

Useful Information A-Z

AGENDA

The agenda-at-a-glance, complete with locations can be downloaded [here](#). For a full list of sessions with speakers and descriptions, please visit the [conference website](#) or download the conference mobile app, where you'll find session descriptions, speaker information, room locations and even a map to help guide you! Please note that the most accurate information can be found on the conference app. Many of the breakout sessions are repeated, so please make note of these. If the room is full, please consider attending this session at a later time. We are expecting record attendance at this year's conference, so please use all available seats! Room locations can be found [here](#).

ATTENDEES

The expected number of attendees is 600 (a record attendance figure!). To view the most up-to-date attendee list, please [click here](#). The conference mobile app will enable to 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. Unfortunately, for privacy reasons, we are unable to provide the email addresses of our attendees.

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 will not be able to replace it!

BADGES

Badges must be worn at all times and serve as your entry ticket to all meal and reception functions. Everyone, including spouses attending the evening functions 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 Orlando in October is warm with temperatures averaging between 63 (low) and 88 (high). 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	Debbie Stewart, 202-220-0828, register@fmi.org
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 24th, please direct all registration questions to register@fmi.org

The above named staff will be onsite from Sunday, October 26th onwards. If you need assistance from a staff member, please stop by the registration and information desk (see "REGISTRATION" section for opening times.)

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 10, 2014. If notice is received by October 17, 2014, a 60% refund will be given. Any cancellations received after October 17, 2014, 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)

Find a list of local restaurants [here](#)

Mist Sushi and Spirits

Sushi, Snacks and Beverages

Enjoy handcrafted cocktails and sushi so fresh you'll feel like you're seaside at this acclaimed casual sushi restaurant. Open for Dinner.

Tradewinds Restaurant

American

Tradewinds Restaurant serves ordinary food done extraordinary well. From scrumptious omelets and wraps to hearty burgers and fries, here you'll enjoy upscale but casual American comfort food with an organic flair. Open for Breakfast, Lunch & Dinner.

Boardwalk

Pub Food

Unwind and enjoy refreshing beverages and light snacks at this trendy sports bar. With a variety of classic and trendy cocktails plus an assortment of imported and domestic beers, this sports bar is a great place to start or end your evening. Open for Dinner.

Starbucks®

Coffee House

This full-service Starbucks® serves all of your favorite coffee and tea beverages with delicious pastries and bagels.

Palms Pool Bar & Grill

Sandwiches and Snacks

Indulge in a fresh fruit smoothie, a quick snack, or a light lunch while relaxing poolside at the Palms. Our grill allows you to enjoy a casual lunch before or after a dip in the pool or while basking in warm outdoor sunlight. Open for Lunch.

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

As one of the world's premier entertainment destinations, Orlando offers no shortage of things to do or see. You can take advantage of experiences that are uniquely Orlando, like thrill rides at one of Orlando's multiple waterparks and theme parks or get up close with alligators and other wildlife. Orlando is just as fun when the sun goes down. Visitors with kids have a bevy of evening entertainment options to choose from including dinner shows and interactive entertainment complexes. Adults wanting to let loose can opt for cozy pubs, downtown dance clubs, live music, comedy clubs and a number of area breweries and wineries.

Whether you are here with your family, colleagues or a single traveler meeting fellow attendees at the SQF Conference, you'll find so many things to do in Orlando. Please visit www.VisitOrlando.com to search for theme parks, attractions, arts and culture, shopping, spas, golf, dining, outdoor adventures and nightlife to build your perfect trip.

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.

The Solutions Showcase will take place in the Oceans Ballroom Foyer, the carpeted site for conference breaks and located just outside of the General Session room. Please note that the Solutions Showcase space does not allow for full size tradeshow booths and this is not a tradeshow event. This is a table top event. Please limit product samples, brochures, displays and supporting collateral to items that will fit on

your 6ft draped table. A pull-up banner sign that will fit completely flush against the wall completely behind your table is allowed.

Table assignments will be made by SQF and will be provided on-site only. Sponsors are required to remain in their assigned location. Sponsors are not required to remove their materials each day; however 24 hour security is NOT provided. Please be sure to remove and secure anything of value (laptops, expensive displays, etc...) as SQF and the hotel are not responsible for missing items.

Set Up and Tear Down

Vendor Table Set-up: Monday, October 27 from 2:00 pm – 4:00pm
 Tuesday, October 28 from 9:00 am – 12 noon
 (We ask that you are fully set-up by 12 noon before the start of the General Session)

Vendor Tear-Down: Can begin as early as Thursday, October 30 at 10:30am
 (If you wish to stay open until the end of the conference you may do so, but we ask that you fully break-down your area by 4:00pm on Thursday).

Sponsors are responsible for outbound shipping, including providing tape and shipping supplies. Members of the FedEx Office Business Center will be available for assistance.

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 and gluten-free selections will be available upon request. Please inform the wait staff if you wish to order a vegetarian or gluten-free entrée at lunch. During the scheduled coffee breaks we provide coffee, sodas and light snacks (at selected breaks only). Please note that food and beverages are not provided during breaks marked "Transition Breaks" 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 or handouts onsite. However, some handouts are provided in the attendee workbook and can also be downloaded directly from the conference app or from the conference website. To access handouts/presentations online, please visit www.sqfi.com/2014conference 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! If a presentation is NOT uploaded to the app or the website, it probably means that the presenter did not give his/her permission to do so.

HOTEL

The official conference hotel is:

Renaissance Orlando at SeaWorld
6677 Sea Harbor Drive
Orlando, FL 32821

There are NO shuttle buses provided to other hotels.

IDEA EXCHANGES

Thursday, October 30
7:00 a.m. – 8:00 a.m.

Join fellow food safety professionals in a peer-driven informal discussion about today's top food safety topics. These sessions, held over a casual breakfast, 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. Attendees not wishing to participate will be able to enjoy breakfast at dedicated non-discussion tables. A full list of topics and facilitators is available for download [here](#), at the information /registration desk and the mobile app.

- There will be a facilitator for each topic who will lead the discussion.
- The maximum size of each discussion group is 10 (including the facilitator)
- Topics to be discussed include: Allergen Management, FSMA, Ethical Sourcing, Food Defense, Traceability, Validation and Verification, Training, Internal Auditing, Pest Control, HACCP, Corrective Action Programs, Food Packaging Safety, Food Safety Risk Assessment Methodologies, Foreign Material Prevention Programs, Level 3 Quality Plan, Flooring Issues, Marketing and Communications, Auditor Competency and Top 10 Non-Conformances
- Space for each discussion topic is limited. Please plan accordingly and select more than one topic of interest in case there is not enough room at the table of your choice.

INTERNET

Complimentary high-speed wireless internet access is provided for hotel guests providing that you are registered at the Renaissance 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.

Complimentary wi-fi is provided in all meeting rooms, courtesy of our sponsor SGS. Please log on to the Renaissance Conference network and use the password SGSGLOBAL. Please note that the bandwidth provided by the hotel is suitable for viewing email and webpages and downloading small files but not for live streaming.

LOCAL AREA

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

MAPS

For your convenience, we have mapped out all room locations on each of the conference days (training participants will receive a separate communication regarding room locations). Signage is provided onsite, but please download these maps ahead of time to familiarize yourself with the room locations. [Click here](#) to download the maps.

MOBILE APP

Download the 2014 SQF International Conference mobile app and get up-to-the-minute conference information such as the latest agenda, session and speaker information, presentations, maps, exhibitor and sponsor details, the attendee list and more. The app is available on the Apple App Store and Google Play Store, just search "SQF 2014" to download. Create a personal profile, customize your schedule and most importantly, send messages and network with your peers using this mobile app. To enable these features, open the app, go to "More" and then "My Account" to establish a password. Please see a member of staff if you have any difficulties downloading or using the mobile app.

PARKING

Self-Parking is currently available at the hotel for a reduced daily rate of \$ 9.00 (for registered guests in the SQF / FMI block). Valet parking is available for \$24.00 /day.

PRE-CONFERENCE NETWORKING WORKSHOP AND LUNCH

All attendees are invited to take part in the pre-conference networking workshop and lunch. Whether you're a seasoned conference-goer or a first-timer, you'll benefit from new ways to connect with people you know, learn non-threatening ways to meet people you don't know and engage in playful activities you'll be able to use throughout the conference and beyond to more effectively communicate with other people and become more comfortable with change, open to new ideas and less risk adverse. Workshop attendees are invited to stay for lunch to continue the conversation with their new connections!

Please Note: In order to get the most out of this workshop, we STRONGLY encourage you NOT to sit at a table with anyone you already know. We'll be handing out tickets at the beginning of the session to allocate seating and would appreciate you sitting at the table to which you are assigned, both in consideration of your fellow participants and to ensure the success of this session.

Please also make sure to pick up your "assignment" at the registration desk when you register. We promise it's nothing difficult!

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 session. They will also be made available for download on the SQF web site www.sqfi.com/2014conference. To access the presentations, prior to the conference, please visit www.sqfi.com/2014conference 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 Oceans Ballroom on the LOBBY level. You will be able to pick up your conference badge ONLY at the following times:

Monday, October 27	2:00 pm – 5:30 pm
Tuesday, October 28	7:00 am – 6:00 pm
Wednesday, October 29	6:45 am – 6:00 pm
Thursday, October 30	6:45 am – 10:30 am

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, October 27th from 7:00 a.m. – 9:00 a.m. 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.

RESTAURANTS (OFFSITE)

A selection of local restaurants can be found on our mobile app, on our [website](#) and in the onsite directory. You'll find even more choices by visiting www.visitorlando.com

RECEPTION (WEDNESDAY)

To take advantage of the sunny Orlando weather, the Wednesday evening reception will be held on the Event Lawn, located behind the pool area. In inclement weather, this event will be relocated to the Oceans Ballroom Foyer. Please join us for cocktails, hors d'oeuvres and musical entertainment from a steel drum band.

ROOM LOCATIONS

The meeting/meal rooms are located on the 1st and 2nd floor of the hotel. Maps are provided in the onsite directory/workbook, on our [website](#), at the registration desk and in the MAPS section 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.

Keynotes/General Sessions	Oceans Ballroom 5-8
Breakouts	Oceans 1-2 / Oceans 3-4 / Oceans 9-10 / Oceans 11-12
Cocktail Reception (Tues)	Oceans Ballroom Foyer
Cocktail Reception (Weds)	Event Lawn (behind the pool)
Lunch (Tuesday)	Oceans 1-4
Awards Lunch (Wednesday)	Oceans Ballroom 5-8
Breakfast (Weds)	Terrace (outside) or Atrium in inclement weather
Idea Exchange Breakfast	Oceans Ballroom 5-8

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.

ROUNDTABLES

Join fellow food safety professionals to discuss issues relevant to your food sector category. These sector-specific discussion roundtables will be led by experts and will give you the opportunity to ask questions and share best practices with your peers. The following categories will be covered. Please click [here](#) to find out where your chosen roundtable is located.

Produce- FSC 3, 4 and 14

Dairy- FSC 10

Beverage – FSC 16

Bakery- FSC 13

Canning – FSC 15

Meat and Poultry and Egg- FSC 1, 7, 8, 12

Food Ingredient Manufacturer-- FSC 19

Recipe Meals Manufacturer- FSC 20

Cereal Grains and Nuts- FSC 22

Packaging – FSC 27

Distribution- FSC 25, 26

Confectionery Manufacturing - FSC 17

Seafood - FSC 6,9

Manufacture, Growing and Harvesting of Animal Feed and Pet Food - FSC 2,34

Oils, Fats and Spreads - FSC 21

Food Retail - FSC 24

SQF Non Sector-Specific General Discussion

SEATING

We are expecting record attendance at this year's conference (over 600!). We will have adequate seating to accommodate all attendees, however, please note that meal functions are only set for the number of attendees we expect. This means that you'll need to occupy all seats in the room, the same way you would expect to occupy all seats on a plane! Staff will be on hand to help you find an open seat at a table.

Breakout and General Sessions are set in both "banquet" and "theatre-style" to accommodate our attendees' diverse seating preferences. There will be a seat for all, but please make sure to arrive early to get the type of seating you prefer! Many of the sessions are repeated, so if the room is full, please consider attending the next session.

SOCIAL MEDIA

We encourage you to tweet about your experiences and share the nuggets of information you learn at the conference using our conference hashtag #SQFLearning. Want to keep up with the latest SQF News and conversations? Follow us on Facebook and LinkedIn.

SOLUTIONS SHOWCASE

Tuesday, October 28 – 5:00 pm – 7:00 pm
Open during all conference breaks, breakfasts and lunches

SQFI appreciates the generosity of the vendor community in providing sponsorship dollars to fund the educational and networking events at the 2014 SQF International Conference. Please show your appreciation for their support by joining us on Tuesday, October 28th 5:00 p.m. – 7:00p.m. in the Oceans Ballroom foyer for a cocktail reception with our vendor partners. 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. Find a full list of participants [here](#).

SPOUSE / NON-INDUSTRY GUEST

Your spouse /partner / non-industry guest may attend the evening functions and the awards lunch, but must be registered and receive a "guest" badge. He / She may register prior to the conference, or onsite for a \$100 fee.

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, October 27th and have already registered, please pick up your badge at the registration desk in the Unicorn Foyer on the 2nd floor of the hotel between 7:00 a.m. and 9:00 a.m. Please note that you will not be able to pick up your conference badge until conference registration begins; from 2:30 – 5:30pm on Monday, October 27th and beginning at 7:00 a.m. on Tuesday, October 28th.

Training Class locations (please do not go to the classroom until you have picked up your badge!) are listed below and are all on the 2nd floor of the hotel EXCEPT the 2-day Advanced Practitioner Course which is on the lobby level.

SQF Professional Update (1/2 day program)	Palani B
Validation vs. Verification and Risk Assessment	Grouper
Principles of Internal Auditing	Palani A
Advanced HACCP	Damselfish
HACCP for Quality	Nomeus
Allergen Control/Labeling	Labrid A
Implementing SQF Systems: Course Overview	Walu
2-day SQF Advanced Practitioner Course (Oct 26-27)	Coral A (Lobby Level)
Safe Feed/Safe Food Certification	Labrid B

Many classes are already sold out. Please visit www.sqfi.com/2014conference to check on availability or contact Debbie Stewart at dstewart@fmi.org

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

TRANSPORTATION

The hotel address is:
6677 Sea Harbor Drive
Orlando, FL 32821

PLEASE NOTE: This hotel does not offer shuttle service

Taxi

Orlando International Airport (MCO) is 14 miles from the hotel (approximately 20 minutes drive time). The approximate one-way taxi fare is \$40.00

Shuttle

Mears Transportation Group
407-423-5566

Fee: 19 USD (one way); on request

Located in Terminal A, on the Ground Transportation Level (Level 1), at the Commercial Lane parking spaces: A9-A10 and A36-A37

Located in Terminal B, on the Ground Transportation Level (Level 1), at the Commercial Lane parking spaces: B9-B10 and B40-B41

Van & Bus Pickup on Level 1

Other Transportation Options

http://www.orlandoairports.net/transport/local_transport.htm

Driving

Directions from MCO airport:

Take Interstate 95 to Interstate 4 West. Merge onto toll road SR-528 West toward Interstate 4/International Drive. Proceed to exit 1 for International Drive. Turn left onto International Drive and at the second traffic light turn right onto Sea Harbor Drive. The hotel will be on the right.

Parking

Self-Parking is currently available at the hotel for a reduced daily rate of \$ 9.00 (for registered guests in the SQF / FMI block). Valet parking is available for \$24.00 /day.

VENDORS

We encourage you to spend some time talking to the many food safety vendors and service providers that will be present at the conference. To help you pre-plan your meetings, please [download](#) the list of participating vendors.

WI-FI (MEETING SPACE)

Complimentary wi-fi is provided in all meeting rooms, courtesy of our sponsor SGS. Please log on to the Renaissance Conference network and use the password SGSGLOBAL. Please note that the bandwidth provided by the hotel is suitable for viewing email and webpages and downloading small files but not for live streaming.

We hope we've covered all the questions you might have, but if you have additional questions, please feel free to contact us!

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