



IBIE[®] EDUCATION: SEPT. 13-17, 2025
EXPO HALL: SEPT. 14-17, 2025
INTERNATIONAL BAKING
INDUSTRY EXPOSITION LAS VEGAS CONVENTION CENTER
WWW.BAKINGEXPO.COM

Welcome to the **IBIE 2025 EXHIBITOR SUMMIT**



Agenda



**Exhibitor
Marketing Toolkit**



**Sponsorship &
Advertising Prospectus**



WiFi
SSID: IBIE Exhibitor Summit
PW: IBIE4bakingheroes2025



One-On-One Meetings

IBIE Team

- Show Management/
Exhibitor Support
- Sponsorship & Advertising
- Marketing Support

Official IBIE Vendors

- Freeman
- Maritz (Registration/Lead Retrieval)
- OnPeak (housing)
- Sosland Publishing
- Sodexo Live (catering)



WiFi

SSID: IBIE Exhibitor Summit
PW: IBIE4bakingheroes2025

Only 234 Days
Until IBIE!



Jorge Zarate
IBIE 2025 Chair

Chief Supply Chain Officer,
Chief Sustainability Officer,
Grupo Bimbo





TODAY'S AGENDA

- 1 Vendor Partner 1:1 Meetings
- 2 IBIEducate & Show Features
- 3 Tour the “NEW” North Hall
- 4 Mastering Move-In/Out
- 5 Insights From Our Experts Panel
- 6 Roundtable Discussions
- 7 Key Take-Aways



WiFi

SSID: IBIE Exhibitor Summit
PW: IBIE4bakingheroes2025

SCHEDULE AT-A-GLANCE



- Education: September 13 – 17 (Saturday – Wednesday)
- Expo Hall: September 14 – 17 (Sunday – Wednesday)
- Exhibits
- Attendee Registration



 **IBIE**[®] *Educate*



WHAT IS  IBI[®] *Educate* ?

WHO SHOULD ATTEND?



WHEN & WHERE IS **IBIE** *Educate* ?



SESSION CLASSROOMS HANDS-ON CLASSROOMS

September 13, 14, 15
8:30 AM – 3:30 PM

September 16
8:30 AM – 12:00PM

WHOLESALE BAKER CENTER RETAIL BAKER CENTER ARTISAN VILLAGE

September 14, 15, 16
During show hours





WHOLESALE EDUCATION TOPICS

- Automation
- Digital Manufacturing
- Trends in Food Science
- Workforce
- Marketing
- Sustainability for Commercial Bakers
- Hot Topics: Products in Demand
- Artisan Baking

EDUCATION IN THE EXPO



Wholesale
BAKERS  **CENTER**

RETAIL EDUCATION TOPICS



Business for Retail

- workforce
- ingredient sourcing
- pricing
- branding & marketing
- production scale-up

Cookie & Cake Decorating

- fondant
- wedding cakes
- custom cookies
- sculpted cakes
- modeling chocolate
- gum paste
- trending techniques

Baking Techniques

- artisan and sourdough
- lamination
- specialty diets
- specialty grains
- biscuits & cookies
- pies & tarts
- decorative displays

EDUCATION IN THE EXPO



Retail Bakers of America
BAKERS  CENTER

RBA RETAIL BAKERS CENTER



CAKE DECORATING COMPETITION



EDUCATION IN THE EXPO



KEY TAKEAWAY #1

NEW! Registration for IBIE 2025 now includes access to the expo, show floor demos and **all IBIEducate sessions.**



IBIE[®] EDUCATION: SEPT. 13-17, 2025
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INTERNATIONAL BAKING LAS VEGAS CONVENTION CENTER
INDUSTRY EXPOSITION WWW.BAKINGEXPO.COM

KEY TAKEAWAY #2

SPONSORSHIP OPPORTUNITIES

IBIEducate Notebooks
\$10,000

IBIEducate Education Session(s)
\$1,500

Exhibitor Presentation
\$3,000



SHOW FEATURES

Experiences, Competitions & Awards



BAKING COMPETITIONS



INDUSTRY AWARDS



Prove your leadership in categories like:

- Sustainability
- Plant Efficiency
- Sanitation
- Automation & Robotics
- Workforce Development
- **NEW!** Sustainable Packaging Innovation

As a qualifying participant, you'll gain invaluable exposure:



REACH NEW CUSTOMERS:

Get featured in *Snack Food & Wholesale Bakery's* pre-show issue reaching thousands of industry professionals.



BOOST YOUR CREDIBILITY:

Be recognized in IBIE press releases, on the website, and in videos seen by key decision-makers.



CELEBRATE YOUR SUCCESS:

Take center stage at the BEST in Baking Awards Ceremony at IBIE 2025.

Don't miss your chance to be recognized! Submit your application now through April 30, 2025.

www.bakingexpo.com/best

NEW! PAVILIONS



SNACK FOOD PAVILION




PET FOOD PAVILION

THE ROCKIN' PINT



SHOW FEATURES





SPONSORSHIP & ADVERTISING OPPORTUNITIES

Amplify Your Brand Before + During IBIE 2025



GIVE YOUR BRAND & EXHIBIT A BOOST



Sponsorship opportunities maximize your marketing dollars by prominently positioning your brand in front of thousands of baking professionals.

- 85% attend to see new products and services
- 32% attend no other industry expos – only IBIE
- 88% of attendees approve or recommend purchases
- 57% of IBIE attendees with buying authority have an annual purchasing budget of more than \$100,000; 23% of that segment have a budget of over \$1M

DRIVE TRAFFIC TO YOUR BOOTH



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.

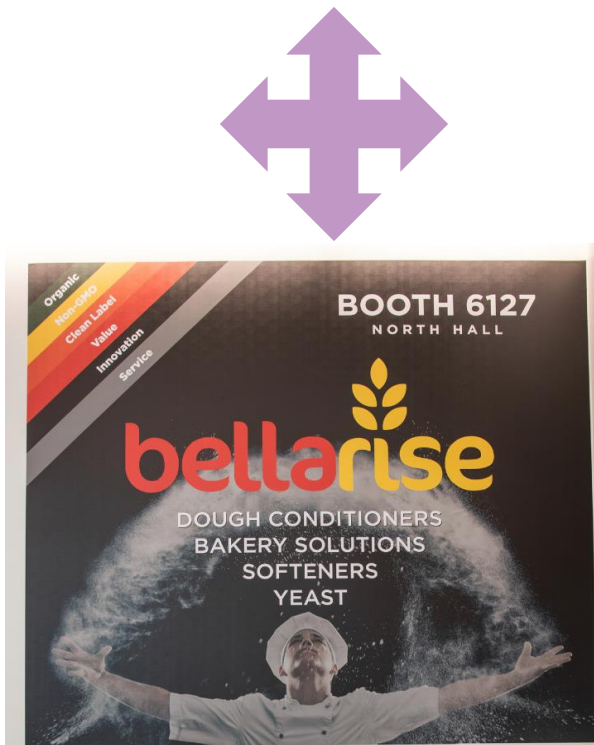
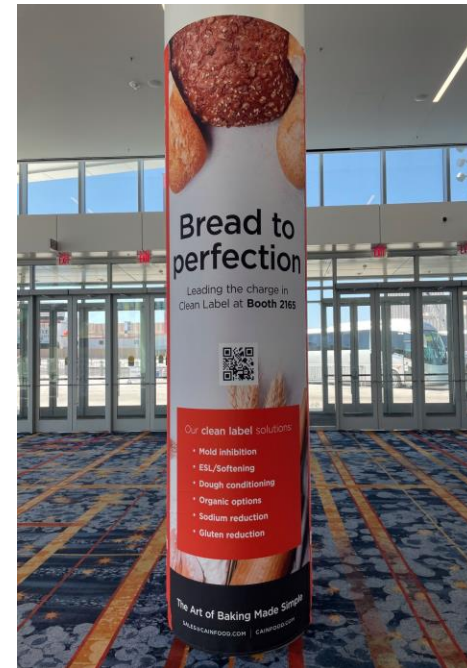


This is the place to capture the attention of IBIE attendees!

GET YOUR NAME OUT THERE

Ensure thousands of IBIE attendee's 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.



ALL EYES ON YOUR BRAND



Make a personal connection.

These high-impact opportunities will be part of every attendee's IBIE experience, starting with registration and continuing throughout the tradeshow.

Excellent options for increasing your brand recognition!



SHOWBAG



**INNOVATION
SHOWCASE**



IBIE WEBSITE



CONFIRMATION EMAIL



TAKE THE STAGE!

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.



MOBILE APP - ADS



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



ROTATING BANNER ADS - \$8,500 each (15 avail.)

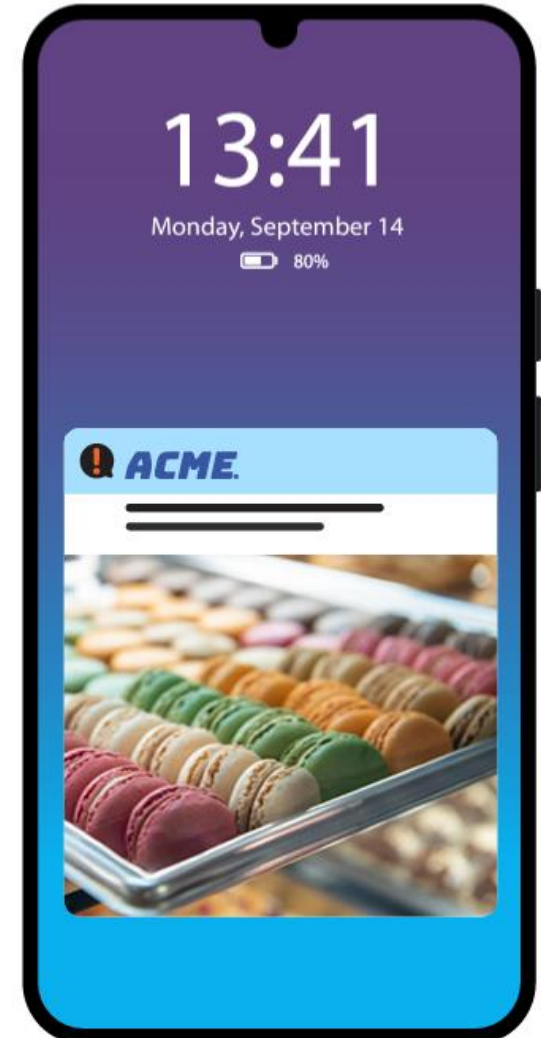
Maximize your reach with IBIE attendees. Mobile banner ads are displayed in multiple locations throughout the app with one touch access to your listing, your website or your booth location on the map.

RICH PUSH NOTIFICATIONS

Capture a wider audience more effectively with engaging mobile app push notifications. Push notifications may feature multimedia elements and reach a user's inbox even when the app is not open.

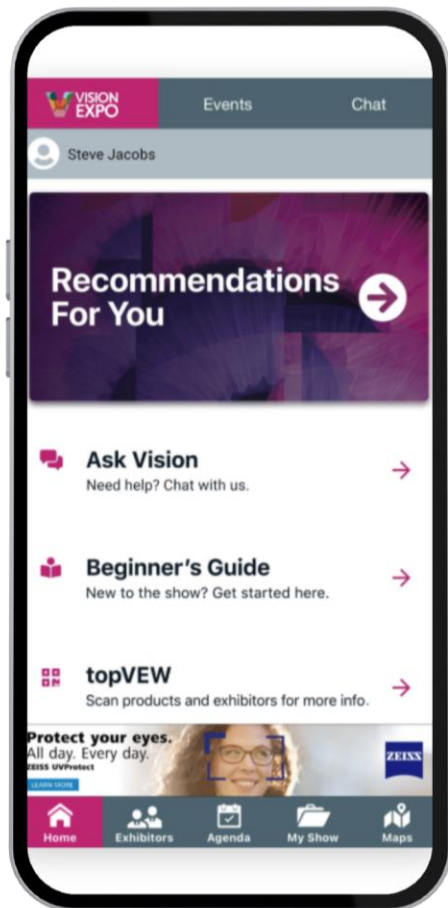
RATES:

\$1,500 each (10 avail. BEFORE)
\$3,000 each (15 avail. DURING)
\$1,500 each (8 avail. AFTER)

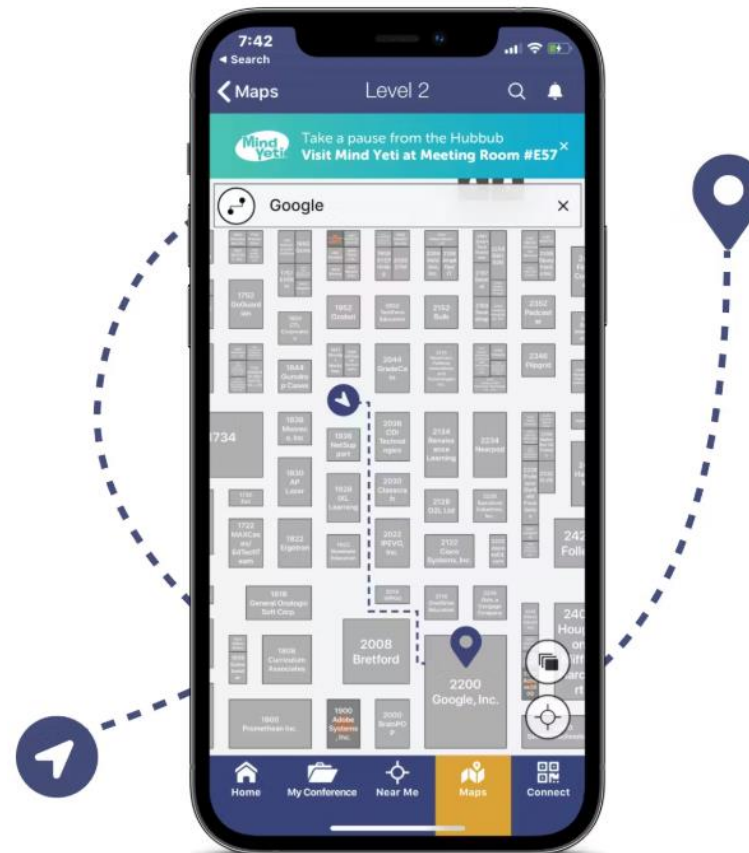


MOBILE APP - UPDATES

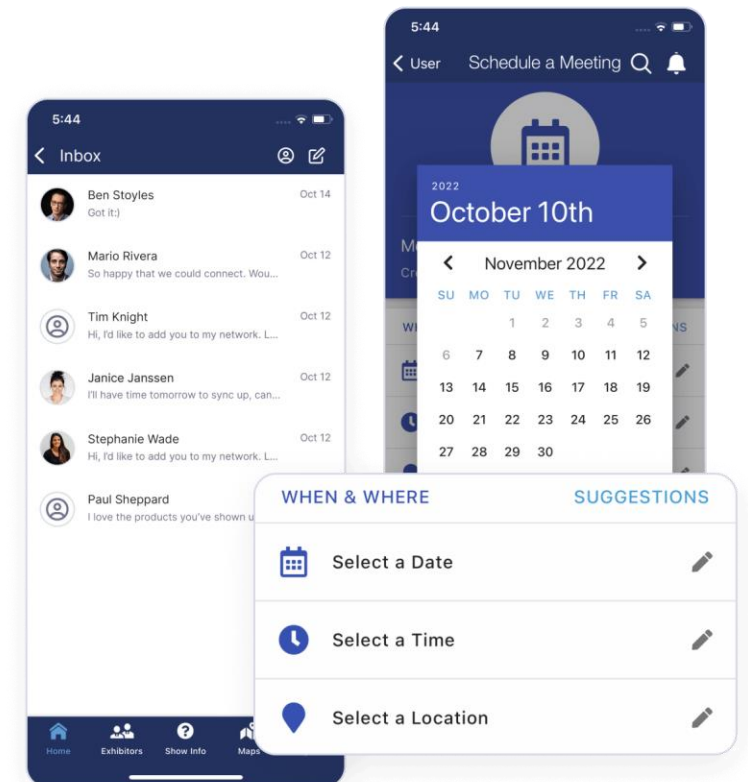
RECOMMENDATIONS



WAYFINDING



MATCH-MAKING & MEETING SCHEDULER



GROUP 1 (gold sticker):
Tour of LVCC North Hall

GROUP 2 (silver sticker):
Mastering Move-In & Move-Out



IBIE 2025

**Mastering Move-In and
Move-Out**

Freeman

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IBIE Material Handling Package

What's included in the material handling package?

Freight shipped from your location to Freeman advanced warehouse or direct to showsite on your assigned, target move-in date.

- Includes unloading of all materials and delivery to your booth
- Includes storage of all empty containers and their return at conclusion of show
- Includes one time spotting of machinery supervised by exhibitor
- All machinery should be shipped directly to LVCC on your target date
- Advanced warehouse receiving date: July 15th – Sept. 3rd between 7am-2:30pm (after Sept. 3 exhibitors are subject to after deadline charge)
- Direct to showsite dates: refer to your target move in date and time published in service manual



Material Handling Process

Move-In Freight:

- Carrier checks in to marshalling yard on your assigned target date/time (if delivered off target, charges may apply).
- At the time of check in paperwork is generated and carriers are assigned window cards.
- Carriers are called up by the window card when dock space is available for unloading.
- Freeman teamsters unload your materials and deliver to designated locations per the labels and paperwork.
- When scheduling labor, please allow enough time for your freight to be delivered (approximately 3-4 hours after your target time).
- Freeman stores your tagged empty containers until after the show.
- Advanced warehouse shipments delivered to exhibitors' booths by assigned target date/time.



Material Handling Process

Move-Out Freight:

- At the close of show Freeman delivers your empty containers once carpet has been pulled up and it is safe to start delivery.
- Exhibitors are required to fill out the Material Handling Agreement (MHA) form once they are all packed up and ready to be loaded out.
- Carriers are to check into the marshalling yard on the assigned target date/time for move out. This is a check in time not a freight loading time. (if off target, charges may apply).
- At time of check in – paperwork is generated and MHA is matched to the carrier. Carriers are dispatched once dock space is available for loading AND only if the MHA is turned in.
- Freeman teamsters then load the materials to designated carrier.

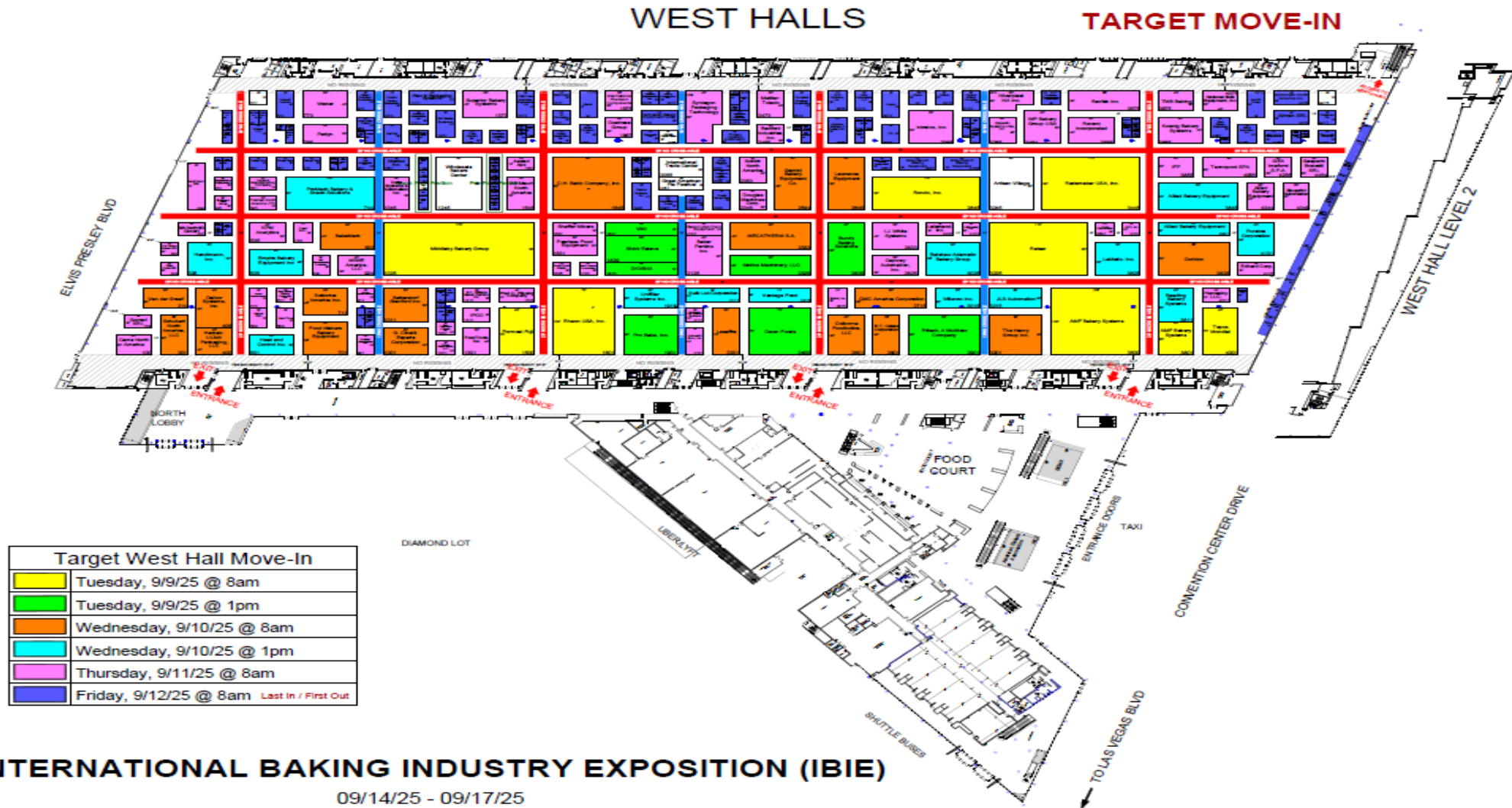


Targeted Move-In & Move-Out Process

- Every exhibitor is assigned a target date and time for both move-in AND move-out.
- This date and time is for driver check-in and not necessarily the time you will be unloaded.
- You can make a request to change that date and we will confirm if available.
- Targeting assists in planning and we will have your electrical and carpet installed in advance of target date, if ordered through Freeman.



Inbound Target Plan - West



INTERNATIONAL BAKING INDUSTRY EXPOSITION (IBIE)

09/14/25 - 09/17/25

LAS VEGAS CONVENTION CENTER - WEST HALL - LAS VEGAS, NV

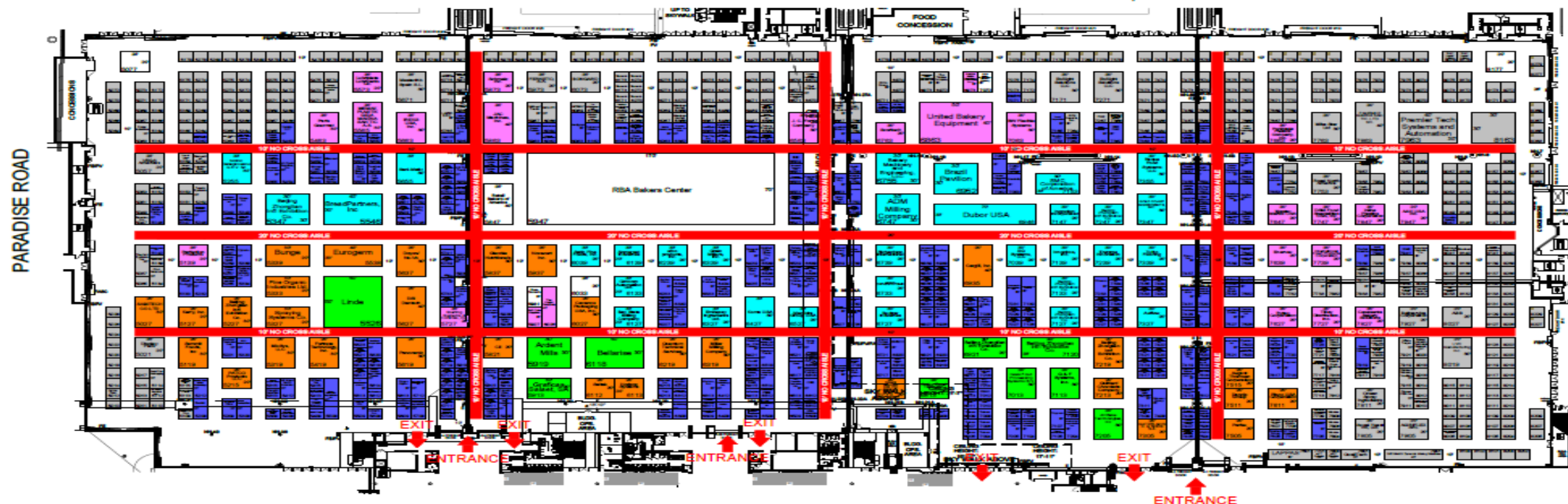
North

INTERNATIONAL BAKING INDUSTRY EXPOSITION (IBIE)

09/14/25 - 09/17/25

LAS VEGAS CONVENTION CENTER - NORTH HALL - LAS VEGAS, NV

TARGET MOVE-IN



Target North Hall Move-In	
	Tuesday, 9/9/25 @ 1pm
	Wednesday, 9/10/25 @ 8am
	Wednesday, 9/10/25 @ 10am
	Thursday, 9/11/25 @ 8am
	Thursday, 9/11/25 @ 10am
	Friday, 9/12/25 @ 8am <small>Last In / First Out</small>

Outbound Target Plan - ~~West~~



North

INTERNATIONAL BAKING INDUSTRY EXPOSITION (IBIE)

09/14/25 - 09/17/25

LAS VEGAS CONVENTION CENTER - NORTH HALL - LAS VEGAS, NV

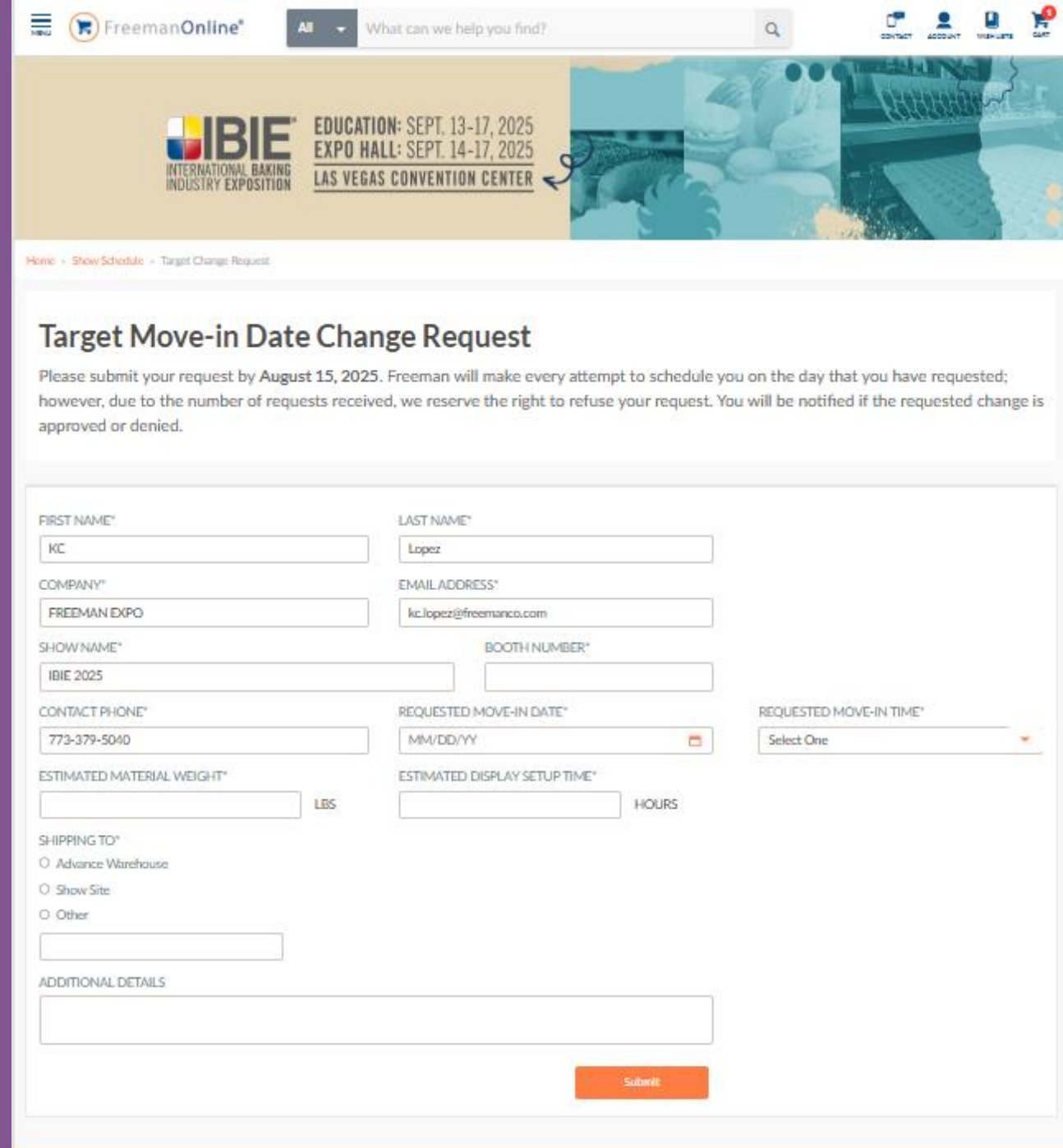
TARGET MOVE-OUT



Target North Hall Move-Out	
	Thursday, 9/18/25 @ 10am
	Thursday, 9/18/25 @ 2pm
	Friday, 9/19/25 @ 10am
	Friday, 9/19/25 @ 2pm
	Saturday, 9/20/25 @ 10am

Target Change Request Form

- Form is located on Freeman Online and can be accessed 2 ways.
- Complete and return by August 15th**
- Freeman will make every effort to accommodate all requests.



The screenshot shows the FreemanOnline website interface. At the top, there's a navigation bar with the FreemanOnline logo, a search bar, and links for Contact, Account, My Exhibits, and Cart. Below this is a banner for the IBIE International Baking Industry Exposition, with dates for Education (Sept. 13-17, 2025) and Expo Hall (Sept. 14-17, 2025) at the Las Vegas Convention Center. The main content area is titled "Target Move-in Date Change Request" and includes a disclaimer about the deadline and the right to refuse requests. The form itself contains several fields: First Name (KC), Last Name (Lopez), Company (FREEMAN EXPO), Email Address (kc.lopez@freemanco.com), Show Name (IBIE 2025), Booth Number (empty), Contact Phone (773-379-5040), Requested Move-in Date (MM/DD/YY), Requested Move-in Time (Select One), Estimated Material Weight (LBS), and Estimated Display Setup Time (HOURS). There are also radio buttons for Shipping To (Advance Warehouse, Show Site, Other) and an additional details text area. A Submit button is at the bottom right.

FreemanOnline®

What can we help you find?

IBIE®
INTERNATIONAL BAKING
INDUSTRY EXPOSITION

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

Home » Show Schedule » Target Change Request

Target Move-in Date Change Request

Please submit your request by **August 15, 2025**. Freeman will make every attempt to schedule you on the day that you have requested; however, due to the number of requests received, we reserve the right to refuse your request. You will be notified if the requested change is approved or denied.

FIRST NAME*
KC

LAST NAME*
Lopez

COMPANY*
FREEMAN EXPO

EMAIL ADDRESS*
kc.lopez@freemanco.com

SHOW NAME*
IBIE 2025

BOOTH NUMBER*

CONTACT PHONE*
773-379-5040

REQUESTED MOVE-IN DATE*
MM/DD/YY

REQUESTED MOVE-IN TIME*
Select One

ESTIMATED MATERIAL WEIGHT*
LBS

ESTIMATED DISPLAY SETUP TIME*
HOURS

SHIPPING TO*
☐ Advance Warehouse
☐ Show Site
☐ Other

ADDITIONAL DETAILS

Submit

Freight Planning

Advance Planning is Critical:

- Freeman freight survey launching in April with follow-up calls
- Advance freight receiving included in package (Warehouse Receiving 7/15/25- 9/3/25) and in booth by target date/time.
- Encouraged to ship crated materials to warehouse in advance – however, we do not accept uncrated machinery at the warehouse
- Uncrated machinery and loose material must come direct to hall on target date
- Discount deadline for all other services: **Friday, August 15, 2025** (rental & carpet orders)



Survey Questionnaire

- Required for all exhibits with machinery
- Survey launches in April
- Questions in advance of survey can be sent to:
jaime.howell@freeman.com
- Freeman freight team reviews all survey responses and follows up via call/email with questions
- Contact Jaime Howell directly any with questions by email



Labor Jurisdictions in Las Vegas

Las Vegas Labor Jurisdictions and what you can do as exhibitors?

- We are obligated to abide by all labor jurisdictions Las Vegas
- What can exhibitors do in their booth? Highlights include:
 - ✓ Hand carry items in through main entrance doors, but not docks
 - ✓ Plug into any 120V/20A service & hang small clip-on lights in their booth
 - ✓ Use full-time company personnel to install & dismantle their display
 - ✓ Install and remove any non-electrical signs attached to their display



Electrical Bundle New in 2025

To simplify and provide more cost predictability all materials, cords, quad boxes cables, are included in your utility outlet order

- Simplify the process and make costs more predictable
- All of these items have been bundled into one outlet price
- If you have machinery or specific locations that need drops, please include a layout with your order
- Specify any materials, cords, quad boxes, cables etc. needed on order form
- Recommend that you pre-wire all machinery which will expedite hook-ups



Advance Planning Tips & Cost Saving Ideas

Planning = Savings

- Know and adhere to your target date
- Ship crated and boxed material to advance warehouse & machinery to LVCC
- Provide electrical layouts with your orders so we can install in advance of your target date
- Order furniture and carpet services by advance price deadline of **August 15th and save up to 30 percent**
- All exhibitors with machinery must fill out survey so that we can plan with proper lift equipment to unload your heavy machinery
- Safety and security is always the priority



- Freeman capabilities and commitment
- Custom rental and turn-key options
- New systems and graphic options

- Freeman capabilities and commitment
- Custom rental and turn-key options
- New systems and graphic options



Custom Designed Rentals – Activate a higher level of strategy, creative, and design resources to create an immersive brand experience. (400 square feet and up)



thank
you



Freeman[™]

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UNION JURISDICTION IN LAS VEGAS



Full-time Employees

Exhibitor Appointed Contractors

Hand-carrying into the Exhibit Hall

Privately Operated Vehicles (POVs)

Exhibitors Can Do Many Electric Hook-ups Themselves

INSIGHTS FROM OUR EXPERTS






PANELISTS


Moderator:

Jorge Zarate, Global SVP of Operations, IBIE
Show Chair, Grupo Bimbo

- **Sergio Caballero**, Regional Sales Manager, FoodTools, Inc.
- **Tricia McNamara**, Marketing Manager, AB Mauri North America
- **Jeff Yankellow**, Director of Bakery & Food Services Sales, King Arthur Baking Company, Inc.



PEER-TO-PEER ROUNDTABLE DISCUSSIONS



- **Roundtable 1 (blue sticker):**
Exhibitor Marketing That Works
- **Roundtable 2 (pink sticker):**
Smart Booth Strategies
- **Roundtable 3 (green sticker):**
Converting Leads Into Customers
(across the hall in Room 320)

KEY TAKE-AWAYS FOR EXHIBIT SUCCESS



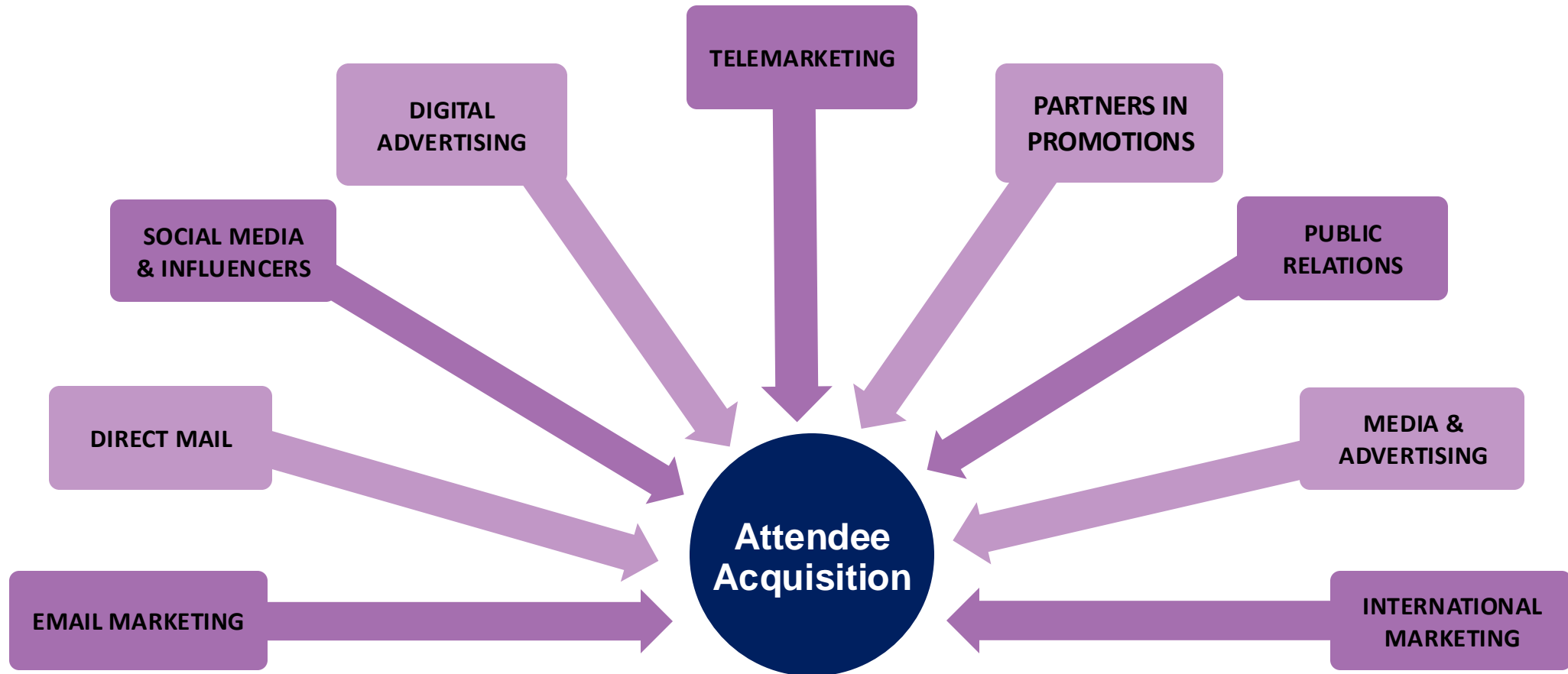


EXHIBITOR MARKETING TOOLKIT

Tips, Tricks and Free Tools!



PRE-SHOW MARKETING





IBIE 2025 EXHIBITOR PROMOTION CHECKLIST

Get the most out of your investment and maximize your ROI.

IBIE attracts more than 20,000 professionals across the entire grain-based foods industry. Stand out to your target buyer and amplify your participation at the Baking Expo™. Take advantage of these marketing tips and tools - proven to generate leads, expand selling opportunities and drive traffic to your booth.

MARCH / APRIL / MAY

- ❑ Secure **sponsorships and advertising** to extend your presence beyond the booth and drive sales.
- ❑ Apply for the **BEST In Baking Awards** by April 30.
- ❑ Use the IBIE logo, your booth number and unique exhibitor discount code in your **ads, social posts, emails**, etc.
- ❑ Add **banner ads** with the 20% off exhibitor discount code / link on your website and in newsletters to promote your presence.
- ❑ Spotlight your new products by participating in the **Innovation Showcase**.
- ❑ Attend IBIE's free **webinar series** about navigating the exhibitor experience and maximizing your ROI.
- ❑ Ensure your **company listing** is up-to-date before the directory and mobile app deadlines. Log in to the Exhibitor Resource Center (ERC) to make updates.

JUNE / JULY / AUGUST

- ❑ **Advertise** in the Official IBIE 2025 Show Directory, Mobile App and Show Dailies.
- ❑ Have your sales team add the IBIE **email signature graphics** to their email profiles.
- ❑ Incorporate pre-made or customized **social media graphics** into your promotional plan. Tag @BakingExpo | #IBIE2025 for a chance to be reposted.
- ❑ Send **direct mail** invitations to customers, prospects, and key industry professionals.
- ❑ Share **press releases** with industry publications highlighting product launches or happenings in your booth. Contact PR@BakingExpo.com to request the IBIE 2025 pre-registered media list.



Visit the Exhibitor Marketing Toolkit online for additional information and to download or customize assets. Use this suggested timeline and checklist to track completion.



GIVE YOUR BOOTH A BOOST

You've already made the first step towards success by participating in IBIE 2025 — now make the most out of it by promoting your presence. Use these simple pre-show marketing strategies to promote your presence in advance—proven to generate leads, expand selling opportunities and drive traffic to your booth.

IBIE 2025 EXHIBITOR MARKETING TOOLKIT



20% OFF CUSTOMER BADGES

Incentivize customers and prospects to visit your booth by sharing a 20% discount on their registration. Feel free to include this in any of your marketing. Your unique discount code is EXH(+Your Booth Number). For example, booth #123 is EXH123. To receive a discount code pURL, view redemptions and more visit the [Exhibitor Resource Center Portal](#). Offer valid 3/6/25-9/17/25.



MARKETING CHECKLIST

Download the suggested promotional timeline and checklist. [Print this file](#) for a convenient reference throughout the year.



IBIE LOGOS & CONTENT

[Visit our logo library](#) and be sure to include the IBIE logo and your booth number in company ads, promotional literature and more. Check out the [photo and video library](#) for other IBIE content.



BANNER ADS

Place these [pre-made banner ads](#) on your company's website and newsletters to promote your presence at IBIE 2025. Use this suite to customize your own banners including the option to add your logo, booth number and unique discount code.



SOCIAL MEDIA POSTS

Tap into your social media channels to promote your IBIE



PUBLIC RELATIONS

[Get tips and tools](#) for capturing media attention at IBIE. Need

FREE MARKETING TOOLS & ASSETS:

- Postcards
- E-Vite Template + Guide
- Email Signature Graphics
- Social Media Graphics + Guide
- Digital Banner Ads
- Press Release Template + Guide
- And More...



SOCIAL MEDIA GRAPHICS

POST-CARDS



BANNER ADS
& E-SIGNATURES



EXTEND 20% OFF — CUSTOMER DISCOUNTS



- Your Code is "EXH+[Your Booth Number]". E.g., Booth #123 is **EXH123**
- Access the **Exhibitor Resource Center** for a pURL link, redemption list, etc.

20% OFF CUSTOMER BADGES

[Dashboard](#)

Incentivize your customers and prospects to meet you at the Baking Expo™. As an IBIE exhibitor, you can extend a 20% discount on exhibit hall passes to your customers! To find out your company's unique discount code and discount link, view the information displayed below. Do yourself (and your customers) a favor by sharing this code in your email marketing, social media, sales messages and more.

Your customers should use the URL provided below to register themselves with this code. The discount link will take your customer directly into registration with this code automatically applied – and is a great user experience too. This discount code is valid from 3/9/22-9/21/22.

Marketing Code: EXH6508

URL: <https://registration.experientevent.com/ShowIBI221/Flow/ATT?marketingCode=EXH6508>

Click here to Download Guest Pass Registrants

(The listing includes anyone that has registered using the URL above. The listing will be blank until someone has used the code.)





EXHIBITOR PLANNING



CORPORATE MEETING PROGRAM



- Schedule pre-show team meetings, customer events at the Las Vegas Convention Center (LVCC)
- Complimentary meeting space at the LVCC
- Onsite meetings assistance
- Discounts on hotel meeting space

- SCAN ME for more information or to submit an application



EXHIBITOR & CUSTOMER REGISTRATION

- Exhibitors **Register Staff** via the Exhibitor Resource Center (ERC):
 - Access complimentary allotted badges
 - Register additional staff at a flat rate of \$100, once the comp allotted badges are used up
 - All badges include access to the IBIEducate sessions (excluding Hands-on and other specialty long form classes)
- Exhibitors Can **Extend a 20% Discount** to Customers/Prospects
 - Details can be found in the ERC & BakingExpo.com
 - IBIE does not have a program for exhibitors to extend *complimentary* badges.

HOUSING RESERVATIONS - ONPEAK



How to Manage Hotel Reservations for your Group

Which tool is right for my Group?

onPeak's group tools are specifically designed to function interchangeably to efficiently manage groups of all sizes. Any changes made to your reservations will reflect across all our Group Tools, allowing you to utilize the tool that best fits your needs.



Group Roster

Do you live and breathe Excel spreadsheets? Maybe you already have a working list of your group member's reservation information? Simply log in to your reservation and download the Group Roster file. You can paste your group member's information into the provided spreadsheet, then save and upload the file. Your group's reservation information will update immediately. This tool is optimal for large groups or group managers updating names, credit cards and reservation preferences.

- **Tip:** You can download the Group Roster as soon as you receive your group confirmation and can use it as a template.



Compass Demo Show
June 1 - 5, | Orange County Convention Center | Orlando, FL

Welcome to the onPeak Test Group hotel assignments for the Compass Demo Show

Please use the following pages to submit your dates of stay, special requests and personal information - including payment.

If you have any questions - please contact your group manager for assistance.

Enter

Group RSVP

If your group members are able to enter their own hotel reservations, the Group RSVP allows you to share a custom link with them - you simply send the RSVP link and your members complete their own information. You will still have full control over the group and can modify your members' reservations, as needed.

- **Tip:** Talk to onPeak about how this tool may be right for your group.

Group Manage

Anytime you want to see an overview of your group's reservation details or make quick changes, you can log in to your room block and access the Group Manage page. This page shows you all assigned and unassigned hotel rooms allotted to your group. You can add details to unassigned rooms and make changes to assigned rooms. Because each hotel room is updated separately, Group Manage is perfect for managing smaller groups or making quick edits to select individuals in larger groups.

- **Tip:** Searching by name comes in handy here.

Room Assignments
onPeak Test Group
You must assign names to 3 rooms by Wed May 25 or risk losing them.

Confirm Roster

Proceed »

Search by name

STAYBRIDGE SUITES CLEVELAND MAYFIELD HEIGHTS
5 Rooms Reserved
21.7 Miles to event
View Hotel Policies

Two Bedroom Suite (King/2 Doubles)
5 rooms

3 Unassigned [Manage Rooms](#)

Bob Bob@onpeak.com

Room Type: 2 Bed Suite 1 King and 2 Doubles...
Check-In: Sun, Jul 17, 2016
Check-Out: Thu, Jul 21, 2016

Assign Room

2 Assigned

Jane Smith jane@onpeak.com

HOUSING & PRIORITY POINTS



- Exhibitors who have at least 75% of their registered staff booked at official IBIE hotels will receive (3) priority points towards 2028 space selection.
- Contact Sarah Moore at sarah.moore@onpeak.com or Aaron Smith at aaron.smith@onpeak.com if you need additional assistance when booking your hotel rooms.

HOUSING RESERVATIONS - ONPEAK



Seven hotels
already sold out!

Aria, Courtyard, Embassy
Suites LVCLV, Resorts World
Hilton, LV Marriott,
Residence Inn, Springhill

YOUR ONPEAK HOUSING CONTACTS

Sarah Moore, Sr Account Executive
(678) 553-7104

sarah.moore@onpeak.com

Aaron Smith, Account Services Associate
(678) 553-7284

aaron.smith@onpeak.com

- IMPORTANT DEADLINES
- *No Name Deadline:* July 9, 2025
- *Accept Checks:* July 11, 2025
- *Last Day to Book through OP:* August 18 (varies by hotel, refer to hotel confirmation policies)
- BEWARE – housing poachers, scammers!

EXHIBITOR TIPS



When in
Doubt...

Start with the
Exhibitor
Resource
Center (ERC)

The screenshot displays the IBIE Exhibitor Resource Center (ERC) website. The header includes the IBIE logo and event details: International Baking Industry Exposition 2025, September 13 - 17, 2025, Las Vegas. A search bar is located below the header. The left sidebar contains navigation links: Home, Checklist, Resources, and Users. The main content area is titled 'TEST Ingrid Cake's' with booth numbers 8079, 8178. It features several sections: 'Deadline Checklist' showing 0% completion (0/15 Completed) with buttons for 'VIEW ALL' and 'PAST DUE (2)'; 'Exhibitor Housing' with a 'BOOK HOUSING' button; 'Exhibitor Rules & Regulations' with a 'READ MORE' button; and 'Exhibitor Services Manual' with an 'ORDER NOW' button. The right sidebar contains 'Contact Us' with an 'EMAIL US' button, 'Additional Listings' with a 'SUBMIT CONTRACT' button, 'Exhibitor Appointed Contractor' with a 'REGISTER EAC HERE' button, and 'Exhibitor Education Webinar Series' with a 'VIEW ALL WEBINARS' button.

IBIE EDUCATION SERIES SEP 13-17, 2025
EXPO HALL: SEPT 14-17, 2025
LAS VEGAS CONVENTION CENTER

International Baking Industry Exposition
2025
September 13 - 17, 2025 | Las Vegas

Search...

Home
Checklist
Resources
Users

TEST Ingrid Cake's
Booths: 8079, 8178

Deadline Checklist

0%
0/15 Completed

Past Due (2)
Upcoming Deadlines (12)
Completed (0)

VIEW ALL →

Exhibitor Housing

Housing available through onPeak, IBIE's only official housing provider. Please contact IBIE@onpeaksupport.com with any questions.

BOOK HOUSING →

Exhibitor Rules & Regulations

Review the IBIE 2025 show rules and regulations.

READ MORE →

Exhibitor Services Manual

Order everything you need for your booth and maximize your savings with FREEMAN and other IBIE Vendor Partners by submitting your orders before the advance deadline dates.

ORDER NOW →

Contact Us

Contact our team at 1-312-321-6837 or exhibits@bakingexpo.com

EMAIL US →

Additional Listings

To purchase an Additional Listing, exhibitors must meet the criteria. Criteria can be found on the application. Additional Listings will incur a cost of \$2,500 each.

SUBMIT CONTRACT →

Exhibitor Appointed Contractor

Register your Exhibitor Appointed Contractor (EAC) by August 15, 2025

REGISTER EAC HERE →

Exhibitor Education Webinar Series

IBIE's webinar series is designed to help you navigate the exhibiting experience and maximize your ROI at the show. If you missed a webinar, check below to watch the recording or download.

LVCC Overview
How to Access & Use Your ERC
Booth Package Overview
First Time Exhibitor How To
Give Your Booth a Boost

VIEW ALL WEBINARS →

SODEXO LIVE IN-BOOTH F&B (Exclusive)



- Exhibitors should work closely with Sodexo to:
 - Order food and beverage for exhibit booth and/or meeting rooms
 - Calculate corkage fees for bringing in outside food and beverage items
 - Clarify requirements for approval to sample in the booth
 - Understand hand washing kit requirements
- Food Sampling
 - SNHD (Southern Nevada Health District) requires a hand washing & sanitation kit when product is not sealed
- Stay hydrated during move-in/move-out!
 - Sodexo will sell (24) bottle packs of water for \$25 (no pre-orders)
 - Details in exhibitor services kit
- Deadline Date – Friday, August 15, 2025 – 12:00PM PST

EXHIBITOR – COST SAVING TIPS



Pay attention to
shipping deadlines

Order labor on
straight time

Send hanging signs
to the advance
warehouse

Be sure your carrier
arrives on target
time

Know your target
move-in date/time

Use the Vegas Loop
(LVCC, Resorts
World, Westgate,
Encore)

YOUR BOOTH INCLUDES...

Complimentary material handling (advance and/or direct)

Nightly vacuuming of booth space

Complimentary lead retrieval (one device or three mobile licenses)

Exhibitor education webinar series

Company listing in onsite guide and mobile app

7"x44" Booth ID Sign

Pipe/Drape

Exhibitors participating in both IBIE25 and iba25 is eligible for Freeman when shipping directly from iba to IBIE

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.

FOLLOW OUR EXHIBITOR COMMUNICATIONS



Exhibitor Webinar Series

Monthly Exhibitor Newsletters

ADDITIONAL ASSISTANCE?



Exhibits@BakingExpo.com
+1 (312) 321-6837



ALLEN WRIGHT
IBIE 2025 | Vice Chair
President, Hansaloy

THANK YOU ENJOY THE RECEPTION!

Please complete this
short survey.

