



THOUGHT LEADERSHIP SERIES

OVERVIEW

The SQF Unites Thought Leadership Series provides an opportunity for SQF Unites participants to savor a cornucopia of food safety topics in bite-sized portions. They are designed for thought leaders to share their insight on issues and challenges faced by food safety professionals.

“BREAKFAST BITES” are 15-minute presentation / discussion sessions taking place on Tuesday from 7:15a.m. – 7:30a.m. and 7:30 a.m. – 7:45 a.m. There is a maximum of three concurrent sessions.

“FIVE BY FIVE” consists of 8-9 five-minute presentations using a maximum of five slides (excluding the cover slide.) The session takes place on Tuesday, November 8 from 3:45 p.m.- 4:45 p.m.

BREAKFAST BITES

Opportunities Available (6)

- 15-minute presentation or discussion during the breakfast period (7:00 am. – 8:00 a.m.) (7:15 a.m. – 7:30 a.m. or 7:30 – 7:45 a.m.)
- Estimated audience size is forty. There may be up to three concurrent sessions taking place in breakout rooms.
- A “grab ‘n go” breakfast is served in the hotel foyer space outside of the session rooms. Participants may opt to eat in the foyer or participate in the breakfast bite session. Number of participants is not guaranteed.
- Audio visual is included (maximum two microphones, screen, and projector). Additional audio visual at sponsor’s expense

FIVE BY FIVE

Opportunities Available (8)

- Five-minute presentation with maximum five slides (not including cover slide)
- Estimated audience size 400. Session takes place in the General Session room
- Audio visual is included (maximum two microphones, screen, and projector). Additional audio visual at sponsor’s expense.

GUIDELINES

1. Sponsors and Exhibitors are eligible to apply to participate in the Thought Leadership Series but are not guaranteed a slot.
2. Applications will be considered on a rolling basis in the order in which they are received, and selection will be based on the relevance of the content and its value to SQF Unites participants.
3. We will schedule sessions on a rolling basis up until August 30, 2022.
4. Company may select the type of session in which they wish to present but SQFI reserves the right to adjust, as necessary.
5. Presentations may mention products, services, and brands but speakers are highly encouraged to present content as thought leadership rather than a sales pitch. Experience shows that thought leadership is more likely to draw the attention of an attendee than a sales pitch and generate more post-presentation enquiries. Companies can invite guest speakers to present on topics as subject matter experts.
6. Maximum two presenters per session.
7. All presenters/speakers are expected to be registered for SQF Unites. No additional comp registrations are available other than those included in sponsorship packages.
8. Presentations must meet all SQFI content policies pertaining to copyright, anti-trust, SQF brand management and intellectual property rights.
9. All slides must be on the SQF Unites PowerPoint template (16:9 widescreen format) and submitted by the due date.
10. Number of participants is an estimate and cannot be guaranteed.

PROCESS AND TIMELINE

1. Once the sponsorship / exhibit fee is paid, sponsor may submit a thought leadership proposal (3-4 sentences outlining the learning outcomes), the name(s) of the speaker(s) and the desired opportunity using the application form that can be downloaded from the www.sqfconference.com website.
2. Deadline to receive applications is August 30, 2022
3. If the proposal is accepted, the company will be assigned a speaking slot and receive a link to the speaker portal to upload their headshot and bios as well as their presentation.
4. Draft slide decks must be uploaded no later than September 15, 2022
5. Content will be reviewed and approved by SQFI staff and legal counsel.
6. Final slide decks must be uploaded no later than October 30, 2022

For questions, please contact abondthorley@fmi.org