

# Vendor Round Table

## Submission Guidelines



### Session Content

Listen, learn and participate as a panel of highly qualified vendors discuss a major food safety concern moderated by an editor from one of our food safety media partners. These Vendor Round Table panel discussions are designed to be very interactive and informative with you driving the discussion right on the expo hall floor. Free to all registered attendees.

### Presentation Promotion

The Vendor Round Table will be listed on the Summit Web site and will be included as part of the formal education offering in the On-site Show Directory given to all attendees at registration. Signage, maps and a complete schedule will direct attendees to the Vendor Track Theatres. Topics will be posted to Food Safety Summit page on Facebook and the Food Safety Summit Professional Network group on LinkedIn where attendees will have the opportunity to post questions in advance of the discussion.

### Fees

Seat on the panel is \$500.\*

Up to 6 companies may participate in a given Round Table (only one seat per organization). Please contact Chuck Wilson at **847-405-4063** with any questions.

*\*The Vendor Round Table is open exclusively to Food Safety Summit exhibitors.*

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**Time:** Tuesday 1:15 - 2:00  
**Publication:** Food Safety Magazine  
**Title:** **AUDITING SOLUTIONS**  
**Description:** There are many different audit formats being used within the food industry. This roundtable will explore the different reasons why audits are performed, the different types of audits, and differences in scoring and auditor expertise. Questions of what the food industry really needs and expects from third-party audits will be explored.  
**Questions:**

- *What is the solution to requirements in the marketing with regard to third-party audits?*
- *How does a company ensure that an auditor is competent?*
- *What does the food industry really need in terms of an audit?*

**Moderator:** Barbara VanRenterghem

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**Time:** Tuesday 1:45 - 2:30  
**Publication:** Food Quality  
**Title:** **TRACEABILITY - SUPPLY CHAIN-WIDE ADOPTION OF ELECTRONIC TRACEABILITY**  
**Description:** A Solutions-based roundtable on state-of-the-art traceability  
**Questions:**

- *Why adopt traceability?*
- *What are the risks and/or rewards of traceability?*
- *What factors (standards, legislative actions) will affect my business?*
- *What management and related tools are available to assist me in meeting traceability goals?*

**Moderator:** Pat McGee – Editor

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**Time:** Wednesday 1:15 - 2:00  
**Publication:** Quality Assurance  
**Title:** **BREAKING OUT OF THE BUBBLE  
PROTECTING YOUR FOOD-ALLERGIC CUSTOMERS**  
**Description:** This session will focus on the limitations of food-allergic persons and how food processors and foodservice facilities can help these children and adults “break out of the bubble” of over-protection through employee training, implementation of practices to prevent cross-contamination, and increased communication. It will also discuss how and why a manufacturer can avoid being labeled a “laundry list brand.” (Note to vendor participants: Food-allergic consumers will label companies as “laundry list brands” when they include excessive May Contain statements, which further limit food choices for an already food-limited population. This discussion will revolve around practices which can be implemented to prevent cross contamination, reducing the need for May Contain.)  
**Questions:**

- *I don't currently use any of the “Big 8” allergens in my plant but am considering adding peanuts to one of my products. What do I need to know? How should I change the label of that product to be of most benefit to those with allergies to that food?*
- *I run a small restaurant. I have never had an allergic-customer incident, but you've gotten me thinking now ... What are the most critical things I need to be sure my wait staff knows?*
- *Do you have any recommendations on rework if I produce both allergenic and non-allergenic products?*

**Moderator:** Lisa Jo Lupo, Managing Editor, *QA Magazine*

# Vendor Round Table Seminar Application



## Applicant Information

APPLICANT NAME \_\_\_\_\_ BOOTH # \_\_\_\_\_  
COMPANY NAME \_\_\_\_\_  
COMPANY ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_  
EMAIL \_\_\_\_\_ PHONE \_\_\_\_\_

## Panelist Information

Please include speaker's professional biography (50 words or less) which will be used in promotional materials. It is recommended that this person not be from Sales or Marketing. Please send an electronic version (WORD doc) of speaker's biography including name and title to johnsonk@bnpmedia.com.

PANELIST NAME \_\_\_\_\_  
PANELIST TITLE \_\_\_\_\_  
EMAIL \_\_\_\_\_ PHONE \_\_\_\_\_

BIO Send WORD doc to johnsonk@bnpmedia.com

Please indicate below the panels in which you would like to participate. There is a limit of 6 panelists per session and applications will be accepted on a first come-first serve basis.

### Tuesday, April 13, 2010

- 1:15 p.m.–2:00 p.m. Auditing Solutions
- 1:45 p.m.–2:30 p.m. Traceability–Supply Chain-wide Adoption of Electronic Traceability

### Wednesday, April 14, 2010

- 1:15 p.m.–2:00 p.m. Breaking Out of the Bubble–Protecting Your Food-Allergic Customers

Credit Card Information	
<input type="checkbox"/> VISA	<input type="checkbox"/> MASTERCARD
<input type="checkbox"/> AMERICAN EXPRESS	
CARD NUMBER _____	
EXPIRATION DATE _____	VERIFICATION CODE _____
BILLING ADDRESS _____	
CARDHOLDER'S NAME _____	
CARDHOLDER'S SIGNATURE _____	

*Exhibitor fees, \$500 per session. One seat per company.*

I have read and understand the attendee expectations, session content guidelines and the Theatre's set-up which will be provided by Summit management. I agree to pay the fees of \$500 per session.	SIGNATURE _____
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**Please fax form back to Chuck Wilson at 248-502-2111**