



# BOOST YOUR BRAND'S IMPACT **IBIE SPONSORSHIP & ADVERTISING OPPORTUNITIES**

Amplify your reach with sponsorships and media products to enhance your brand's impact at IBIE. Our 2025 opportunities maximize your marketing investment by prominently positioning your brand in front of 20,000+ baking industry professionals. Extend your expo presence beyond the booth to increase visibility with target buyers and drive sales.

 **IBIE**<sup>®</sup> **EDUCATION: SEPT. 13-17, 2025**  
**INTERNATIONAL BAKING** **EXPO HALL: SEPT. 14-17, 2025**  
**INDUSTRY EXPOSITION** **LAS VEGAS CONVENTION CENTER**





# MAXIMIZE YOUR INVESTMENT

Put your company ahead of the pack by establishing it as an industry leader through IBIE's sponsorship and media opportunities. Nothing boosts brand awareness in the global grain-based market faster—and 2025 presents expanded avenues for making an impact, including prime placements in the renowned North Hall and cutting-edge West Hall at the Las Vegas Convention Center.

**20,000+**

attendees across all industry segments—with a reach of over 100,000 from off-site exposure

**88%**

of attendees approve, specify or recommend purchases

**85%**

attend to see new products and services

**57%**

of IBIE attendees with buying authority have an annual **purchasing budget of more than \$100,000**; **23% of that segment have a budget over \$1M**

**FRESH  
FACT**

The Center for Exhibition Industry Research (CEIR) reports that trade show booth efficiency increases by 104% when sponsorship is included in the exhibit plan.



# INCREASE YOUR VISIBILITY

Reap the rewards of brand exposure at the most influential event in the business of baking by leveraging our on-site sponsorships and media promotions—before, during and after the show.

## SPONSORSHIP:

- Naming Rights
- Lanyards
- Badges
- Wi-Fi
- Floor Decals
- Signage and Wraps
- And More!

## IBIE MEDIA:

- Countdown to IBIE Newsletters
- INSIDE IBIE Pre-Show Guide
- IBIE Show Directory
- IBIE Retailer's Guidebook
- IBIE Show Dailies & Newsletters
- Website + Mobile app
- And More!

No matter the objective, we can tailor a package that meets your needs:



Branding &  
Awareness



Experiences &  
Engagement



Authority & Thought  
Leadership



Leads & Sales  
Generation





# SPONSORSHIP OPPORTUNITIES

## PROVIDED BY IBIE

With nearly 1 million gross sq. ft. in the LVCC, you need a solid promotional strategy to ensure your company's name resonates. First on the list: greater on-site exposure with branding, experiential and thought leadership opportunities designed to capture the attention of IBIE's 20,000 showgoers.







# BRANDING

## Make a personal connection.

These high-impact opportunities create a connection between your brand and thousands of registrants with every impression, keeping it top of mind—and driving traffic your way.



### Registration Website Banner Ad

\$8,000

This exclusive banner ad showcases your brand on the registration web portal, allowing your brand to shine at the beginning of each pre-registrant's journey to IBIE. This medium rectangle banner ad (320x250px) runs up to 12 months.



### Registration Confirmation Email

\$12,000

This timely, cost-effective strategy gets your promotional message in front of all attendees. Your (728x90px) advertisement will be embedded in the confirmation email that is sent to every single registrant.



### IBIE Show Bag

\$17,500

Receive long-lasting exposure and reach thousands of prospects with these convenient bags that are the premiere “walking billboard.” Bags displaying your logo will be made available at prominent locations throughout the show.



### Handout at Registration

\$5,000

Connect with your target audience by having a product sample or literature (flyer or brochure) at IBIE registration. Connect with 20,000 professionals the moment they pick up their badges and begin their journey at IBIE. Limited availability. Exhibitor to provide materials for distribution; not included in fee.



[Purchase Sponsorships Online](#)



[Contact Sponsorship Sales](#)



## BRANDING

### Make a clean connection.

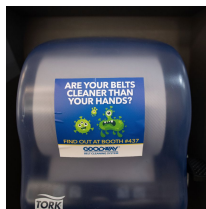
These powerful opportunities create a connection between your brand and registrants with every impression, driving impactful results for your brand.



### Hand Sanitizer Stations — Placement in 10 Locations

\$20,000

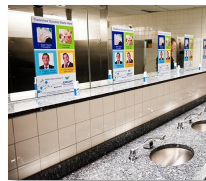
As a baking industry supplier, you know the importance of sanitation for your customers. Make a statement with this high-impact sponsorship and prominently display your logo on 10 hand sanitizer units throughout the expo.



### Paper Towel Dispensers — Placement in 12 Locations

\$3,000

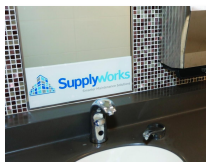
Elevate your brand's visibility at IBIE with this sponsorship opportunity! Showcase your company to thousands of attendees by placing your branding on paper towel dispensers throughout the Las Vegas Convention Center. This sponsorship includes 12 placements of 5"x5" decals.



### Bathroom Mirror Clings — Exclusive Sponsor (Full Width of Mirror)

\$10,000

Enhance your brand's presence at IBIE by sponsoring our exclusive opportunity to place your brand on mirrors positioned throughout the expo's bathrooms. Reach your target audience directly and leave a lasting impression on thousands of industry professionals.



### Bathroom Mirror Clings — Single Placement in 10 Locations

\$3,000

Enhance your brand's presence at IBIE by placing your brand on mirrors positioned throughout the expo's bathrooms. Reach your target audience directly and leave a lasting impression on thousands of professionals.



[Purchase Sponsorships Online](#)



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# WEST HALL LOBBY SPECTACULAR

## Looking for the biggest payout in Las Vegas?

Invest your marketing dollars in the West Hall Lobby Spectacular. The WHLS is 4,000-sq. ft. of prime advertising and promotional real estate located right inside the entrance of the West Hall.

*You literally canNOT miss it!*

Size	Specs (WxH)	Price
Full-Screen	5700x2700px	<b>\$25,000</b> <i>includes all other screen locations</i>
½ Screen	1740x2700px	<b>\$11,000</b>
⅓ Screen	5700x540px	<b>\$7,500</b>

### File Requirement & Details

*Sponsors responsible for providing content suitable for WHLS; All content to be approved by IBIE.*

- Maximum video file length is 0:08 seconds
- Video to run within the IBIE loop from show open to close
- All static images should be in JPEG format, saved as a .jpg with a final resolution to the specific px
- All video should be in mp4 format, saved as an mp4 (not .mov) with a final resolution to the specific px
- Videos should be encoded with H.264 encoding and saved at medium quality
- Screen does not support audio playback



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## BRANDING

### Be seen as a resource.

Position your brand as an integral resource within the industry by seizing these utilitarian sponsorship opportunities. Elevate your visibility and reputation as a trusted ally with these highly functional sponsorships.



### Badge Lanyards

\$20,000

Make your mark at IBIE with our premium name badge lanyard sponsorship! Ensure maximum exposure throughout the event by prominently displaying your logo on every attendee's lanyard.



### Registration iPad Housing Box

\$20,000

Catch the eye of every attendee before they even step onto the show floor! Your brand will be front and center on the iPads at registration locations. Work with IBIE to design a frame that wraps around each iPad registration station, ensuring your brand stands out.



### Wi-Fi Sponsorship

\$20,000

Can't live without your email? Neither can your buyers. Promote your company and be a hero when your brand provides attendees with free Wi-Fi internet usage. Sponsor logos will be featured on internet signage on-site and on a banner ad on the internet login screen. Sponsor will also be mentioned in pre-show internet promotions.



### IBIEducate Notebooks

\$10,000

Get your brand in the hands of education program participants by sponsoring notebooks given out in IBIEducate Sessions. Your brand will leave a lasting impression while engaged attendees take notes — and again when referencing these insights once they return to work.

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## EXPERIENTIAL

**Put your brand in the center of the action.** Drawing the loudest buzz and highest traffic on the show floor, these heavily promoted event features give you some of the best visibility and bang for your buck.



● [Purchase Sponsorships Online](#)

● [Contact Sponsorship Sales](#)

# RETAIL BAKERS OF AMERICA SPONSORSHIPS

Retail Bakers of America  
**BAKERS CENTER**

The \$50 billion retail bakery market continues to expand every year. Whether your target market is artisan bakers, retail bakers, cake decorators or pastry chefs, your brand can capitalize on the rise and growth of specific industry segments here. Bakers and decorators count on IBIE to connect them with the resources necessary to satisfy customers and increase their sales. Exciting sessions and demos focused on topics like sourcing new ingredients, innovative equipment and new product offerings will guide them to discovering new revenue streams and traffic-generating ideas.

## RBA Bakers Center—Title Sponsor Naming Rights & Content

\$75,000

Inspired ideas, celebrity demos and artistic competitions take center stage within the 12,000 sq. ft. RBA Bakers Center. With three action-packed stages and one live competition area, highly engaged visitors are introduced to some of the biggest names in the industry here.

This partnership entails the naming of the *entire center*. For example: “... at the RBA Bakers Center—brought to you by [SPONSOR NAME].”

The RBA Bakers Center is looking for a partner to collaborate with on the innovative programming schedule for the center. This partnership also includes exceptional pre-show marketing (website, email, print materials and social media), premium on-site signage, the Official Directory, Retailer's Guidebook, events and more!



**Contact RBA Sponsorship Sales for exclusive opportunities.**



# RETAIL BAKERS OF AMERICA SPONSORSHIPS

*Retail Bakers of America*  
**BAKERS**  **CENTER**



## **Creative Decorating Competition—Naming Rights**

*\$40,000*

Sponsor this two-day prestigious creative cake decorating competition at the RBA Bakers Center Competition Area. Sponsor will receive logo recognition in pre-show announcements, on-site signage, marketing materials and post-show awards announcements. Sponsor representatives will also be included at the Award Ceremony and mentioned in IBIE and RBA marketing materials, including the IBIE website, emails, print materials and social media.



## **Celebrity/Entertainment Stage—Naming Rights**

*\$10,000*

Sponsor the main demo and entertainment stage in the RBA Bakers Center, which will feature renowned baking professionals as they demonstrate the latest trends, share techniques and test new products in front of a live audience. Recognition will be given in the Official Directory, Retailer's Guidebook, conference signage, entertainment stage area signage and at the introduction of the presentations, as well as in IBIE and RBA marketing materials (website, emails, print materials and social media).



## **Cake Decorating Demo Stage—Naming Rights**

*\$5,000*

Sponsor the demo stage at the RBA Bakers Center, which will feature renowned cake and pastry professionals as they demonstrate the latest trends, share techniques and test new products in front of a live audience. Recognition will be given in the Official Directory, Retailer's Guidebook, conference signage, demonstration area signage and at the introduction of the demonstration. Sponsor will be included in IBIE and RBA marketing materials, including the IBIE website, emails, print materials and social media.

**Contact RBA Sponsorship Sales for exclusive opportunities.**

# RETAIL BAKERS OF AMERICA SPONSORSHIPS

Retail Bakers of America  
**BAKERS**  **CENTER**

## Creative Cake Decorating Competition—Category Sponsorships

*\$5,000 (per category)*

Align your brand with one of four competition categories in the prestigious creative cake decorating competition: sculpted cakes, wedding cakes, fondant cakes and/or buttercream cakes. Sponsor will receive logo recognition in on-site signage, marketing materials where the categories are listed and post-show awards announcements. Sponsor will be included in IBIE and RBA marketing materials including the IBIE website, emails, print materials and social media.



## Demonstration & Award Theatre—Session Sponsorships

*\$2,000*

Sponsor renowned baking professionals as they demonstrate the latest trends, share techniques and test new products in front of a live audience on the trade show floor. Recognition will be given in the Official Directory, Retailer's Guidebook, conference signage, demonstration area signage and at the introduction of the demonstration. Sponsor will be included in IBIE and RBA marketing materials including the IBIE website, emails, print materials and social media.



## Demonstration Theatre—Exhibitor Demos

*\$1,000*

Put your company center stage as you showcase your latest advancements, products or services in the Demo and Award Theatre. These 20-30-minute presentations should be educational, entertaining and interactive. Educate attendees about the benefits of your product and attract them to your booth. Demonstrations will be scheduled throughout all four days of IBIE. The committee will do its best to accommodate all company needs, such as not scheduling competing exhibitors or products in consecutive sessions. Limit two demos per exhibiting company.



[Contact RBA Sponsorship Sales](#) for exclusive opportunities.

# BEST IN BAKING INDUSTRY AWARDS

Enter or sponsor—either way, you'll come out a winner at these prestigious awards honoring companies demonstrating excellence in the industry's highest priority areas. Qualifying applicants will be featured in *Snack Food & Wholesale Bakery's* IBIE Show issue and IBIE pre-show promotions. BEST in Baking award winners will be announced and presented on stage at the Expo, published in a press release, on the IBIE website and more. Suppliers interested becoming a sponsor should [contact us](#).



## 2025 Award Categories:

1. Sustainability
2. Automation & Robotics
3. Packaging—*NEW!*
4. Plant Efficiency
5. Product Innovation
6. Sanitation
7. Workforce Development



[Purchase Sponsorships Online](#)

[Contact BEST in Baking Sponsorships](#)





## SIGNAGE

### Make an Entrance.

Ensure your brand is prominently displayed and makes a strong first impression with premier door decals. Command attention and reinforce your position as a leader in the industry with this *exclusive* sponsorship of 30+ full-length door decals canvassing the West Hall of the Convention Center.



● [Purchase Sponsorships Online](#)

● [Contact Sponsorship Sales](#)



# SIGNAGE

## Put your name out there.

Ensure thousands of IBIE attendees cross paths with your company as they walk the show. Attention-grabbing graphics placed strategically around the LVCC are a powerful way to build brand awareness and keep your company top of mind.



### Wall Decal

*Call for pricing!*

Make a statement with a wall decal and increase your visibility in the exterior and interior areas of the show. Pricing varies based on size and location.



### Banners & Clings

*Call for pricing!*

Banners and window/wall clings are offered in the interior and exterior parts of the show. Pricing varies based on size and location.



### Column Wraps

\$5,000

Stop attendees in their tracks with these column wraps! Keep your brand at eye level throughout the Convention Center, inside and out.



### Floor Decals

\$4,000

Reach attendees while they're on the move and guide them to your booth with eye-catching graphics. Customizable by size, shape and design, you will be sure to draw a crowd!



### Door Decals (Single)

\$3,000-5,000

Catch the eyes of attendees entering the LVCC with these highly visible door wraps. Choose from a full door or 18"x18" decal in the North or West Halls.



### Signage Towers

\$9,000

You'll benefit from great exposure with impactful advertising on billboards strategically placed in high-traffic areas of the show.

# IBIEducate PROGRAMMING



**Make a smart move.** Informed attendees make better buyers. Partner with IBIEducate—the largest baking event education program in the world—to make your company integral to the learning experience and actively help attendees understand the value of your on-site offerings to their own bottom line.

## IBIEducate Education Session(s)

\$1,000

Educated buyers mean serious buyers. Choose from multiple, targeted educational sessions. Recognition will be given in the Official Directory, conference signage, session area signage and the introduction of the speaker. Sponsors also have the option of distributing brochures at their session(s).



WEDNESDAY, SEPT. 21		
<p><b>2:45 PM - 3:30 PM</b> <b>The Many Decorative Uses of Metallic Lustre Dust</b> <b>Speakers:</b> Jenna Hutchinson, Cake Designer/Co-Owner, Jenna Rae Cakes, Ashley Kosowan, Co-Owner + CEO RBA Bakers Center: ACD Stage   Free Some people think that Metallic Lustre Dusts have limited use, but we're here to show you how Metallic Lustre Dust can quickly elevate your cakes and baked goods with some fall-proof direction -- often times using everyday items that you already have in your kitchen! <b>Audience:</b> Retail - Bakers and Decorators <b>Track:</b> Cake/Cookie Decorating</p>	<p><b>4:15 PM - 4:45 PM</b> <b>Homogenous/Monolithic Belt Repairs in Baking - Focus on Safety (Sanitation and Operator) and Maintenance Efficiency</b> <b>Speakers:</b> Michelle Graves, Marketing Specialist, Flexco; Jonathan Morgan, Industry Manager, Flexco RBA Bakers Center: Presentation Stage   Price: Free Monolithic/homogenous belts are perfect for some areas of baking because they are easy to clean, discourage mistracking, operate quietly, and are very durable. But some shy away from these belts because they find splicing difficult and time-consuming. This seminar will focus on how simple, quick, and safe splicing can be, and how maintenance can be reduced and sanitation heightened with the right tools. <b>Audience:</b> Wholesale - Plant Operations and Automation <b>Track:</b> Food Safety and Sanitation <b>Sponsored by:</b> </p>	<p><b>10:45 AM - 11:30 AM</b> <b>Butter Flake Rolls and Variations:</b> <b>Speaker:</b> Rick DeMaria, Professor, Johnson &amp; Wales University RBA Bakers Center: Presentation Stage   Free <b>Audience:</b> Retail - Bakers <b>Track:</b> Baking <b>Presented by:</b> </p>
<p><b>2:45 PM - 3:30 PM</b> <b>Inverted Puff Pastry</b> <b>Speaker:</b> Lauren Haas, Lead Chef of North America, Barry-Callebaust Chocolate Academy RBA Bakers Center: Presentation Stage   Free Learn the secrets of inverted puff pastry with Lauren V. Haas, Lead Chef, Chocolate Academy North America, as she creates her signature galette des rois with inverted puff pastry and chocolate- and orange-scented frangipan. <b>Audience:</b> Retail - Bakers <b>Track:</b> Baking <b>Presented by:</b> </p>	<p><b>4:15 PM - 4:45 PM</b> <b>Functional and Flavor Benefits of Using Cocoa Extract in Various Bakery Applications</b> <b>Speakers:</b> Melanie Bretnier, Director of Business Development, PROVA RBA Bakers Center: ACD Stage   Price: Free PROVA Cocoa Extracts are 8-10 times as concentrated as cocoa powder and can greatly enhance the shelf life of baked goods when used in conjunction with 20-30% reduction of cocoa powder, and at the same time provide a richer chocolate flavor. <b>Audience:</b> Wholesale - Plant Operations and Automation <b>Track:</b> Formulation <b>Sponsored by:</b> </p>	<p><b>12:00 PM - 12:45 PM</b> <b>Pate a Choux: Back to the Future: Presented by the Bread Bakers Guild of America</b> <b>Speaker:</b> Lasheeda Perry, Pastry Chef, Queen of Flavor RBA Bakers Center: Presentation Stage   Free Pate a choux is an essential dough in the baking and pastry arts world. This dough is made to make an array of different baked goods. In this demo, Chef Lasheeda aka Queen of Flavor will show you how to level up this dough by using natural food colors and unique flavor combinations. <b>Audience:</b> Retail - Bakers <b>Track:</b> Baking <b>Presented by:</b> </p>
<p><b>3:30 PM - 4:15 PM</b> <b>Hebridean Baker: Unleash Your Inner Scottish Baker</b> <b>Speaker:</b> Coinneach MacLeod, The Hebridean Baker RBA Bakers Center: Revent Celebrity Stage   Free Inspired by family recipes and traditional Scottish bakes, Coinneach is a TikTok sensation. With the Hebridean Baker TikTok account, he has motivated followers around the world to bake, forage, learn Gaelic, have a dram or two of whiskey and visit the Scottish islands. Unleash your inner Scottish baker. <b>Audience:</b> Retail - Bakers</p>		

[Purchase Sponsorships Online](#)

[Contact Sponsorship Sales](#)



# MEDIA OPPORTUNITIES

## PROVIDED BY SOSLAND PUBLISHING

Content is king—and as the exclusive media provider for IBIE, Sosland Publishing will help you earn your crown. IBIE's print and digital media products reach contacts across the industry's full ecosystem, generating hundreds of thousands of impressions for every mention of your brand. There's no better way to create engagement before, during and after the show.

OFFICIAL MEDIA PROVIDER



# IBIE PRE-SHOW GUIDE

Attendees turn to the official INSIDE IBIE Pre-show Guide to make the most of their time at IBIE 2025. This pre-show guide contains expert analysis and key insights from the editors of Baking & Snack, Food Business News, Milling & Baking News, bake, World Grain and Pet Food Processing. This issue is read by more than 20,000 decision-makers and industry pros.

68%

of attendees found the  
pre-show guide helpful  
in preparing for IBIE 2022.

Source: Cypress Research Associates

## INSIDE IBIE PRE-SHOW GUIDE RATES

ADS	RATES
FULL PAGE	\$4,500
1/2 PAGE (VERTICAL)	\$3,250
1/2 PAGE (HORIZONTAL)	\$3,250
1/3 PAGE (VERTICAL)	\$2,350
1/3 PAGE (HORIZONTAL)	\$2,350

## INSIDE IBIE PRE-SHOW GUIDE SIZES

ADS	NON-BLEED	TRIM	BLEED
FULL PAGE	7"x10"	8"x10.75"	8.25"x11"
1/2 PAGE (VERTICAL)	3.375"x10"	4"x10.75"	4.25"x11"
1/2 PAGE (HORIZONTAL)	7"x4.875"	8"x5.375"	8"x5.625"
1/3 PAGE (VERTICAL)	2.125"x10"	2.75"x10.75"	3"x11"
1/3 PAGE (HORIZONTAL)	7"x3.25"	8"x3.75"	8.25"x4"

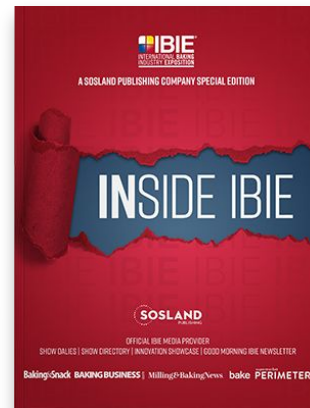
## SPECS & SUBMISSION

**Colors Available:** Publication prints standard four-color process. PMS colors are printed at additional cost. At publisher's discretion, PMS colors may be manufactured from process colors.

**Material Required:** PDF/X-1a 2001. The color and quality of print reproduction may vary if a SWOP compliant proof is not provided. Laser proofs included are for content only. Graphic images minimum resolution, 300 dpi/CMYK, minimum 150 line screen. Bitmap images and QR code resolution must be 1200 dpi or vector.

Ads route to the Exhibitor Profile or to a provided web URL in the digital edition.

**Preferred Media:** Email or FTP. PDF/X-1a files can be emailed to [preflight@sosland.com](mailto:preflight@sosland.com).



[Purchase Sponsorships Online](#)

[Contact IBIE Media Sales](#)

# IBIE SHOW DIRECTORY

The IBIE Show Directory includes everything attendees need to navigate the show—event times and places, the exhibitor list and more. Available throughout the expo and distributed to all attendees at registration, it's both an indispensable guide and a valuable resource post-event. Place an ad on its pages to make sure your company is always easy to find.

84%

of attendees said the Directory was extremely useful on-site.

65% report using it for 3+ months after IBIE.

Source: Cypress Research Associates

## SHOW DIRECTORY RATES

ADS	DIRECTORY ONLY	DIRECTORY & 3x DAILIES PACKAGE
FULL PAGE	\$3,975	\$12,500
SPREAD	\$5,950	\$15,750
1/2 PAGE ISLAND	Package Only	\$9,500
1/2 PAGE (VERTICAL)	\$2,750	\$9,000
1/2 PAGE (HORIZONTAL)	\$2,750	\$9,000
1/3 PAGE (VERTICAL)	\$2,000	\$6,000
1/3 PAGE (HORIZONTAL)	\$2,000	\$6,000

## SHOW DIRECTORY AD SIZES

ADS	NON-BLEED	TRIM	BLEED
FULL PAGE	7"x10"	8"x10.75"	8.25"x11"
SPREAD	15"x10"	16"x10.75"	16.25"x11"
1/2 PAGE ISLAND (PACKAGE ONLY)	--	--	--
1/2 PAGE (VERTICAL)	3.375"x10"	4"x10.75"	4.25"x11"
1/2 PAGE (HORIZONTAL)	7"x4.875"	8"x5.375"	8"x5.625"
1/3 PAGE (VERTICAL)	2.125"x10"	2.75"x10.75"	3"x11"
1/3 PAGE (HORIZONTAL)	7"x3.25"	8"x3.75"	8.25"x4"

## SPECS & SUBMISSION

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Ads route to the Exhibitor Profile or to a provided web URL in the digital edition.

**Preferred Media:** Email or FTP. PDF/X-1a files can be emailed to [preflight@sosland.com](mailto:preflight@sosland.com).



[Purchase Sponsorships Online](#)

[Contact IBIE Media Sales](#)

# RETAILER'S GUIDEBOOK

Whether your exhibit is entirely directed at small- and medium-sized bakers or you have a single item for this market segment, advertising in the Retailer's Guidebook offers you a way to target just the right crowd. While this guidebook is available for pickup throughout the show, it's also distributed in advance to bake magazine subscribers.

75%

of attendees found the guidebook very useful to prepare for IBIE 2022.

Source: Cypress Research Associates

## RETAILER'S GUIDEBOOK RATES

ADS	RATES
FULL PAGE	\$3,700
1/2 PAGE (VERTICAL)	\$2,325
1/2 PAGE (HORIZONTAL)	\$2,325
1/3 PAGE (VERTICAL)	\$1,800
1/3 PAGE (HORIZONTAL)	\$1,800

## RETAILER'S GUIDEBOOK AD SIZES

ADS	NON-BLEED	TRIM	BLEED
FULL PAGE	7.25"x9.25"	8.75"x10.75"	9"x11"
1/2 PAGE (VERTICAL)	3.5"x9.25"	4.25"x10.75"	4.5"x11"
1/2 PAGE (HORIZONTAL)	7.25"x4.625"	8.75"x5.25"	9"x5.5"
1/3 PAGE (VERTICAL)	2"x9.25"	2.75"x10.75"	3"x11"
1/3 PAGE (HORIZONTAL)	7.25"x2.75"	8.75"x3.625"	9"x3.875"

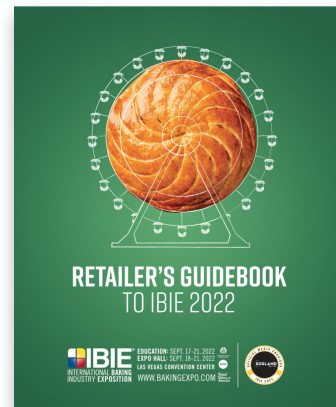
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Ads route to the Exhibitor Profile or to a provided web URL in the digital edition.

**Preferred Media:** Email or FTP. PDF/X-1a files can be emailed to [preflight@sosland.com](mailto:preflight@sosland.com).



[Purchase Sponsorships Online](#)

[Contact IBIE Media Sales](#)



# IBIE POCKET GUIDE

The IBIE 2025 Pocket Guide delivers eyes on your products at the baking industry's most anticipated event. Tipped into the Official IBIE Show Directory, this indispensable resource guides seasoned veterans and first-time attendees alike to booths, events, sessions and other vital IBIE information. Make sure your messaging is found exactly where your audience is looking - from show opening to show close.

## POCKET GUIDE RATES

AD	RATE
FULL PAGE	\$5,000 Limited Availability

## POCKET GUIDE AD SIZES

AD	NON-BLEED	TRIM	BLEED
FULL PAGE	3.75"x9.5"	4.25"x10"	4.5"x10.25"

## SPECS & SUBMISSION

**Colors Available:** Publication prints standard four-color process. PMS colors are printed at additional cost. At publisher's discretion, PMS colors may be manufactured from process colors.

**Material Required:** PDF/X-1a 2001. The color and quality of print reproduction may vary if a SWOP compliant proof is not provided. Laser proofs included are for content only. Graphic images minimum resolution, 300 dpi/CMYK, minimum 150 line screen. Bitmap images and QR code resolution must be 1200 dpi or vector.

**Preferred Media:** Email or FTP. PDF/X-1a files can be emailed to [preflight@sosland.com](mailto:preflight@sosland.com).



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# SHOW DAILIES

As an advertiser in the IBIE Show Daily, your products and booth will greet thousands of attendees as they enter the halls each day and read the previous day's recap of events and a preview of activities to come and featured innovations. It's an ideal way to make sure your brand is top of mind.

65%

of 2022 attendees  
found the show dailies  
very useful on-site.

Source: Cypress Research Associates

## SHOW DAILY RATES (INCLUDES 3 ISSUES)

ADS	DAILIES X3	DIRECTORY & 3x DAILIES PACKAGE
FULL PAGE	\$9,550	\$12,500
SPREAD	\$12,000	\$15,750
1/2 PAGE ISLAND	\$7,250	\$9,500
1/2 PAGE (VERTICAL)	\$6,950	\$9,000
1/2 PAGE (HORIZONTAL)	\$6,950	\$9,000
1/3 PAGE (VERTICAL)	\$4,775	\$6,000
1/3 PAGE (HORIZONTAL)	\$4,775	\$6,000

## SHOW DAILY AD SIZES

ADS	NON-BLEED	TRIM	BLEED
FULL PAGE	7"x10"	8"x10.75"	8.25"x11"
SPREAD	15"x10"	16"x10.75"	16.25"x11"
1/2 PAGE ISLAND	4.625"x7.5"	5.25"x8"	5.5"x8.25"
1/2 PAGE (VERTICAL)	3.375"x10"	4"x10.75"	4.25"x11"
1/2 PAGE (HORIZONTAL)	7"x4.875"	8"x5.375"	8"x5.625"
1/3 PAGE (VERTICAL)	2.125"x10"	2.75"x10.75"	3"x11"
1/3 PAGE (HORIZONTAL)	7"x3.25"	8"x3.75"	8.25"x4"

## SPECS & SUBMISSION

**Colors Available:** Publication prints standard four-color process. PMS colors are printed at additional cost. At publisher's discretion, PMS colors may be manufactured from process colors.

**Material Required:** PDF/X-1a 2001. The color and quality of print reproduction may vary if a SWOP compliant proof is not provided. Laser proofs included are for content only. Graphic images minimum resolution, 300 dpi/CMYK, minimum 150 line screen. Bitmap images and QR code resolution must be 1200 dpi or vector.

**Preferred Media:** Email or FTP. PDF/X-1a files can be emailed to [preflight@sosland.com](mailto:preflight@sosland.com).



[Purchase Sponsorships Online](#)

[Contact IBIE Media Sales](#)

# NEWSLETTERS

Reach every vertical across the entire baking industry each morning of the event with digital advertising in the IBIE Today show daily and IBIE Breaking News emails. Sent to all contacts in IBIE's and Sosland Publishing's databases—attendees and non-attendees alike—the content has the power to connect your brand with hundreds of thousands of buyers looking for the products you have to offer.

66%

**of 2022 attendees  
found the show dailies  
very useful on-site.**

Source: Cypress Research Associates

## COUNTDOWN TO IBIE

In the weeks leading up to IBIE, this newsletter will preview must-attend sessions and events, so attendees can plan and make the most out of their expo experience.

ADS

1/WK FOR 8 WEEKS  
LEADING UP TO IBIE

TOP+BOTTOM BLOCKBUSTER ADS +  
SPONSORED MESSAGE

\$9,550

## GOOD MORNING IBIE

A must-read, these look ahead at each day's biggest events and opportunities help attendees plan their time and stay in the know.

ADS

SAT.

SUN.

MON.

TUES.

WED.

BLOCKBUSTER AD +  
SPONSORED MESSAGE

\$6,000

\$6,000

\$5,000

\$4,500

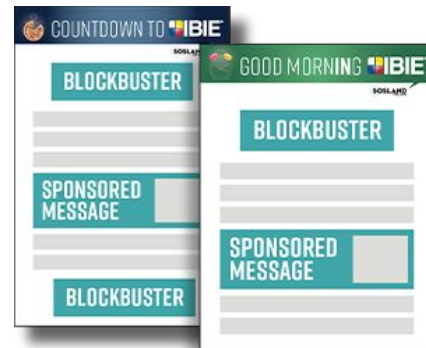
\$3,000

### SPECS & SUBMISSION:

Specs: Blockbuster Ad (550x150px) AND Sponsored Message (up to 150 characters)

File Size: 50 KB maximum. Resolution: 72 dpi.

Format: JPG, GIF, animated GIF. Animated GIFs only display the first frame of animation in Outlook versions prior to 2016. If submitting an animated GIF, ensure your logo and most pertinent content are on the first frame. 1x1 tracking pixels are not accepted for newsletter ads. Supply a click-through URL for each ad submitted. Advertisers will be billed for alterations or design services requested for any digital ad. Submit all ads as an attachment to: [webads@sosland.com](mailto:webads@sosland.com).



[Purchase Sponsorships Online](#)

[Contact IBIE Media Sales](#)

# IBIE WEBSITE

Before attendees arrive at IBIE, they visit BakingExpo.com to register, research and plan their participation on-site. Help prospects and customers find you at the expo by making web ads part of your pre-show promotional mix. Limited website sponsorships are available on a first-come, first-served basis. Ads rotate throughout the site in equal increments.

83%

of attendees rated the official IBIE website as extremely useful in preparing for the expo.

Source: Cypress Research Associates

## WEBSITE RATES

### Leaderboard - \$8,500

Size: 728x90px (WxH)

Run of site for the entire year.

### Medium Rectangle 1 - \$7,350

Size: 300x250px (WxH)

Run of site for the entire year.

### Medium Rectangle 2 - \$5,000

Size: 300x250px (WxH)

Run of site for the entire year.

## SPECS & SUBMISSION:

### Digital Ad Specs

File Size: 200K Maximum.

Format: JPG, GIF, animated GIF, HTML5.

Resolution: 72 dpi. Color depth: 8 bit (256 colors).

Ads with white backgrounds must have a visible 1-pixel border. Every ad must include a working click-through URL.

Advertisers will be billed for alterations or design services requested to any digital ad.

Submit all ads as an email attachment to: [webads@sosland.com](mailto:webads@sosland.com) with the client's name in the subject line.



[Purchase Sponsorships Online](#)

[Contact IBIE Media Sales](#)



# MOBILE APP

Get in their back pocket—literally. Mobile apps have become an integral part of an expo experience. Available from any smartphone or tablet, this handheld on-the-go resource offers complete information at your fingertips. Both rotating sponsorships and push notification messages are available.

85%

of attendees rated  
the IBIE mobile app  
extremely useful in  
preparing for the expo.

Source: Cypress Research Associates

## IBIE 2025 MOBILE APP RATES

**Run of App Sponsorships: \$8,500**

(10 available)

**Mobile Alerts: \$1,700-\$2,850**

(10 per day available; Sunday through Wednesday)

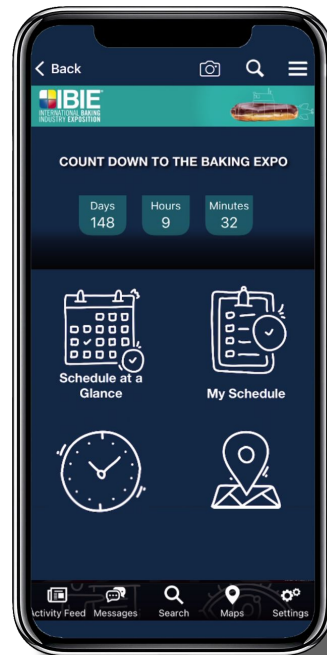
### SPECS & SUBMISSION:

#### Mobile Alerts Materials:

Alerts are comprised of a title and description copy.  
Character counts and additional details will be provided at a later time.

#### App Ad Specs

File size, format and other specifications will be provided at a later time.  
Submit all ads as an email attachment to: [webads@sosland.com](mailto:webads@sosland.com) with the client's name in the subject line.



[Purchase Sponsorships Online](#)

[Contact IBIE Media Sales](#)

# INNOVATION SHOWCASE

Generate awareness and excitement around your breakthrough products with a spotlight in this very popular package deal.

Paid submissions are promoted before and during the show with placements in IBIE media and displayed in a prominent area outside the expo halls.

All innovations must be new offerings and not have been exhibited at any previous IBIE.

## PROMOTIONAL PACKAGE INCLUDES:

- One email announcing the entries prior to IBIE
- Social media post announcing the entries
- A section on BakingExpo.com
- Inclusion in the official 2025 mobile app
- Listing in Sosland's IBIE Pre-Show Guide
- Full page coverage in the IBIE Show Directory
- 34.75"x54.5." poster display in the LVCC
- Placard for exhibitor's booth
- Inclusion in post-show email campaign after the expo ends to ensure continued exposure.

**Cost: \$6,500**—limited availability

## MATERIAL SUBMISSION

- Company name.
- Company contact (name, email, cell phone).
- Name of Innovation Showcase product;
- Company web address.
- IBIE Booth # (where innovation will be displayed).
- Maximum of five bullet points that summarize the submission.
- A detailed description of your innovation— 50-75 words required.
- Artwork: Please submit hi-res images of your company logo and product innovation. Images must be at least 300 dpi and company logo provided as an .eps file.



## Specs & Submission

Once your entry has been confirmed, please email the your materials to [IBIEInnovation@sosland.com](mailto:IBIEInnovation@sosland.com) to complete your Innovation Showcase entry.

[Purchase Sponsorships Online](#)

[Contact IBIE Media Sales](#)

# AMPLIFY YOUR IMPACT AT IBIE 2025

Choose from a full slate of creative and customizable ways to get your brand in front of the right decision-makers and fuel sales. Whatever your budget and goals, we can help you tailor a package to accommodate them.

Contact us to secure your ideal sponsorship or media placement today:



**Sponsorship Opportunities**  
**Kelly Allen**

[Sponsorships@BakingExpo.com](mailto:Sponsorships@BakingExpo.com)



**IBIE Media/Innovation Showcase**  
**James Boddicker**

[Media@BakingExpo.com](mailto:Media@BakingExpo.com)



**RBA Sponsorships**  
**Marissa Velie**

[RBA@BakingExpo.com](mailto:RBA@BakingExpo.com)



**INTERNATIONAL BAKING  
INDUSTRY EXPOSITION**

**EDUCATION: SEPT. 13-17, 2025**

**EXPO HALL: SEPT. 14-17, 2025**

**LAS VEGAS CONVENTION CENTER**

**[WWW.BAKINGEXPO.COM](http://WWW.BAKINGEXPO.COM)**



For more information, visit: [BakingExpo.com/Sponsorship](https://BakingExpo.com/Sponsorship)