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NEWS RELEASE

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For Immediate Release

Industry weighs in on 2013 International Baking Industry Exposition location

Washington, D.C.— **Based largely on the results of an industry-wide survey, the IBIE Committee has announced plans to hold IBIE 2013 in Las Vegas.** Prior to the 2007 event in Orlando, the Committee had decided to move IBIE 2010, scheduled for September 26-29, back to Las Vegas. The location for 2013, however, was set to be determined at the IBIE Committee meeting in Phoenix on March 29.

Earlier in the year, Committee members agreed that the opinions of bakers and other manufacturers of grain-based foods and suppliers to the industry should be heard before the March meeting and be paramount to the decision-making process. As such, the Committee commissioned an in-depth, industry-wide survey executed by its marketing firm, San Diego-based Marketing Design

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Group. Participants of the 2007 event, as well as a large pool of attendee and exhibitor prospects, were identified and e-mailed a link to an online survey. The survey consisted of a range of questions comparing Las Vegas to Orlando based on actual or perceived return on investment, their ability to meet business objectives, available networking opportunities and a host of additional criteria. Intent on soliciting input from as many stakeholders as possible, the Committee also publicized the survey in trade press, through ABA and BEMA member communications, and made it available on the home page of the IBIE Web site. The number of respondents exceeded expectations, with more than 1,500 completed surveys submitted.

“The feedback we received from this market research study, along with an in-depth financial analysis, qualitative research conducted by ABA, BEMA, Committee members and MDG, and consideration for long-term strategic initiatives, all heavily influenced the Committee’s decision to hold IBIE 2013 in Las Vegas,” stated Rich Hoskins, IBIE Committee Chairman and President of Colborne / Foodbotics. He went on to say, “It wasn’t without difficulty, however, that we came to this conclusion. We are coming off of an extremely successful show in Orlando—one that drew great international attendance and had a huge outpouring of support from many of our nation’s top bakers. We are fully committed to enhancing the IBIE experience and our goal is that, regardless of location, we become even more successful at uniting our industry and facilitating long-term good health and growth for the baking business.”

While feedback received from the survey indicated that the majority preferred Las Vegas to Orlando in 2013, some of the more specific

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data opened up new possibilities for 2016 and beyond. On a large scale, most participants stated that at either venue they were able to effectively meet their business objectives and realize a high degree of value from the event. Many participants, however, felt that a family-oriented destination, like Orlando, might not be as effective for conducting business as other locations, such as Las Vegas. The Committee will, therefore, carefully evaluate a range of destination options for 2016 and ensure, again, that the decision is based on the immediate and long-term success of the industry and its participants.

The IBIE Committee would like to thank all of those who participated in the survey and who have offered their continued loyal support to the event over the years.

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Produced by the International Baking Industry Exposition, LLC and supported by the American Bakers Association and BEMA, this event showcases the industry's latest technologies, equipment and new product introductions.

Attendees include employees of: wholesale bakeries, suppliers and distributors; • supermarket chains, central bakeries and commissaries; • supermarket in-store bakeries; • multi-store and single unit retail bakeries; • intermediate wholesale bakeries; • donut, pie, and cookie retailers; • foodservice operators; • tortilla producers; • snack food producers; • biscuit & cracker producers.

Exhibitors include manufacturers and suppliers of: • baking/ food equipment and systems; • ingredients, flavorings, spices & fillings; • ingredient handling systems; • packaging materials & systems; • technology; • sanitation equipment; • transportation & distribution equipment; • refrigeration equipment; • business services.