



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.
- ❑ Place **banner ads** with your 20% off exhibitor discount code/link on your website and in newsletters to promote your presence. Download our [standard or customizable banner suites](#).
- ❑ 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. [View the schedule and on-demand videos](#).
- ❑ 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.
- ❑ Send personalized email invitations to current and prospective customers and invite them to your booth. Download these [email header graphic](#) options and sample text from this [evite guide](#).
- ❑ Use these pre-made or customizable [social media graphics](#). Utilize these [tips and sample posts](#). Be sure to tag: @BakingExpo | #IBIE2025 for a chance to be reposted. Check out the IBIE [photo and video library](#) for more shareable content.
- ❑ Send a postcard to your customers through your preferred vendor, or [Modern Postcard](#). Download these [proofs](#) and [design files](#) to customize them. Refer to the [postcard instruction guide](#) for more details. Printing and postage not included.
- ❑ Get [tips and tools](#) for capturing media attention at IBIE. Need a template for your press releases to industry publications? Use our [sample press release](#) to get started. Contact PR@BakingExpo.com to request the IBIE 2025 pre-registered media list.



Visit the [Exhibitor Promotion Toolkit](#) for additional information and to download or customize assets. Use this suggested timeline and checklist to track completion.

SEPTEMBER

- ❑ Send **“last chance” e-vites** to clients.
- ❑ Use the **meeting scheduler tool** to confirm and set meetings with attendees onsite.
- ❑ Place **information kits** in the on-site press room for editor review while at the expo.
- ❑ Post the action in your booth to **social media** and tag @BakingExpo | #IBIE2025

POST SHOW

- ❑ Send **follow-up materials** to new leads and contacts you met with during the show.
- ❑ Send product **information to media editors** who attended the show for inclusion in their post-show news articles and summaries.
- ❑ Continue to share your activities through social media with **photos and video recaps**.

EXHIBITOR DISCOUNTS

As an IBIE exhibitor, you can extend a 20% discount on expo passes to your customers.

The code is “EXH”+(YOUR BOOTH #). For example, Booth #123 would be EXH123.

The discount code is valid from 3/6/25 - 9/17/25. Be sure to share your discount code in ads, emails, and on social. To receive a discount code pURL, and view redemptions, visit the **Exhibitor Resource Center (ERC)**.



VISIT THE EXHIBITOR RESOURCE CENTER (ERC)

Check out the ERC for the most relevant links and action items for your exhibit preparations, including:

- Managing your booth profile
- Access the Exhibitor Services Manual
- Register your booth staff
- Access customer discount code details
- Purchase products/services online and more!

