



Sponsorship & Exhibition Opportunities



25th-28th
FEBRUARY 2020

SEATTLE
USA

tcgffoodsafety.com [#gfsi20](https://twitter.com/gfsi20)

GFSI
CONFERENCE

Welcome to Seattle

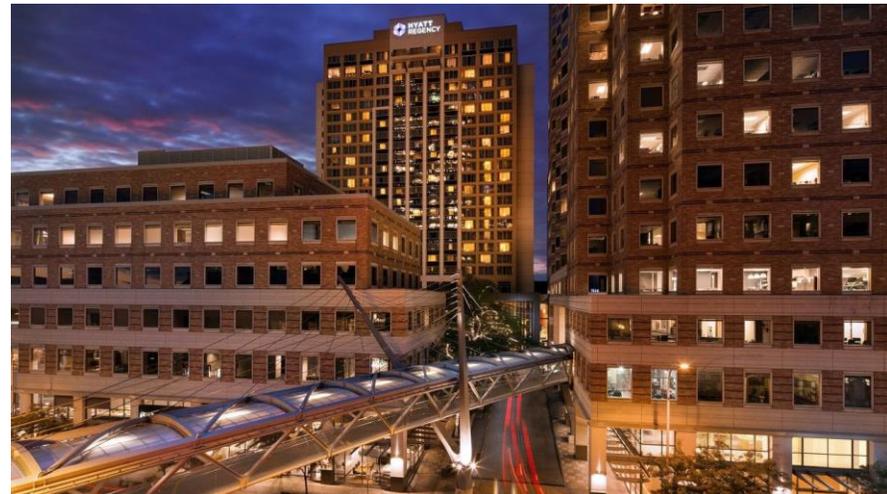


GFSI turns 20 in 2020 offering a timely opportunity to look back on how truly global the organisation has become. In the past two decades, GFSI has grown from a hopeful conversation between European retailers into an international movement that is primed to unite the food industry around a common goal: one safe food supply for all.

The Seattle edition promises to be a memorable event both from a content and a networking point of view and I look forward to liaising with you to help your company get the most from these opportunities!

Thank you for supporting GFSI!

Marie-Ange Amenabar, Head of Sponsorship and Partnerships, The Consumer Goods Forum



The Story Behind the GFSI Conference



Knowledge Sharing

The **Global Food Safety Initiative (GFSI)** is a unique global network collaborating across borders and barriers for safe food for consumers everywhere. It brings together key actors of the food industry to collaboratively drive continuous improvement in food safety management systems around the world.

When it comes to ensuring food safety for consumers and their families despite complex global supply chains, no one company or country can do it alone. That is why the food industry created GFSI in 2000 to find collaborative solutions to collective concerns and improve consumer trust.

On a Local & Global Scale

Since the outset, events have been an important part of GFSI's knowledge-sharing work.

These local and global meetings convene the food industry to foster best-practice sharing and networking, advancing both the science and the collective action necessary to achieve the vision of safe food for consumers everywhere.



The GFSI Conference in 2020



The GFSI Conference is an **annual rendezvous for everyone involved in advancing food safety and consumer trust worldwide**. Since its first edition in 2001, it has become a **continuing conversation that influences significant food safety decisions** in the public and private sectors alike.

Over 1000 delegates from 60+ countries attended the GFSI Conference in 2019. This number is expected to grow in 2020, as many of GFSI's most passionate supporters are located in this year's host country - the USA.

The theme of the 2020 edition is **“One Connected World. One Safe Food Supply”**.

Renowned academics, CEOs, public authorities, industry leaders, innovators and grassroots players will share their diverse perspectives in thought-provoking talks. In addition, presentations by cutting-edge innovators will highlight the **latest advancements in science, technology and collaborative tools** that are shaking up the world of food safety, a fitting topic in tech-savvy Seattle.

One Connected World

One Safe Food Supply

What Makes This Conference Unique

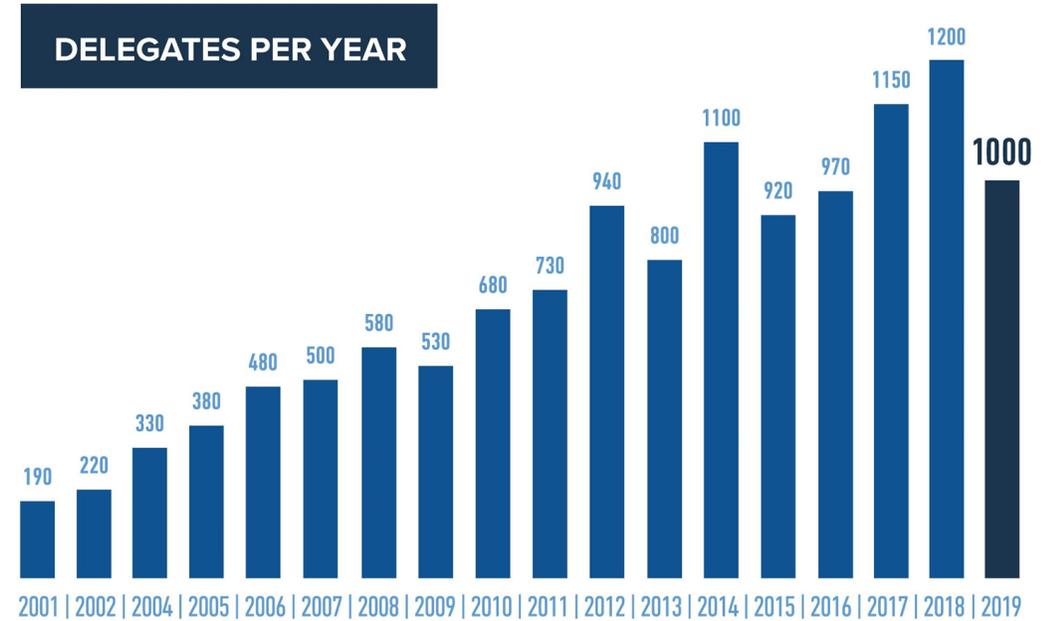


Who Attends the GFSI Conference?

Since this event was created in 2001, thousands of senior food safety experts from 60+ countries have met. Everyone involved in keeping food safe is invited to the GFSI Conference. This includes not only the people who make and regulate food but **all players in the supply chain, from primary production to retail and every step in between**. Whether your operations involve manufacturing, transporting, storing or selling food — or supporting those who do — you play a vital role in protecting the consumer.

The GFSI Conference delegation includes: Retailers, Manufacturers, Primary Producers, Food Service Operators, Food Safety Service Providers, Governments/Regulators, Public Health Authorities, Certification & Accreditation Bodies, Certification Programme Owners (CPOs), Auditors, Trend Watchers, IGOs, NGOs, Consumer Associations, International Organisations, Academics.

Their areas of responsibility include CEOs, Executive and Managing Directors, Food Safety, Technical & Quality Directors, Corporate Affairs & PR Directors and Managers, Procurement & Supply Chain Directors and Managers.



Programme at a Glance



	MONDAY 24 FEBRUARY	TUESDAY 25 FEBRUARY	WEDNESDAY 26 FEBRUARY	THURSDAY 27 FEBRUARY	FRIDAY 28 FEBRUARY	
BREAKFAST			Welcome Coffee	Welcome Coffee	Special Sessions (x4)	
AM	GFSI Board Meetings (by invitation only)	Technical Working Group Closing Plenary and Meetings (by invitation only)	Optional Discovery Tour Programme (all day)	GFSI & YOU Special Sessions (x2)	Plenary Session & Awards Ceremony Networking Break Breakout Sessions (x3)	
LUNCH	Technical Working Group Opening Plenary and Meetings (by invitation only)	G2G & G2B Plenary and Workshops x 2		Delegate Lunch	Delegate Lunch	GFSI Board & Sponsors Lunch
PM				Opening Plenary Session Networking Break Breakout Sessions (x3)	Plenary Session Networking Break Breakout Sessions (x3)	GFSI Board Meetings (by invitation only)
EVENING	GFSI TWG Dinner (by invitation only)	G2G/B Cocktail -TBC (by invitation only) GFSI Board & CPO Dinner (by invitation only)		Official Opening Cocktail in Exhibition Area	Official Reception & Dinner	

Who Are the Experts That Make This Conference Happen?



GFSI Board of Directors

Chair: Mike Robach, Vice President, Food Safety, Quality and Regulatory Affairs, **Cargill**, USA

Vice-Chairs:

- Gillian Kelleher, Vice President of Food Safety and Quality Assurance, **Wegmans**, USA
- Anita Scholte op Reimer, Senior Director Quality Assurance and Product Sustainability, **Albert Heijn**, The Netherlands

Board Members:

- Sara Mortimore, Vice President, Global Food Safety Compliance, **Walmart**, USA
- Natalie Dyenson, Vice President, Food Safety & Quality, **Dole Food Company, Inc.**, USA
- Daniela Fetecauova, Global Director Quality Assurance, **Metro AG**, Germany
- Pierre de Ginestel, Corporate Quality Director, **Auchan**, France
- Anthony Huggett, Vice President of Quality Management, **Nestlé**, Switzerland
- Cindy Jiang, Senior Director, Global Food Safety and Supply Chain Compliance, **McDonald's**, USA
- Roy Kirby, Director Global Food Safety, **Mondelez International**, USA
- Kahori Miyake, Executive Officer, CSR and Communication, **ÆON Co., Ltd.**, Japan
- Jean-François Legrand, Global Food Safety Lead, **BRF S.A.**, France
- Angela Liu, Chairwoman, **New Hope Liuhe**, China
- Neil Marshall, Global Director, Quality & Food Safety, **The Coca-Cola Company**, USA
- Carletta Ooton, Vice President Health, Safety, Sustainability, Security and Compliance, **Amazon**, USA
- Monique Pellegrino, Vice President Chief Food Safety Officer, **Danone**, France
- **Howard Popoola**, VP Corporate Food Technology and Regulatory Compliance, **Kroger**, USA
- Alec Kyriakides, Head of Central Technical Operations, **Sainsburys Supermarkets Ltd.**, UK
- Barbara Masters, VP of Regulatory Policy, Food and Agriculture, **Tyson Foods, Inc.**, USA
- Zao Tian Wan, Vice President, **COFCO Corporation**, China
- Craig Wilson, Vice President Quality Assurance & Food Safety, **COSTCO Wholesale**, USA
- Mike Liewen, Senior Vice President, **PepsiCo, Inc.**, USA
- Thomas Wiester, VP, Global Food Safety & Science Affairs, **Starbucks Coffee Company**, USA
- Alain Turenne, VP Corporate Social Responsibility, **Walgreen Co.**, USA, a member of WBA

GFSI Conference'20 Committee

Co-Chairs:

- **Carletta Ooton** (Co-chair), Vice President, Health and Safety, Sustainability, Security & Compliance, Amazon, USA
- **Tom Wiester** (Co-chair), Vice President, Global Food Safety and Science Affairs, Starbucks Coffee Company, USA
- **Craig Wilson** (Co-chair), Vice President, Costco Wholesale, USA

Committee Members:

- **Natalie Dyenson**, MPH, Vice President, Food Safety & Quality, Dole Food Company, Inc., USA
- **Dan Fone**, Senior Director, International Food Safety, Walmart, USA
- **Susan Glander**, Marketing Director - Global Corporate Accounts, Ecolab, USA
- **Hugo Gutierrez**, Global Chief QSHE Officer, Kerry, USA
- **Gillian Kelleher**, Vice President of Food Safety and Quality Assurance, Wegmans Food Markets, USA
- **Kahori Miyake**, Executive Officer, CSR & Communication, ÆON Co., Ltd., Japan
- **Howard Popoola**, Vice President - Corporate Food Technology and Regulatory Compliance, The Kroger Company, USA
- **Chandaka Ratnapala**, Head of Quality - Fresh Food and Customer Sensory, Woolworths, Australia
- **Deepa Thiagarajan**, Director, Global Food Standards and Value Chain Programs, Michigan State University, USA
- **Eric Timmermans**, Corporate QA Director, FrieslandCampina, Netherlands
- **Barbara VanRenterghem**, Editorial Director, Food Safety Magazine, USA
- **Petra Wissenburg**, SVP Global Brands, Greenfence, USA

Where Will It Take Place?



The 19th edition of the GFSI Conference will take place from 25th–28th February 2020 in Seattle, Washington, a city that has long stood at the cutting edge of technological innovation.

Hyatt Regency Bellevue on Seattle's Eastside
900 Bellevue Way NE, Bellevue, Washington, USA
Tel.: +1 425 462 1234

With its small-town charm and big city convenience, Bellevue, Washington, is located 9 miles (20 min.) from downtown Seattle. With its beautiful natural scenery — from mountains to lakes — and cultural attractions, it offers endless activities and outdoor recreation. Hyatt Regency Bellevue connects you to world-class shopping, dining, entertainment, and major corporate headquarters.



7 Reasons Why You Should Sponsor the GFSI Conference



Get **direct access to potential business partners** from around the world.



Access your market directly and **generate new business relationships**.



Build awareness and leverage brand association for your communications.



Showcase your services and products to the 1,000 delegates from around the world.



Stand out from the audience and your competitors.



Demonstrate your leadership in the food safety arena and your support to the GFSI community.



Add value to the overall experience of the **Food Safety Executives of the consumer goods industry worldwide**.

What Are the Sponsorship Opportunities?



SPONSORSHIP ITEMS	PRICE in Euros
	Excl. VAT
PLATINUM SPONSORSHIP <input type="checkbox"/> Official Opening Cocktail (Wednesday)	45 000 Euros
GOLD SPONSORSHIP <input type="checkbox"/> Delegate Buffet Lunch <input type="checkbox"/> Wednesday or <input type="checkbox"/> Thursday	35 000 Euros
SILVER SPONSORSHIP <input type="checkbox"/> Discovery Tour Programme (Tuesday) <input type="checkbox"/> Internet Lounge & Delegate WiFi <input type="checkbox"/> Delegate Espresso Bar <input type="checkbox"/> Delegate Bags with Pens & Notepads	25 000 Euros
BRONZE SPONSORSHIP <input type="checkbox"/> Delegate Coffee Breaks <input type="checkbox"/> Wed. AM or <input type="checkbox"/> Wed. PM or <input type="checkbox"/> Thur. AM or <input type="checkbox"/> Thur. PM or <input type="checkbox"/> Fri. AM <input type="checkbox"/> Charging Stations	15 000 Euros
EXHIBITION PACKAGES <input type="checkbox"/> Premium Package: combines a 10x10ft exhibition stand with a 15 min. Tech Talk opportunity in a dedicated space of the Exhibition area. Limited availabilities on a first-come first-served basis. <input type="checkbox"/> Basic Package: exhibition stand only <input type="checkbox"/> 10 x 10ft or <input type="checkbox"/> 8 x 10ft <i>The "Ready to Move" in exhibition package consists of stand space. Included in the package are the hard-shell structure with a height of 8ft, your company name and stand number, 1 table & 3 high chairs, 1 brochure rack, basic electricity 1kw, free WIFI, daily cleaning and overnight security during the event.</i>	<u>Premium Exhibition Package:</u> 20 000 Euros (M)/24 000 Euros (NM) <u>Basic Exhibition Package:</u> 8 x 10ft: 9 000 Euros (M)/11 000 Euros (NM) 10 x 10ft: Euros 11 000 (M)/Euros 13 000 (NM) M = Member NM = Non-Member

What Benefits Come With Your Sponsorship?



1. Your company logo and hyperlink to a URL of your choice on the GFSI Conference'20 website
2. Marketing materials supplied to help you leverage your collaboration with GFSI and GFSI Conference'20 amongst your audiences
3. Your company logo on the GFSI Conference'20 online and onsite programme (paperless version).
4. High visibility associated with the various targeted marketing and communications actions led by The Consumer Goods Forum and GFSI in promoting the Conference amongst its 29K+ food safety contacts worldwide
5. Your company logo on the GFSI Conference'20 plenary hall screen
6. Official thanks from the conference moderator [applicable to Platinum, Gold, Silver and Bronze sponsors]
7. Access to the GFSI Conference'20 participant list before the event (without contact details as per GDPR)
8. Opportunity to brand the room for the duration of the sponsored event, including product Placement [available to Coffee Break, Cocktail, Lunch and Dinner sponsors]
9. Opportunity to make a short welcome address [only available to the Cocktail and Dinner sponsors]
10. Possibility to organise room drops in delegate rooms (paying service to be organised directly with the hotel) [applicable to Platinum, Gold, Silver and Bronze sponsors]
11. Your company logo in the GFSI Conference'20 Executive Summary made available after the Conference, on the GFSI website and widely promoted via social media and other communications
12. Complimentary registrations to attend the GFSI Conference based on sponsorship level (details below)

Platinum Sponsor	Gold Sponsor	Silver Sponsor	Bronze Sponsor	Exhibitor
4 complimentary registrations	3 complimentary registrations	2 complimentary registrations	1 complimentary registration	Premium Package: 2 Basic Package: 1

Order Form



Company Name Contact Name Job Title

Company Address..... Country..... EmailTel

Invoice Address (if different)..... VAT Number.....

Invoice Contact (AP email address OR Supply web portal name) PO Number.....

Sponsorship fees do not include any applicable taxes. Full payment of the invoice is requested upon receipt of the invoice.

To confirm your sponsorship, please select the sponsorship item(s) of your choice hereunder and e-mail this form to Marie-Ange Amenabar ma.amenabar@theconsumergoodsforum.com This will represent a binding agreement between CGF and your company. I have duly noted the general conditions and cancellation policy of participation as specified on page 13 of this document.

Signed on behalf of (please insert your name)..... Date & Signature.....

SPONSORSHIP ITEMS and PRICES in Euros (excl. VAT)

<input type="checkbox"/> PLATINUM - Official Opening Cocktail on Wednesday @ Euros 45 000	<input type="checkbox"/> SILVER - Delegate Espresso Bar @ Euros 25 000
<input type="checkbox"/> GOLD - Delegate Buffet Lunch @ Euros 35 000 <input type="checkbox"/> Wednesday or <input type="checkbox"/> Thursday	<input type="checkbox"/> SILVER - Delegate Bags with Pens & Notepads @ Euros 25 000
<input type="checkbox"/> SILVER - Discovery Tour Programme @ Euros 25 000	<input type="checkbox"/> BRONZE - Charging Stations @ Euros 15 000
<input type="checkbox"/> SILVER - Internet Lounge & Delegate WiFi @ Euros 25 000	<input type="checkbox"/> BRONZE - Delegate Coffee Break @ Euros 15 000 (1 coffee break/day – either AM or PM) <input type="checkbox"/> Wed. AM or <input type="checkbox"/> Wed. PM or <input type="checkbox"/> Thur. AM or <input type="checkbox"/> Thur. PM or <input type="checkbox"/> Fri. AM
Premium Exhibition Package: <input type="checkbox"/> 20 000 Euros (Member) <input type="checkbox"/> 24 000 Euros (Non-Member) Combines a 10 x 10ft exhibition stand with a 15 min. Tech Talk opportunity in a dedicated space of the Exhibition area. Limited availabilities on a first-come first-served basis.	Basic Exhibition Package: <input type="checkbox"/> Stand 8 x 10ft @ Euros 9 000 M / Euros 11 000 NM <input type="checkbox"/> Stand 10 x 10ft @ Euros 11 000 M / Euros 13 000 NM M = Member NM = Non-Member

The GFSI Conference'20 General Conditions



To take advantage of this opportunity to become a Sponsor or an Exhibitor of the GFSI Conference taking place in Seattle, simply return the Sponsorship Order Form on page 12 duly completed and signed. Sponsorship and Exhibition Packages requests will be accepted on a first-come, first-served basis. After receipt of the Sponsorship Order Form, an invoice will be addressed to you corresponding to the amount of your sponsorship. Full payment will be requested upon receipt of the invoice. Please note that no stand will be allocated before receipt of the payment.

Sponsors and Exhibitors receive complimentary registrations to attend the GFSI Conference'20 based on paid sponsorship (see summary of sponsorship benefits on page 11).

Sponsors and Exhibitors are responsible for the costs of shipping any promotional material to and from the event venue, and any costs for storage of materials at the venue. Sponsors are also responsible for any corkage fees related to displaying or serving their products during the event.

The “Ready to Move” in exhibition package consists of stand space, the hard-shell structure with a height of 8ft, company name and stand number, 1 high table & 3 stools, 1 brochure rack, basic electricity 1kw, free WIFI, daily cleaning and overnight security during the event.

If you prefer to use your own stand structure instead of the stand provided, all supplementary costs, including shipping, remain the responsibility of the Exhibitor. The total surface area of the stand must not exceed the stand size booked and must fit into the allocated area.

Companies who have booked a stand will receive, in due course, a full information kit including a catalogue of equipment and furniture as well as a detailed exhibition floor plan in order for them to select their stand(s) location. The Exhibition will take place at the heart of the networking area, where the Official Opening Cocktail, Delegate Lunches and Coffee Breaks will be held.

Premium Exhibitors will need to submit a synopsis of their Tech Talk topic/content and manage the selection/invitation of their speaker in accordance with the CGF guidelines. The selected topic and speaker will need to be validated by the Programme Committee at the latest two weeks prior to the Event.

Cancellation policy:

This Sponsorship Order Form is a binding contract between the parties upon its acceptance by The Consumer Goods Forum. In case of cancellation of this agreement by the Sponsor or the Exhibitor prior to the Event, no refund will be made. The Consumer Goods Forum reserves the right to cancel this agreement at any time. If the agreement is cancelled by The Consumer Goods Forum, then the full sponsorship amount will be refunded.

GFSI Conference 2019

Inspiring Talks and Networking



GFSI Conference 2019

Networking Area



About Us



The **Global Food Safety Initiative (GFSI)** brings together key actors of the food industry to collaboratively drive continuous improvement in food safety management systems around the world. With a vision of *Safe food for consumers everywhere*, food industry leaders created GFSI in 2000 to find collaborative solutions to collective concerns, notably to reduce food safety risks, audit duplication and costs while building trust throughout the supply chain. The GFSI community works on a volunteer basis and is composed of the world's leading food safety experts from retail, manufacturing and food service companies, as well as international organisations, governments, academia and service providers to the global food industry. GFSI is powered by The Consumer Goods Forum (CGF), a global industry network working to support *Better Lives Through Better Business*.



The **Consumer Goods Forum** ("the CGF") is a global, parity-based industry network that is driven by its members to encourage the global adoption of practices and standards that serves the consumer goods industry worldwide. It brings together the CEOs and senior management of some 400 retailers, manufacturers, service providers, and other stakeholders across 70 countries, and it reflects the diversity of the industry in geography, size, product category and format. Its member companies have combined sales of EUR 2.5 trillion and directly employ nearly 10 million people, with a further 90 million related jobs estimated along the value chain. It is governed by its Board of Directors, which comprises 50 manufacturer and retailer CEOs.

www.theconsumergoodsforum.com





Please contact **Marie-Ange Amenabar**
Head of Sponsorship & Partnerships

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ma.amenabar@theconsumergoodsforum.com

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