

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. Download pre-made or customizable banners.
- ❑ 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.
- ❑ Send personalized email invitations to current and prospective customers and invite them to your booth. Download the **email header graphic** options and sample text from the **evite guide**.
- ❑ Incorporate pre-made or customized **social media graphics** into your promotional plan using the **tips and sample posts**. Tag @BakingExpo | #IBIE2025 for a chance to be reposted. Check out the IBIE **photo and video library** for more shareable content.
- ❑ Send direct mail invitations using the pre-made **postcard proofs and design files**. The **postcard instruction guide** has additional details.
- ❑ 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 Promotion Toolkit online 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

Extend a 20% discount on Baking 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!

