

GIVE YOUR BOOTH A BOOST

Pre-Show Marketing
Strategies + Best Practices

Exhibitor Training Webinar
May 21, 2025

MEET THE TEAM

HOSTED BY:



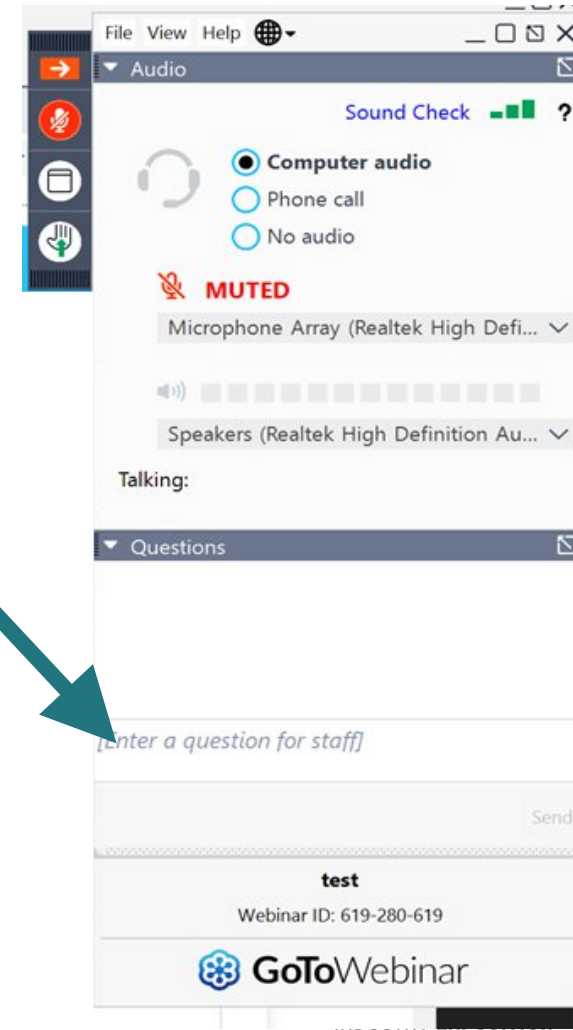
Alyssa Stubs
Sr Exhibit
Coordinator



Emma
Barrington
Moderator

HOUSEKEEPING

- Submit questions or comments via the questions box on your webinar dashboard.
- This webinar is being recorded.
- If you are having any technical difficulties, please use the question box to notify the IBIE Team and we will assist you.





Introduction

PRESENTED BY:

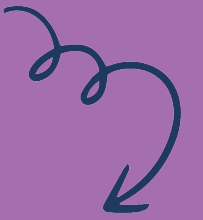


KATE AMMERMAN
Sr. Marketing Director

Agenda

- Why Pre-Show Planning and Marketing Matters
- Goal Setting Understanding Today's Attendees
- Top In-Booth Engagement Tactics
- Driving Booth Traffic – What Works
- Marketing Toolkit & IBIE Resources
- Advertising & Sponsorship Opportunities
- Post-Show Follow-up Tips
- Upcoming Deadlines
- Q&A

STRATEGY: DEFINE YOUR GOALS

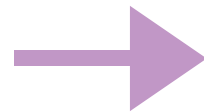


GOALS

that support your overarching business vision

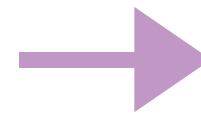
OBJECTIVES

Target Milestones
to assist reaching your
goals.



STRATEGIES & TACTICS

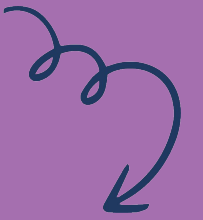
Actions necessary in
order to achieve the
goals.



MEASUREMENT

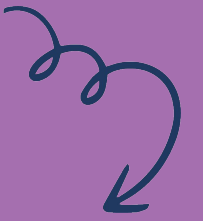
KPI's that include when
and how targets are
achieved and
measured.

STRATEGY: SAMPLE OBJECTIVES



	DEFI NE	MEASURE
GENERATE 100 QUALI FI ED LEADS	SALES LEADS: someone with purchasing authority and interest in my product / service	EVALUATE the lead report at the end of the show to calculate the # of leads meeting your criteria
CONDUCT MEETINGS WITH 10 KEY CUSTOMERS	KEY CUSTOMER: An existing account that generates \$\$\$ in annual purchases from my company	TRACK appointments set at the expo + spontaneous meeting conducted by sales reps

STRATEGY: TYPES OF RETURNS



Return on
INVESTMENT

Return on
IMPRESSIONS

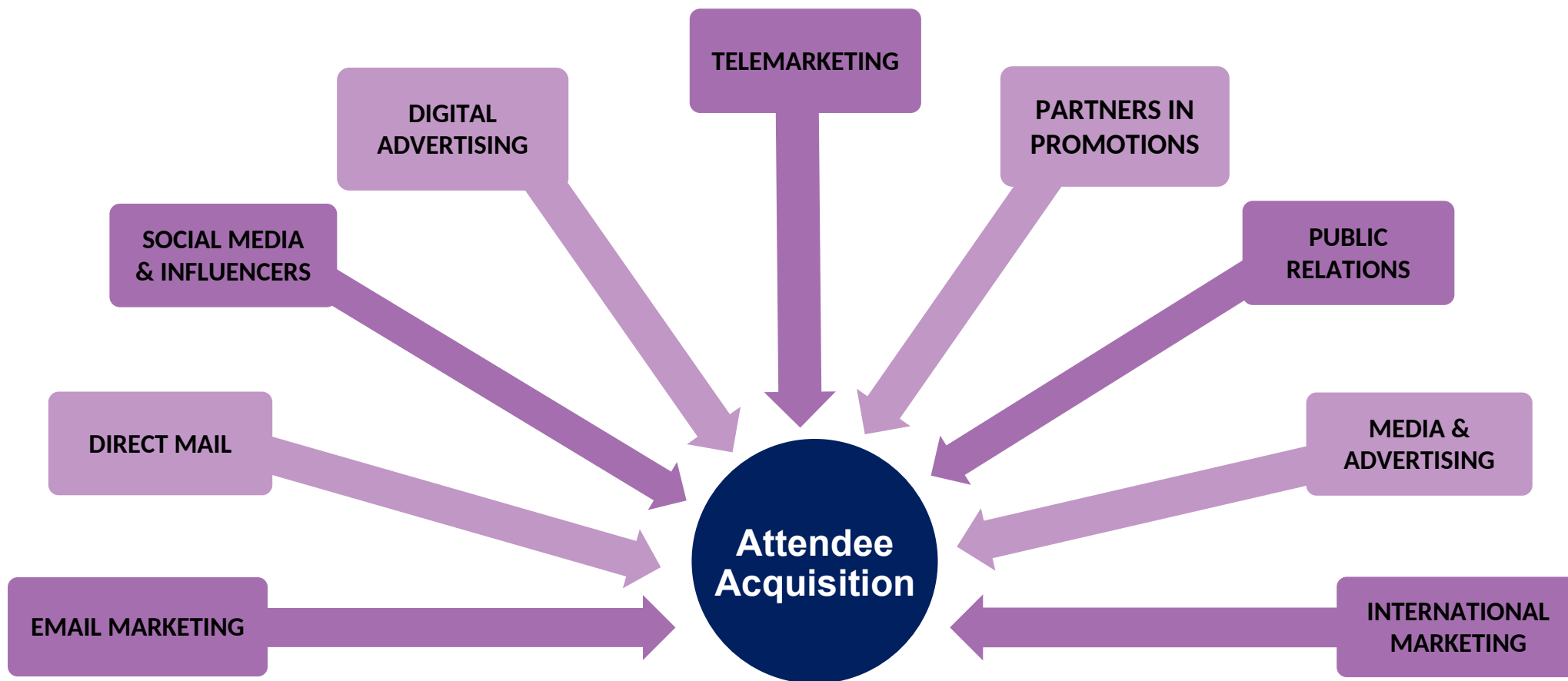
Return on
ENGAGEMENT

Return on
OBJECTIVES



KNOW YOUR AUDIENCE

IBIE'S OMNI-CHANNEL APPROACH



WHO YOU'LL MEET AT BAKING EXPO

MEET BUYERS FROM EVERY SEGMENT:

WHOLESALE BAKERIES

18% 

Large Wholesale Bakery /
Commissary Owned
Supermarket

12% 

Intermediate / Specialty
Wholesale Bakery

7% 

Contract Manufacturer
(Private Label)

RETAIL BAKERIES & FOOD SERVICE

18% 

Wholesale Retail Bakery /
Retail Chain / Bakery Café

32% 

Retail Bakery: Cookies /
Cakes / Donuts/Bagels /
Cupcakes / Panderia /
Artisan Bread / Specialty

5% 

Food Service Operation

RETAIL OUTLETS, TORTILLA BAKERIES & MORE

3% 

Supermarket / Warehouse
Club / Convenience Store /
Retail Market

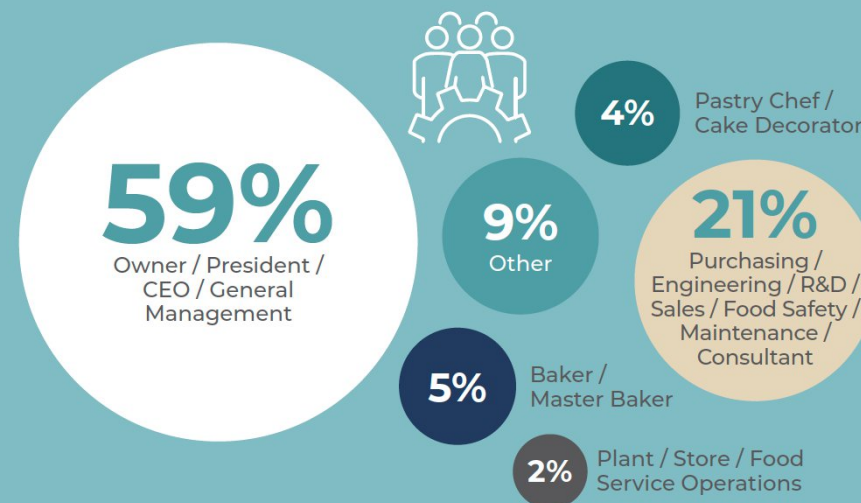
2% 

Tortilla Bakery

4% 

Other

CONNECT WITH AN ARRAY OF PROS:

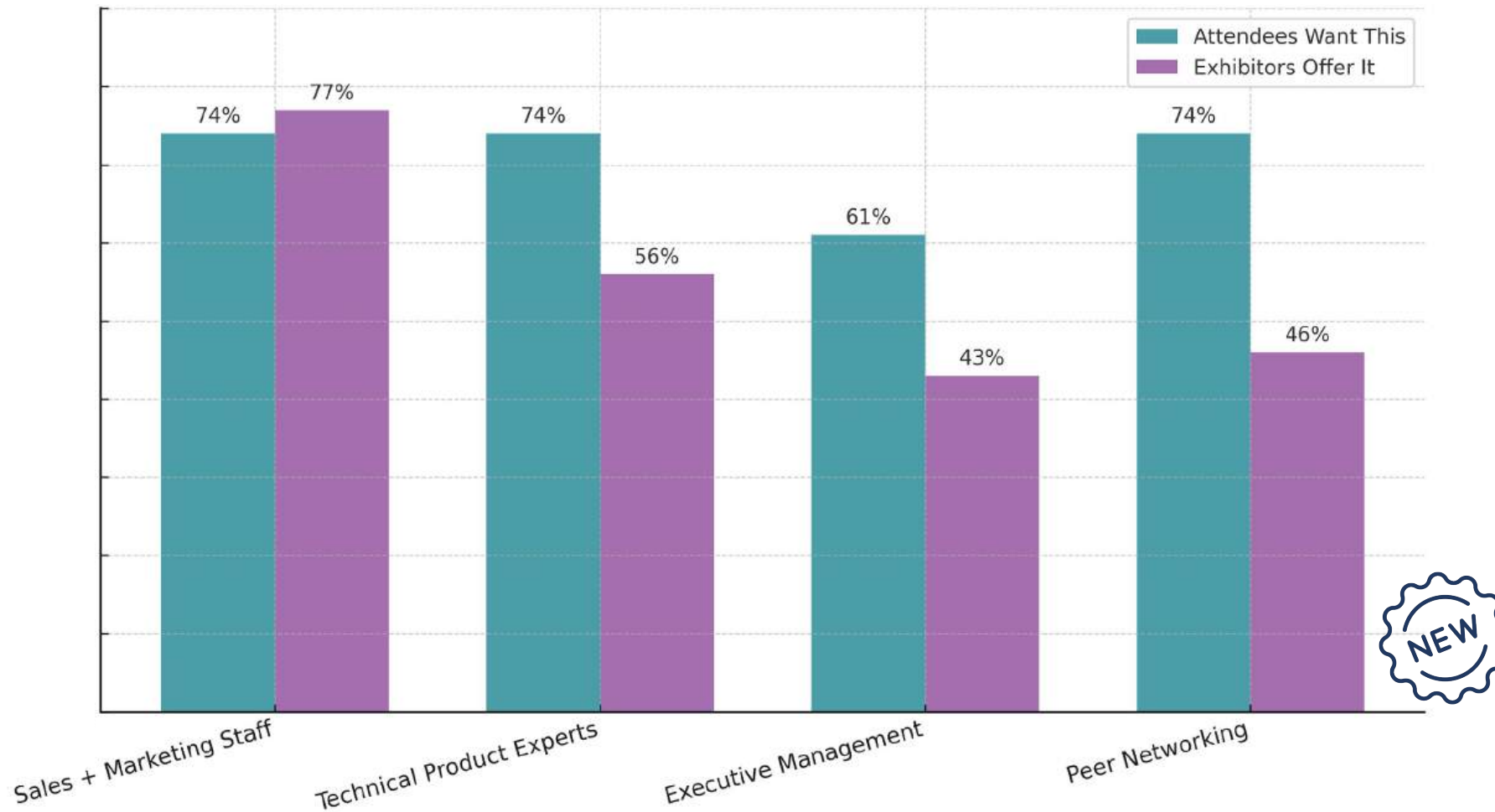


ACCESS INDUSTRY PROFESSIONALS FROM:



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

WHO ATTENDEES HOPE TO TALK WITH



For Example:
The Rockin' Pint | AB Mauri

The Women in Baking Event
at Dawn Foods

STAFFING...

Job Functions

Seniority

Languages Spoken



WHAT THEY'RE LOOKING FOR



Top In-Booth Engagement Tactics

PEOPLE

- Peer-to-peer networking area
- One-on-one expert consultations
- Executive or Influencer meet-and-greets

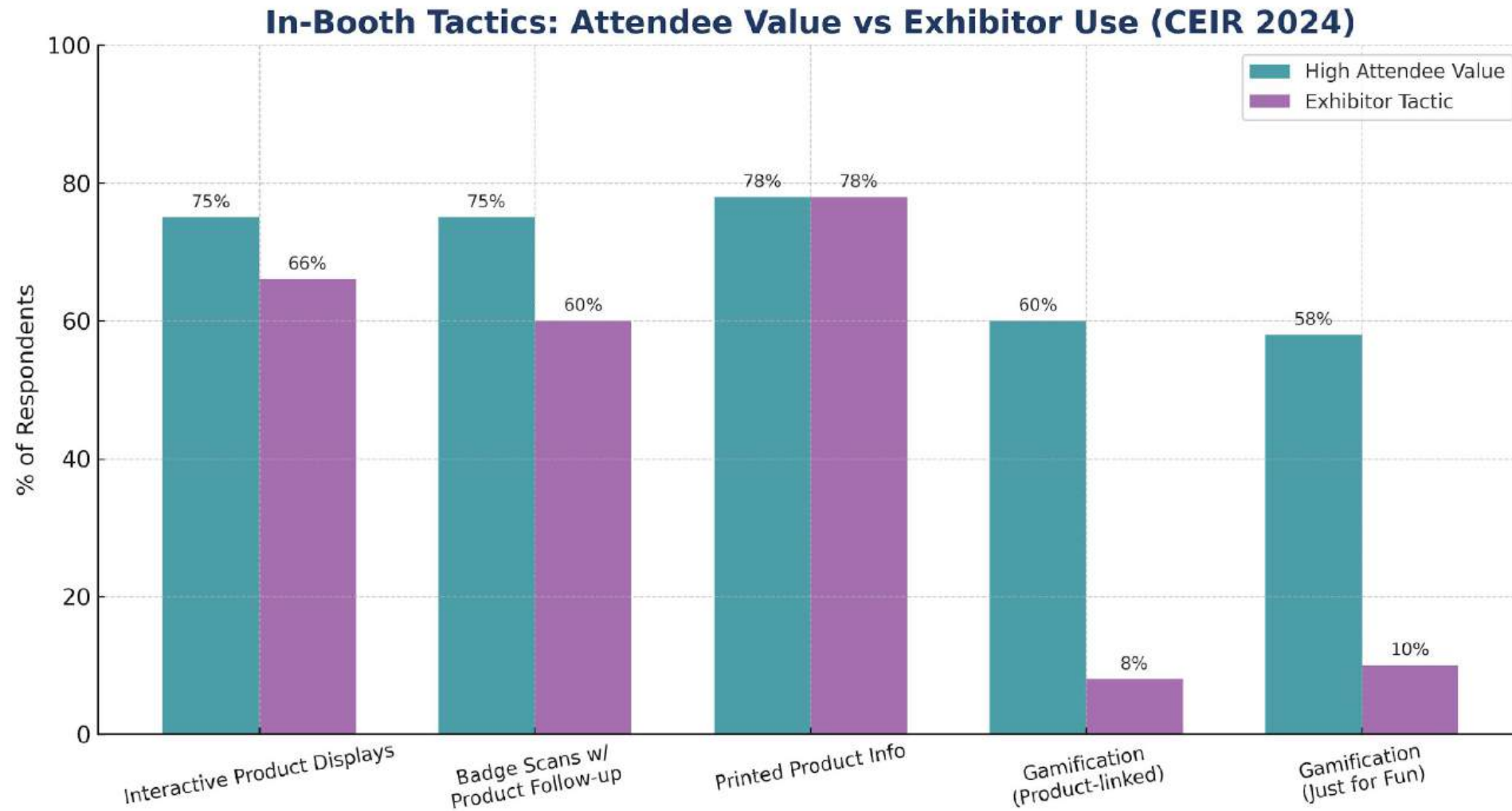
PRODUCT

- Interactive product / equipment demos
- Samples or tastings
- Touchscreen kiosks
- Virtual reality

LEARNING

- On-floor micro sessions on trends etc.
- QR codes linking to content
- Live problem-solving or tech talk

HOW ATTENDEES WANT INFO



MAKE IT INTERACTIVE

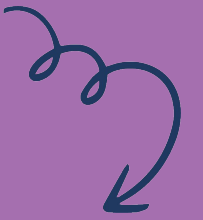
Email us at
PR@BakingExpo.com





ACTIVATE YOUR PRESENCE

PRE-SHOW MARKETING THAT WORKS



75% of attendees plan a list of exhibitors/booths to visit prior to the expo.

81% of exhibitors leverage free DIY pre-show marketing tactics.

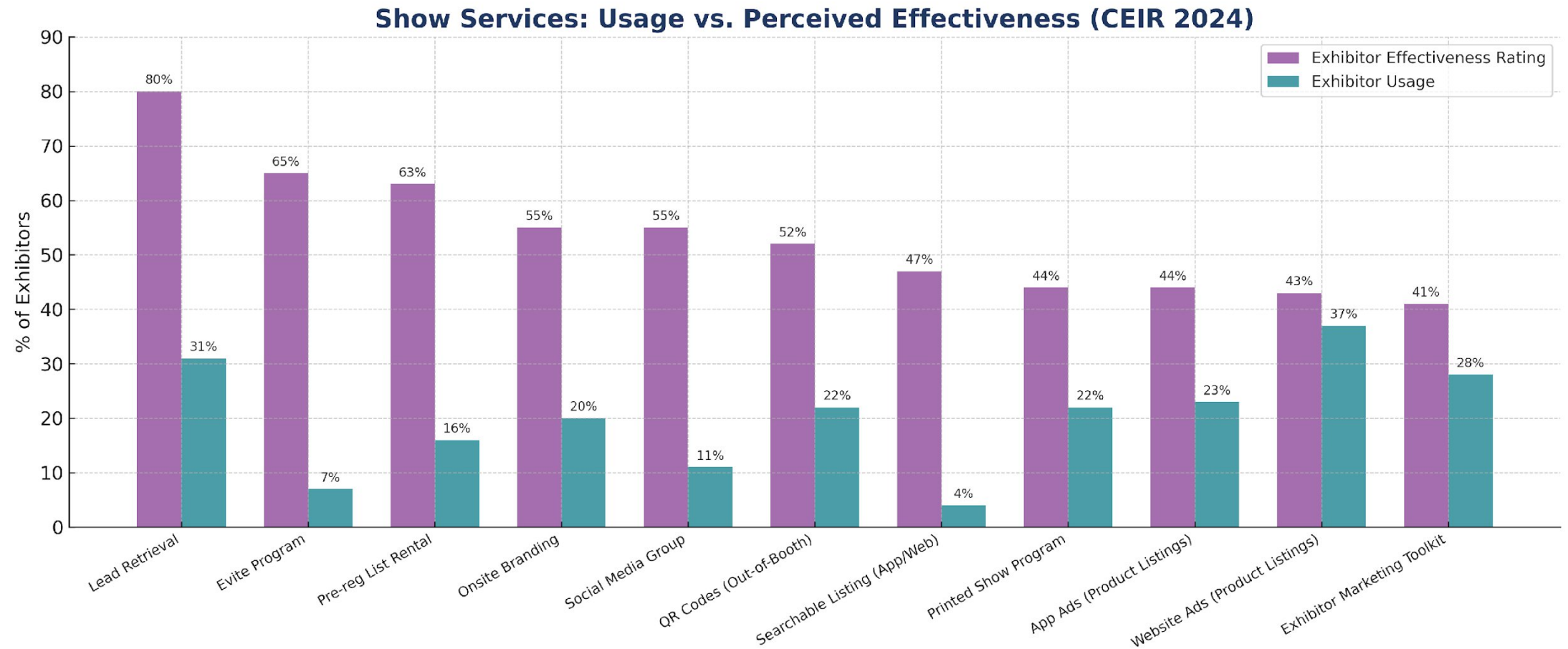
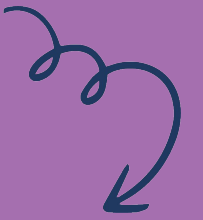
68% of exhibitors use 1+ paid advertising or sponsorship services.

THE RETURNS:

Qualified leads rose 50% when any form pre-show promotion was used.

Booth Efficiency jumps to 104% when sponsorship is utilized.

WHAT'S WORKING WELL / TIPS



EXHIBITOR MARKETING TOOLKIT



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.



Sign Up For Updates

Book Hotel

Register



FOR ATTENDEES

FOR EXHIBITORS

WHAT'S HAPPENING

BY INDUSTRY

EDUCATION

GENERAL INFO

IBIE 2025 - The Baking Expo™ > Exhibit > Exhibitor Resources > Exhibitor Marketing Toolkit



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.)





SPONSORSHIP & ADVERTISING OPPORTUNITIES

Amplify Your Brand Before + During IBIE 2025

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.



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.



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.

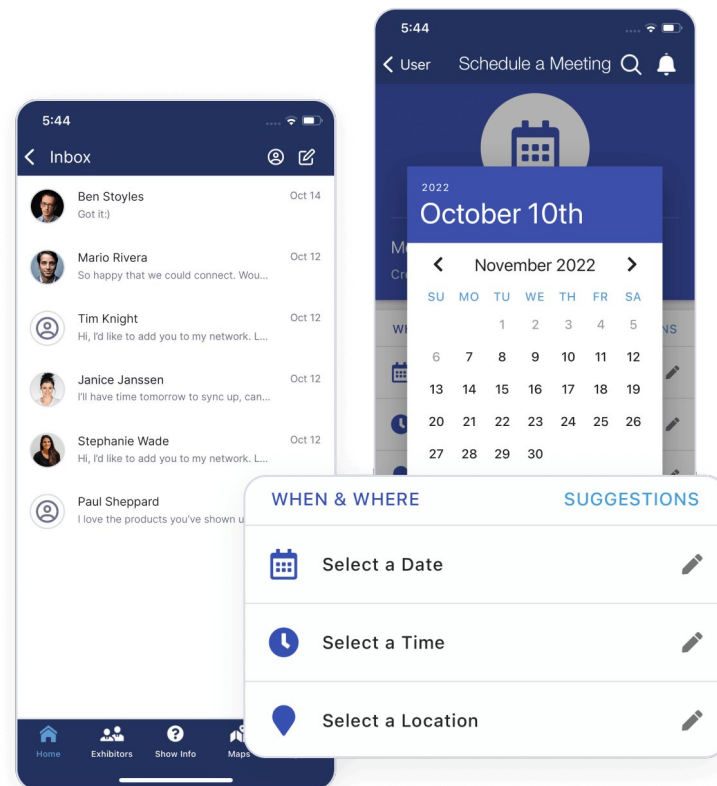
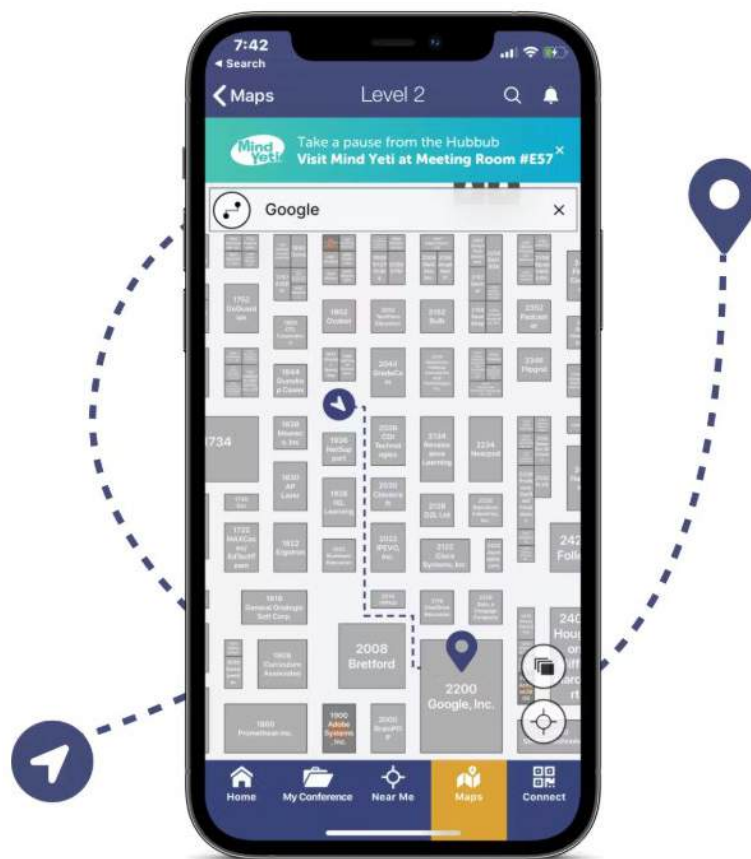
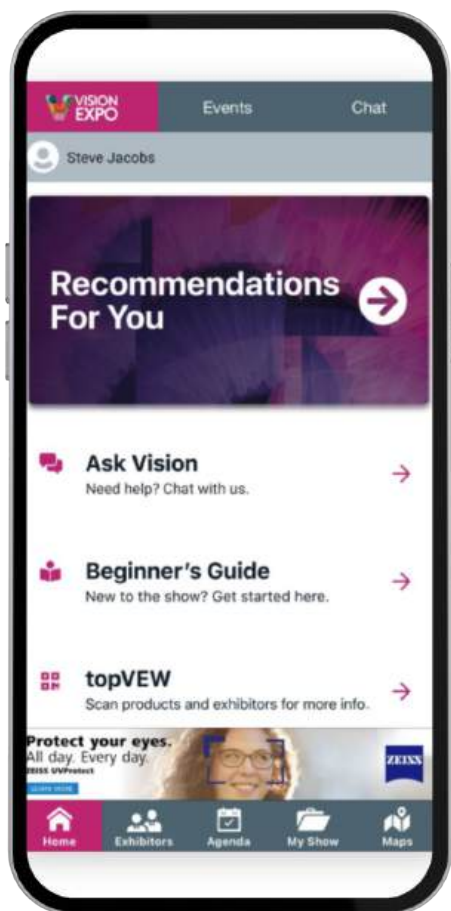
RICH PUSH NOTIFICATIONS

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.

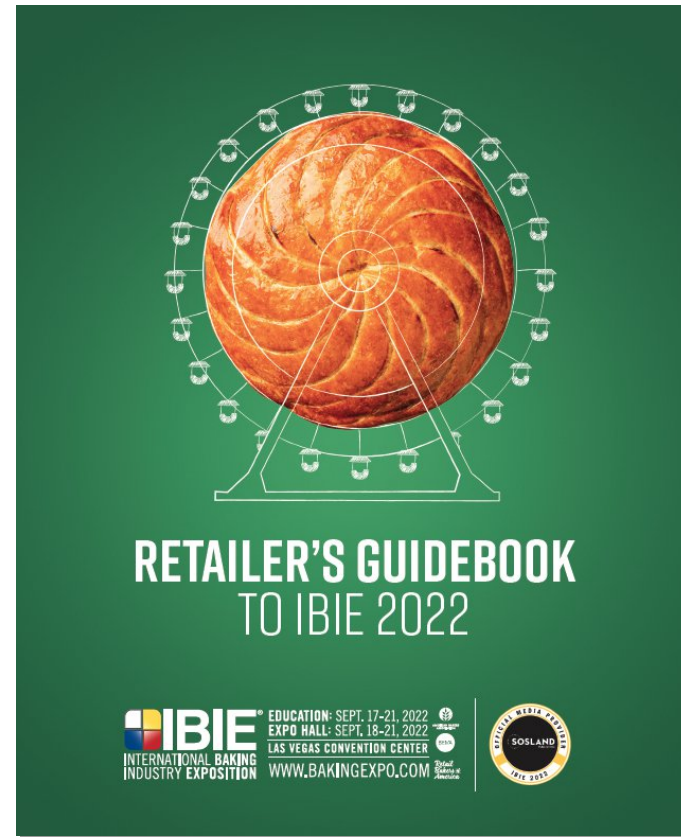
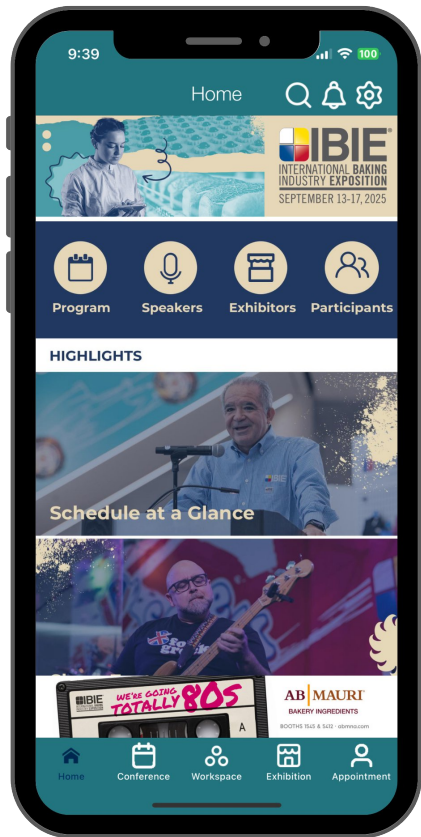
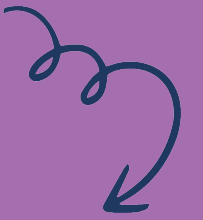
RATES:

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





ADVERTISING OPTIONS



PRINT DEADLINE – UPDATE YOUR EXHIBITOR PROFILES NOW! THE PRINT CUT OFF DATE IS JULY 7, 2025



EXTEND YOUR IMPACT

POST SHOW FOLLOW UP



FOLLOW-UP GAP IS REAL

- Only 38% of exhibitors follow up with all leads gathered at a trade show.
- Lead quality and qualification are among the top goals exhibitors say they're trying to influence—and they report very high effectiveness from doing so when they engage fully.
- Treat follow-up as part of your event strategy, not an afterthought.

Speed Drives Results

- Following up within 48 hours boosts response and conversion rates significantly. Waiting more than a week? You risk a cold lead.
- Shortening the sales cycle is a top-ranked exhibitor goal—but only 13–17% use attendee engagement to influence that outcome.

MEASURE WHAT MATTERS



AUTOMATE TO WIN

- Set up automated or pre-scheduled emails before the show even starts.
- Draft emails for each lead type (hot, warm, cold) so your team can quickly customize and deploy them while the lead is still fresh.

USE THE DATA YOU COLLECTED

- Badge scans, product interest, booth interactions—don't let it sit idle.
- Connect your lead retrieval system to your CRM or export segmented lists ASAP.
- Tracking face-to-face interactions is among the most used and most effective metrics post-show.

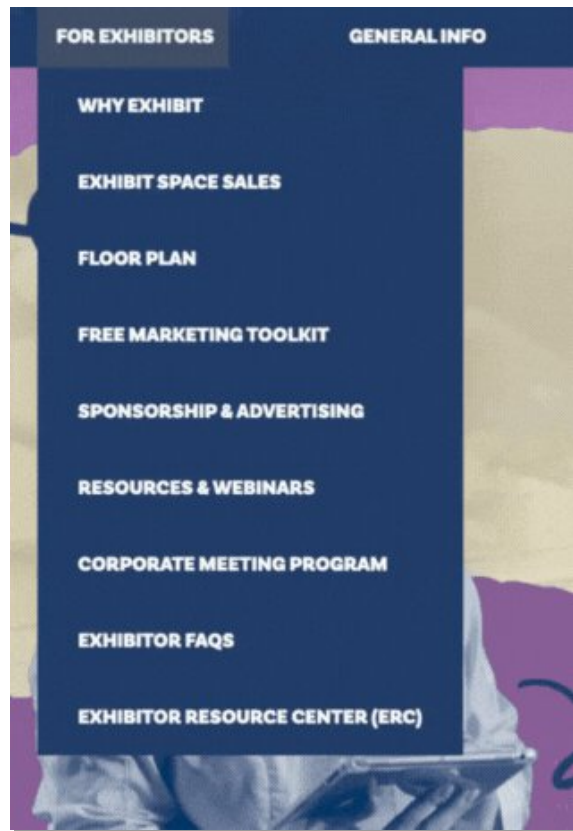


IMPORTANT DEADLINES & REMINDERS

EXHIBITOR RESOURCE CENTER (ERC)



- Log in via www.bakingexpo.com




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

Exhibitor Resource Center

Sign In

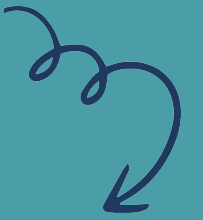
Welcome to IBIE's Exhibitor Resource Center. Your go-to resource destination for everything you need to be successful at IBIE.

Email Address


☐ I'm not a robot  reCAPTCHA
Privacy - Terms

Continue

ACTION REQUIRED!



- Update your listing!
- Attendees are viewing the online directory now!
- Print Directory Deadline: July 7, 2025



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

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

Search...

- Home
- Checklist
- Resources
- Users

IBIE
Booths: 7971, 7979, 8071, 8079

Deadline Checklist

16%
8/50 Completed

Past Due (1)
Upcoming Deadlines (41)
Completed (8)

[VIEW ALL →](#)

Contact Us

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

[EMAIL US →](#)

Marketing Toolkit

Promote your presence at IBIE 2025! Use these FREE marketing tools and assets to invite your customers and prospects to join you at the expo.

[START MARKETING →](#)

Complete Online & Printed Profile

Onsite Show Directory & Retail Guidebook - Print Deadline July 7, 2025 - 11:59pm CT. ANY changes AFTER the deadline will be reflected in the IBIE Mobile App.

✓ Description	Complete	✓ Business Cards	2 of 6 added
✓ Primary Contact	Complete	✓ Special Offers	1 of 4 added
✓ Logo	Complete	✓ Exhibitor Collateral	3 of 4 added
✓ Product Photos/Videos	0 of 16 added	✓ Primary Audiences	10 added
✓ Product Categories	8 added		

My Account

Review your financial account for booth and sponsorships.

All payments have been made.

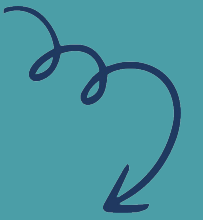
[VIEW FINANCIALS →](#)

Exhibitor Appointed Contractor(EAC)

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

[REGISTER EAC HERE →](#)

CRITICAL DATES



- **June 16**
 - Booth construction diagram/layout due
 - Submit through the Exhibitor Resource Center (ERC)
- **July 7:** Exhibitor online profile information exported for Printed Directory production
- **July 15:** Freeman Warehouse Receiving BEGINS
- **August 8:** Sodexo Catering Orders
- **August 15:** Freeman Discount Deadline
- **September 3:** Freeman Warehouse Receiving ENDS
- **September 9: (CANNOT deliver BEFORE)**
 - Direct to Show Site Shipments Accepted



UPCOMING EXHIBITOR WEBINARS



#7: What to Know as a First Time Exhibitor

Wednesday, June 18

1:00pm – 2:00pm CT

#8: Know Before You Go (Final Expo Prep)

Tuesday, August 5

1:00pm – 2:00pm CT

**REGISTER AT
BAKINGEXPO.COM**





Q&A

Exhibits@BakingExpo.com

+1.312.321.6837



THANK YOU!