

EXHIBITOR PROSPECTUS



MEET TODAY'S

BAKING BOSSSES



EDUCATION: SEPT. 13-17, 2025
EXPO HALL: SEPT. 14-17, 2025
LAS VEGAS CONVENTION CENTER



Secure Your Booth Space | BakingExpo.com

YOUR PLACE FOR BIGGER PROFITS

The Western Hemisphere's largest, most comprehensive baking event brings qualified buyers from every part of the industry and all over the world to Las Vegas. Whether you're looking to get in front of automation virtuosos, formulation whizzes, or fondant artists, you'll meet them here, at IBIE, where you'll experience unmatched opportunities to strengthen your brand and increase your sales.



BY THE INDUSTRY, FOR THE INDUSTRY

As a non-profit event produced by the American Bakers Association (ABA), Bakery Equipment Manufacturers and Allieds (BEMA) and the Retail Bakers of America (RBA), all proceeds from the expo are reinvested back into the grain-based food industry. Exhibiting at IBIE not only benefits your business, it helps secure the future of the sector.



Contact the [Exhibit Sales Team](#)

YOUR PLACE FOR NEW PROSPECTS

There's something for everyone at IBIE, so it's not surprising that you'll find everyone here! Exhibiting highlights your brand for the entire baking community, gets you on the road to becoming more of a household name around the world and sparks profitable partnerships.

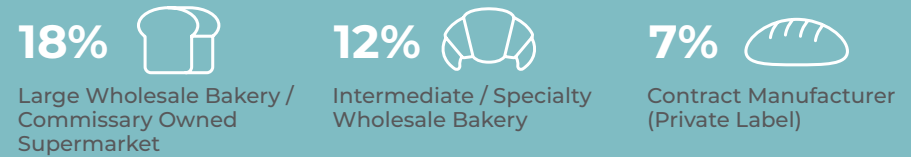
ACCESS INDUSTRY PROFESSIONALS FROM:



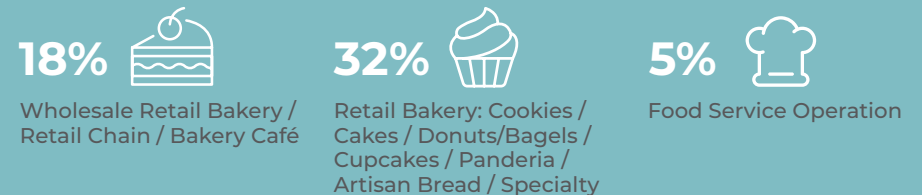
United States	73%	Europe.....	3%
Canada	5%	Asia / Pacific	4%
Mexico	6%	Other	2%
Latin America & Caribbean ..	8%		

MEET BUYERS FROM EVERY SEGMENT:

WHOLESALE BAKERIES



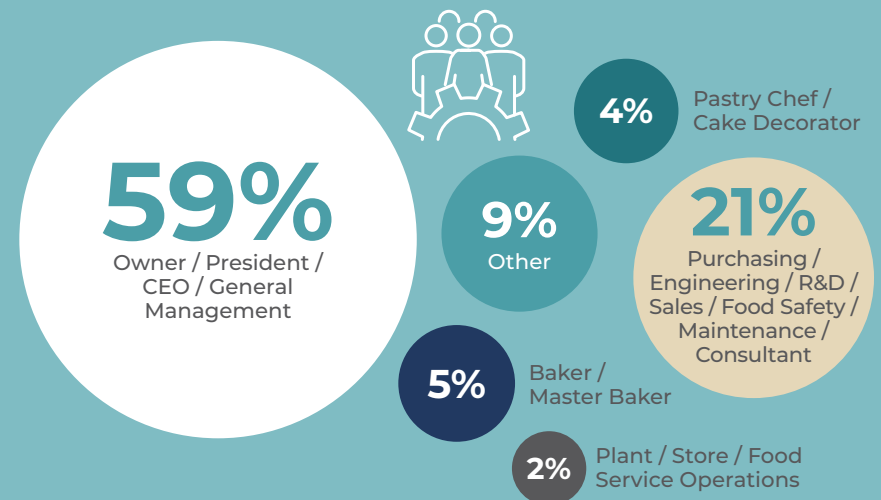
RETAIL BAKERIES & FOOD SERVICE



RETAIL OUTLETS, TORTILLA BAKERIES & MORE



CONNECT WITH AN ARRAY OF PROS:



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WHERE EFFICIENCY MEETS OPPORTUNITY

Baking professionals know they'll find all the latest and greatest solutions at IBIE (a.k.a. the Baking Expo™) — and it only happens every three years. Which means, they come ready to buy. With a longstanding reputation as a hub of baking innovation and a loyal following, this event provides your company with a cost-effective way to generate valuable leads, tap into different markets and close more deals.



REACH NEW BUYERS

20,000

baking industry professionals

20%

increase in baker attendance

32%

of attendees do not attend any other industry trade shows

42%

of attendees spend 6+ hours per day in the expo



SHOWCASE YOUR PRODUCTS

85%

of attendees focus on discovering new products and services

400,000+ NET SQ. FT.

of exhibit space

850

exhibiting companies

6 MILLION LBS.

of technology, equipment and supplies on display



INCREASE YOUR SALES

88%

approve, specify or recommend purchases

61%

say shopping for the latest products and solutions is the top reason they attend

57%

have an annual purchasing budget of more than \$100,000

23%

have a purchasing budget over \$100,000,000



CONNECT GLOBALLY

106

countries represented

33%

of buyers are from abroad

TRADE SHOW AWARDS:



Based on IBIE 2022 Data.

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If Your Business Fits in These Categories, You Belong at IBIE:

- Baking equipment and systems
- Business services
- Cannabis edibles supplies and services
- Ingredient handling systems
- Ingredients, flavorings, spices & fillings
- Packaging materials & systems
- Pet food equipment & supplies
- Pizza equipment & supplies
- Refrigeration and freezer equipment
- Sanitation equipment
- Snack food equipment & supplies
- Technology
- Transportation & distribution equipment

THE WHO'S WHO OF BAKING SUPPLIERS

Your top prospects come to IBIE — and so do your top competitors. One in two exhibitors say the quality and quantity of leads at this event is better than any other trade show they attend, and 98% of 2022 exhibitors noted they're likely to return in 2025. Come see why everyone (from the biggest names to new startups) loves the Baking Expo™ and make sure your target audience sees you on the show floor, not just other brands in your space.

Here Are Some of the 850+ Companies You Can Expect to Find at IBIE:

AB Mauri North America	Clabber Girl Corporation	JLS Automation	Revent Incorporated
ADM	Colborne Foodbotics, LLC	King Arthur Flour	Rheon USA
All Bake Technologies, Inc.	Corbion	Kwik Lok Corporation	Roman Meal Company
Allied Bakery Equipment & Machine Co., Inc.	CSM Bakery Solutions	Lallemand Inc.	Rondo Inc.
AMF Bakery Systems	Dawn Foods	LBC Bakery Equipment Co.	Sasa-Demarle, Inc.
Angel Yeast Co, Ltd.	DIOSNA	LeMatic, Inc.	Satin Fine Foods
Ardent Mills	Douglas Machines Corp.	Lesaffre Yeast Corporation	Shick Esteve
Auto-Bake Pty. Ltd./Dunbar Systems, Inc.	DSM Food Specialties USA, Inc.	LorAnn Oils	Sottoriva America, Inc.
Avalon Deco Supplies, Inc.	Empire Bakery Equipment	MECATHERM S.A.	Southern Champion Tray
AXIS Automation LLC	Erika Record LLC	Mettler-Toledo	Tecnopool SPA
BakeMark	FBM Baking Machines, Inc.	Middleby Bakery	The Babb Group
Baker Perkins	Flavor Right Foods	MIWE America	The Fred D. Pfening Company
Bakon USA Food Equipment	Ford Commercial Vehicles	Nordic Ware	TMB Baking
Belshaw Adamatic	Formost Fuji Corporation	North Dakota Mill	Topos Mondial
Bettendorf Stanford Inc.	Fritsch USA, Inc.	Novacart Inc.	Unifiller Systems LTD
Blue Diamond Grower	Gemini Bakery Equipment Company	Peerless Food Equipment	United Bakery Equipment Company
BluePrint Automation	General Mills	Pfeil & Holing, Inc.	VMI
Bosch Packaging Technology	Guittard Chocolate Company	PreGel America	Whalen Packaging
Bundy Baking Solutions	Hansaloy Corporation	Pro Bake	Workhorse Automation
Cargill	Hobart	Rademaker USA, Inc.	WP Bakery Group USA
CEPI SPA	J. Rettenmaier USA LP	Rexfab Inc.	
		Reiser	

Based on IBIE 2022 Data.

Contact the Exhibit Sales Team

WE DRIVE BUYERS TO YOU

Your success is our success—which is why we make every effort to bring your buyers to you, with an omnichannel marketing campaign, and promotional programs.

Robust Omnichannel Marketing:

- IBIE's targeted email and digital marketing campaigns generated over 13M impressions worldwide.
- Direct mail and telemarketing campaigns racked up a quarter million impressions in the U.S., contributing to a strong domestic presence.
- Trade advertising featuring IBIE ads in over 15 prominent U.S. publications, such as *Bake*, *Baking & Snack*, *Cannabis Products Insider*, *Commercial Baking*, *Craft & Crumb*, *Food Business News*, *Milling & Baking News*, *Pastry Arts*, *Panaderia*, *Pet Food Processing*, *PMQ Pizza Magazine*, *Refrigerated & Frozen Foods*, *Snack Food & Wholesale Bakery*, *Supermarket Perimeter*, *World Grain* and 40 other globally recognized publications.

Media Buzz:

- Our impactful public relations campaign resulted in over 1,300 articles across various trade and national media channels, resonating with an audience of half a million professionals.

Social Media & Influencer Boost:

- IBIE boasts an impressive audience of 40K+ followers across its social channels.
- A well-executed influencer marketing campaign further extends IBIE's reach, connecting with a whopping 9M potential attendees.

Promotional Toolkit for Exhibitors:

- IBIE equips exhibitors with free promotional tools and assets, empowering your company to conveniently customize invitations, extend exclusive discounts, and ensure your audience meets you at the expo.

Unparalleled Education Program:

- IBIEducate, the largest industry event education program in the world, attracts thousands of participants who want to advance their careers, thanks to support from industry leaders including the American Bakers Association, American Society of Baking, BEMA, Bread Bakers Guild of America, the French Pastry School, Retail Bakers of America, and other partners.

Supercharged Global Network:

- The International Delegation Program draws buyers from 21+ countries, while IBIE's presence at various global events brings in a dynamic mix of attendees.



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IBIE is a great way to get your company and/or products in front of the major players in the industrial and retail bakery industry.

Mark Hornak
Lead Mechanical Engineer
BeeHex, Inc. 3D Food Printing

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A CUTTING-EDGE CAMPUS

IBIE 2025 will take place in the newly renovated North and West Halls of the Las Vegas Convention Center (LVCC), situated in the trade show capital of the world — Las Vegas, which ranks #1 on the WSJ list of top destinations to host an expo. State-of-the-art spaces, futuristic transportation methods and cutting-edge technology are seamlessly integrated into the venues, setting the stage for a truly modern experience.

LVCC Facility [Overview Map](#) | [IBIE Floor Plan](#)



A Seamless Experience

- The McCarran International Airport offers direct flights from many locations and is only 15 minutes from the LVCC.
- The [Vegas Loop](#) provides swift shuttling between IBIE expo halls, transportation connections and an expanding list of hotels.
- The Las Vegas Monorail services seven stops along the resort corridor, delivering fast and affordable daily travel to and from the expo.
- Las Vegas adds an extra layer of enchantment with its world-class lodging, entertainment and dining options just off-campus.

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HIGHLY REWARDING

As a non-profit event, IBIE reinvests all proceeds into the community we serve through support for legislative advocacy, consumer marketing campaigns that promote grain-based foods, education programs and other efforts. When you exhibit here, you're not just making an impact on your business' bottom line — you're helping to build a more secure future for your entire industry.

Exhibit Booth Rates

- MEMBER RATE: **\$37.75 per sq. ft.**
- NON-MEMBER RATE: **\$49 per sq. ft.**

**ABA, BEMA and RBA members
receive nearly 25% OFF**



Booth Selection Process and Timeline

NEW! IBIE is combining Round 1 and 2 application deadlines into one efficient Priority Space Assignment process. Members of ABA, BEMA, and RBA will select booth space first, with renewing 2022 exhibitors to follow utilizing a priority points system. Note the key dates and deadlines below.

PRIORITY SPACE SELECTION

Open to companies that are members of ABA, BEMA, RBA + IBIE 2022 Exhibitors.

APPLICATIONS OPEN	Jan. 16, 2024
APPLICATIONS DUE	Feb. 13, 2024
PRIORITY SPACE SELECTION	Mar. 18-26, 2024

GENERAL SPACE SELECTION

No membership or exhibiting history required. First-come, first-served basis.

APPLICATIONS OPEN TO ALL	Feb. 14, 2024
GENERAL SPACE SELECTION	Apr. 1, 2024 and on-going while inventory lasts

ALL-IN-ONE PRICING

Your IBIE booth space fee includes material handling services and lead retrieval options to make every part of your exhibitor experience simpler and more convenient while providing unbeatable benefits like:

Simple Budgeting

Material handling costs are paid for from the beginning. No bill at the end of the show and no surprises for your budget.

Unlimited Material Handling

Bring all the freight you like — it's included in your booth space rate! Plus, the more products attendees can experience firsthand, the more likely they are to buy.

Advance and Direct Freight

Ship your booth and materials to the advance warehouse for worry-free, on-target delivery to your space on the show floor! Still want to ship directly to the show site? That's also included.

Complimentary Lead Retrieval

Choose from either one device or three mobile licenses for a turnkey experience for booth staff.

Exhibitor Badge Allotments

You'll receive three complimentary exhibitor badges per 150 sq. ft. of exhibit space purchased.

To Learn More About Exhibiting Opportunities, Contact:



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92% of exhibitors report a good ROI when considering the value received vs. the time and investment

MAXIMIZE YOUR ROI

Get more out of your time on the expo floor with sponsorship options that take your brand beyond your booth and help you reach your specific objectives.

What Do You Want to Achieve?



Branding



Awareness



Thought
Leadership



Networking

Sponsorship Options to Align with Your Goals (and Style)

Education Sessions • Session Tracks Sponsorships • Lanyards • Badges
WiFi • Floor Decals • IBIE Video Series • and many more!

✉ Sponsorships@BakingExpo.com

Advertising Options for Exposure Before, During and After the Expo

Print and Digital Advertising • Targeted E-blasts • Editorial Coverage
Mobile App • Official Show Directory • Show Dailies • Show Daily
Newsletter • Website

✉ Media@BakingExpo.com

Exceptional Opportunities to Spotlight Your Brand

Exhibitor Demos

Solidify your position as a thought leader or industry expert by sharing your knowledge. Whether you'd like to present a demonstration, lead a roundtable discussion and/or sponsor an area, you'll be able to increase your brand's visibility and establish authority in the market.

✉ IBIEducate@BakingExpo.com

Innovation Showcase

This attendee-favorite hub features the latest advancements in ingredients, equipment, packaging and safety, with products never before seen at IBIE.

✉ Innovation@BakingExpo.com

Corporate Meeting Program

Trade shows are the new office. If you're looking to connect with your team, host your board or customers in a quiet space, or train your staff, we've got just the place for you.

✉ CMP@BakingExpo.com

BEST in Baking Awards

These prestigious industry awards recognize companies that demonstrate excellence in critical areas such as automation, sustainability, plant efficiency, product innovation, and workforce development. Winners will be announced and honored on-site.

✉ BEST@BakingExpo.com

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