibitor.
- For each booth, you will receive two (2) complimentary virtual event registrations, valued at \$499 each.

### **Branding benefits:**

- Company recognition in SQF Global pre-event promotions, the event website and virtual platform.
- Recognition on the closing credits of each Keynote Session.

Investment: \$3,000

### Your Time. Your Space.

**Maximize your time and resources with the SQF Global platform.  
Foster connections and prioritize your company presence.**



#### **Your Exhibit Space**

Prominently display your company's branded graphic in the SQF Global Partner Expo.



#### **LIVE Connections**

Chat live with participants to answer questions, respond to requests, and build relationships.



#### **Brand Opportunities**

Utilize a combination of engagement pods, graphics, videos, and people to showcase your company.



## A Booth Layout Custom-made by You

### Tailor your booth to increase engagement with prospects

#### Sample Engagement Pods:

**1. Live Chat**

Connect with attendees as they type in questions, comments, and requests

**2. Special Offers**

List exclusive deals and discounts offered to attendees

**3. Q&A Sessions**

Engage in targeted discussions with attendees with dedicated Q&A sessions

**4. Notes**

Allow attendees to take notes on your presentations, videos, and more

**5. About**

Display relevant information about your company including your mission and contact info

**6. Representatives**

Upload and list your representative's profiles directly to your booth

**7. Downloads**

Advance your goals by uploading documents and videos for attendees

**8. Surveys**

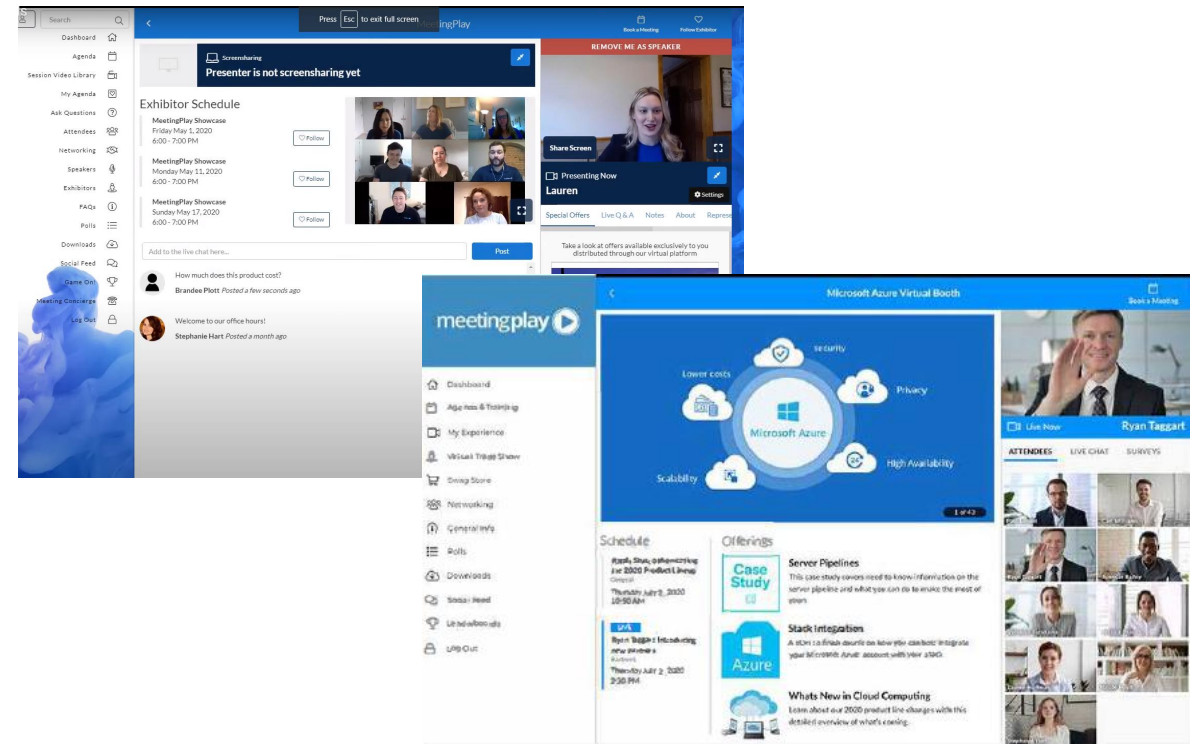
Build meaningful surveys to analyze attendee participation

## Maximize Face Time with Attendees and Clients

Streamline valuable virtual interaction by taking advantage of tech forward tools.

### With your Exhibit Booth you can:

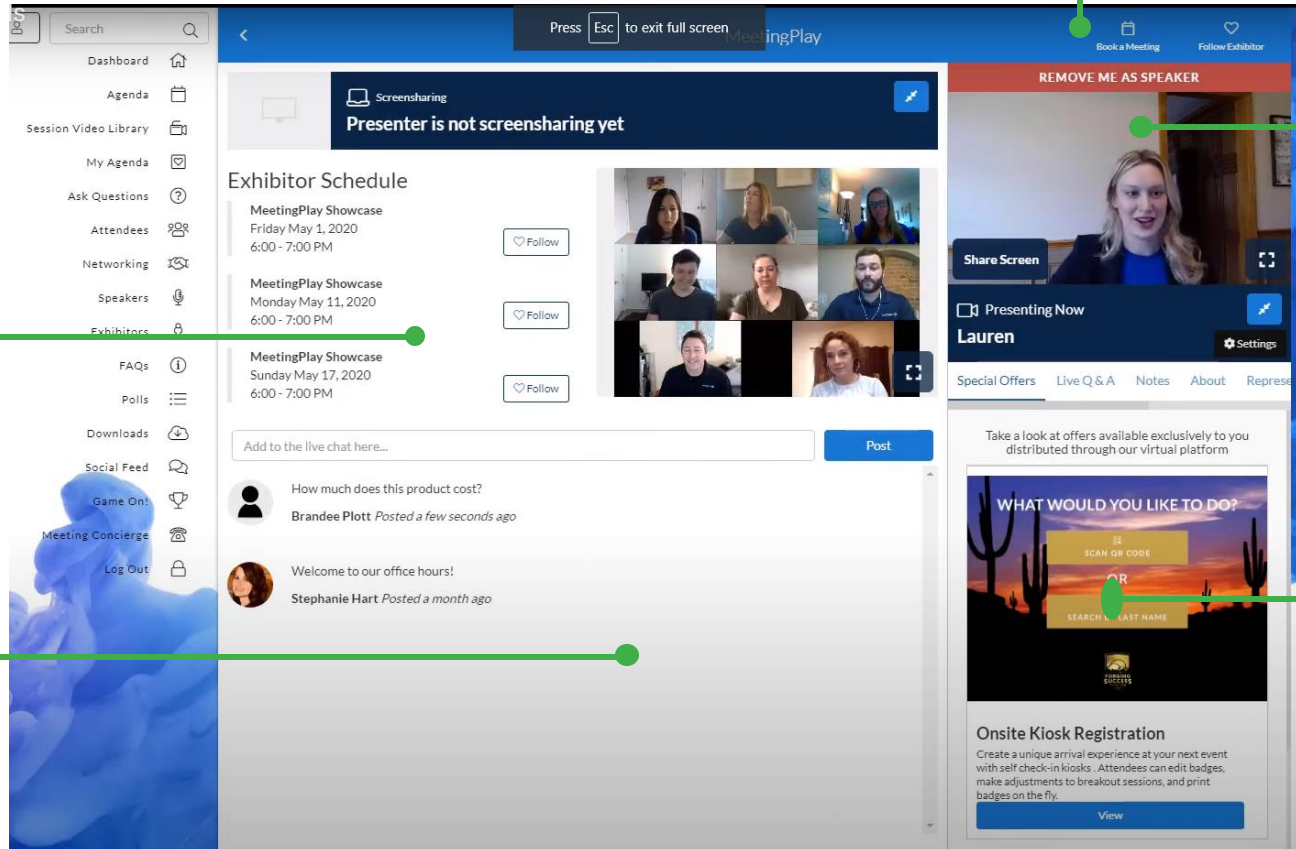
- Provide a company description and information
- Host 1-on-1 appointments with attendees and clients
- Upload representative profiles
- Upload videos or commercials
- Showcase special offers



Display Your LIVE Demo Hours!  
 Live video connection to host a product demo or presentation.  
 \*Exhibitor-level add-on feature: \$200 per 15-minute video connection.

Receive Meeting Requests

Host 1:1 Scheduled Video Appointments



Answer Questions LIVE

Customize Your Engagement Pods:

1. Promote Your 3x5 (3 ideas in a 5-min video)
2. Special Offers
3. Q&A Sessions
4. Attendee Notes
5. About
6. Representatives
7. Downloads
8. And more!

### Lead Generation Made Easy: Let Technology do the Work

**The SQF Global Platform actively tracks attendees who visit the Partner Expo and conducts back-end analysis. Information is shared with your company at the close of SQF Global.**

#### How it works:

##### Soft Leads

Obtain soft leads when an attendee interacts with you or your representatives



##### Hard Leads

Soft leads will convert to hard leads when an attendee enters your booth and performs an action such as downloading a document or taking notes.



Packages are limited and will sell fast. Call today and reserve!

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Have other ideas for a creative sponsorship opportunity? No problem, let us help build something that is unique to your needs. Call or email us today!