

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



What to Know as a First-Time Exhibitor

MEET THE TEAM

HOSTED BY:



Alyssa Stubs
Sr. Exhibit
Coordinator



**Emma
Barrington**
Sr. Exhibit
Associate

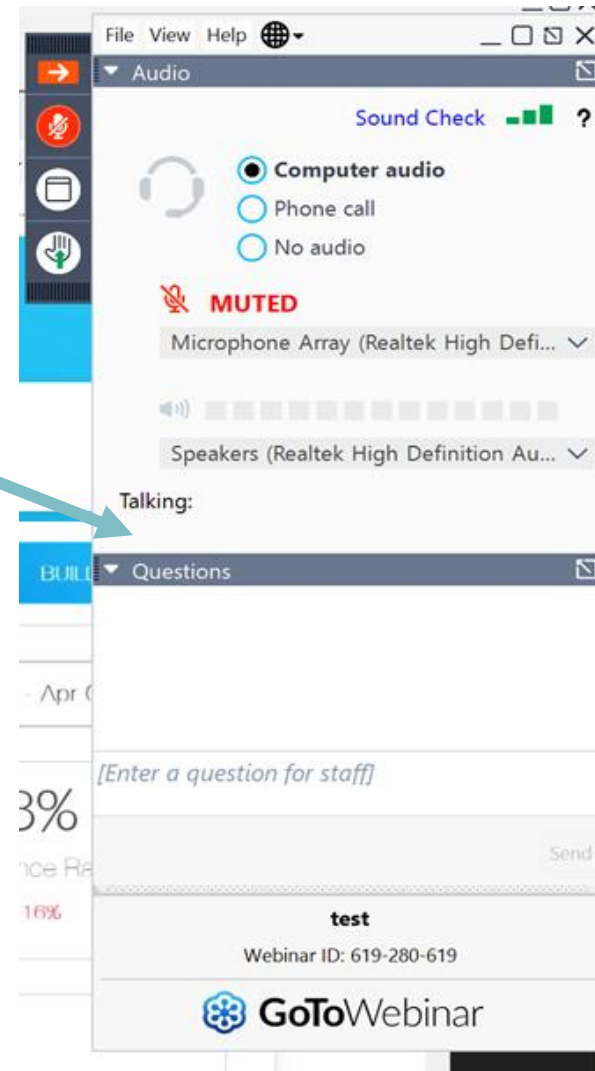


**Virginia
Geoghegan**
Sr. Trade Show
Lead

HOUSEKEEPING



- Please submit your 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 Questions Box to notify the IBIE team and we will assist you





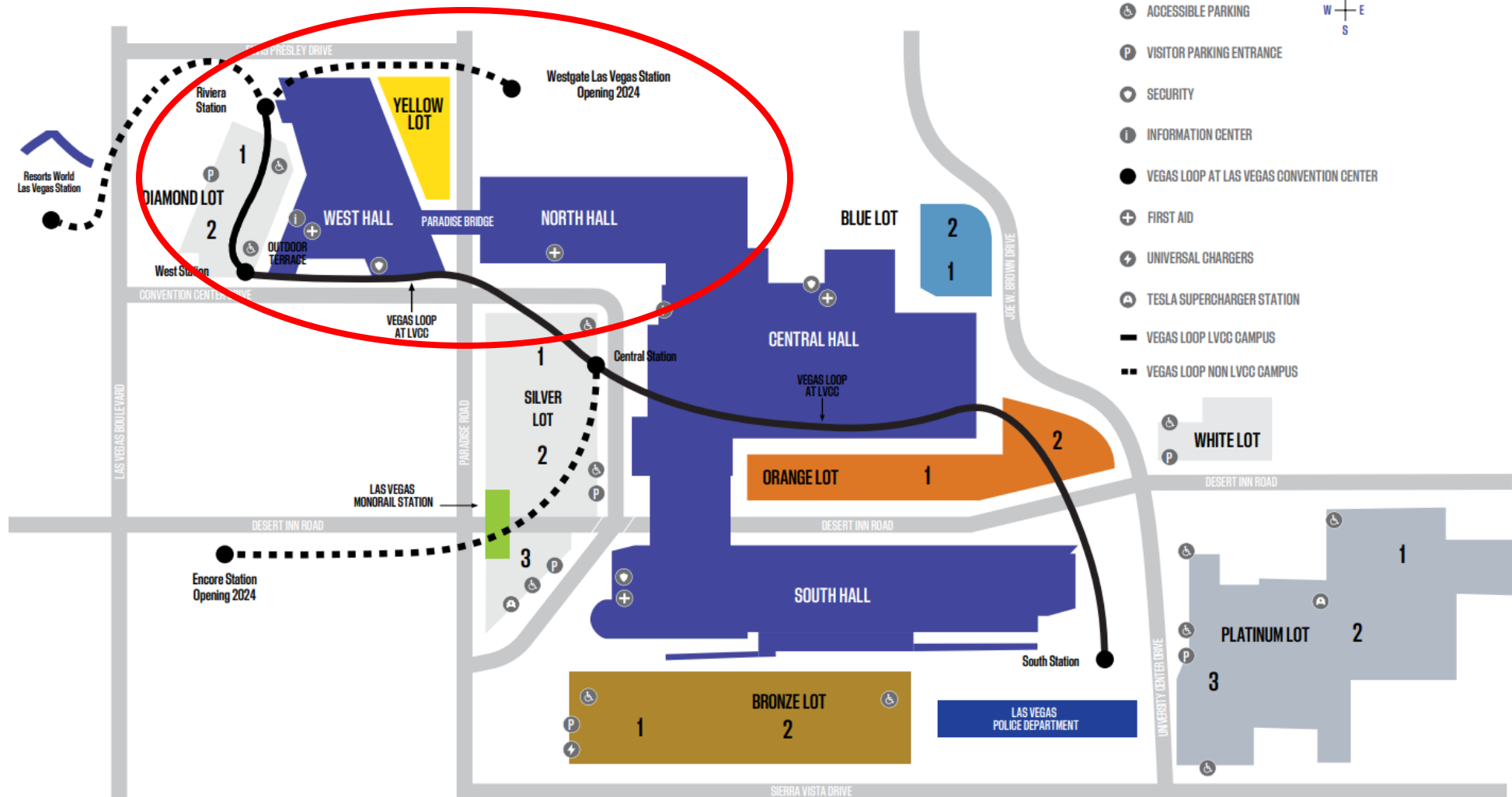
AGENDA: What You'll Learn

- **Las Vegas Convention Center Campus (NORTH & WEST HALLS)**
- **Booth Package**
- **Exhibitor Resource Center (ERC)**
- **Miscellaneous Items**
- **Tips**
- **Q&A**

LAS VEGAS CONVENTION CENTER CAMPUS MAP



LAS VEGAS CONVENTION CENTER | CAMPUS



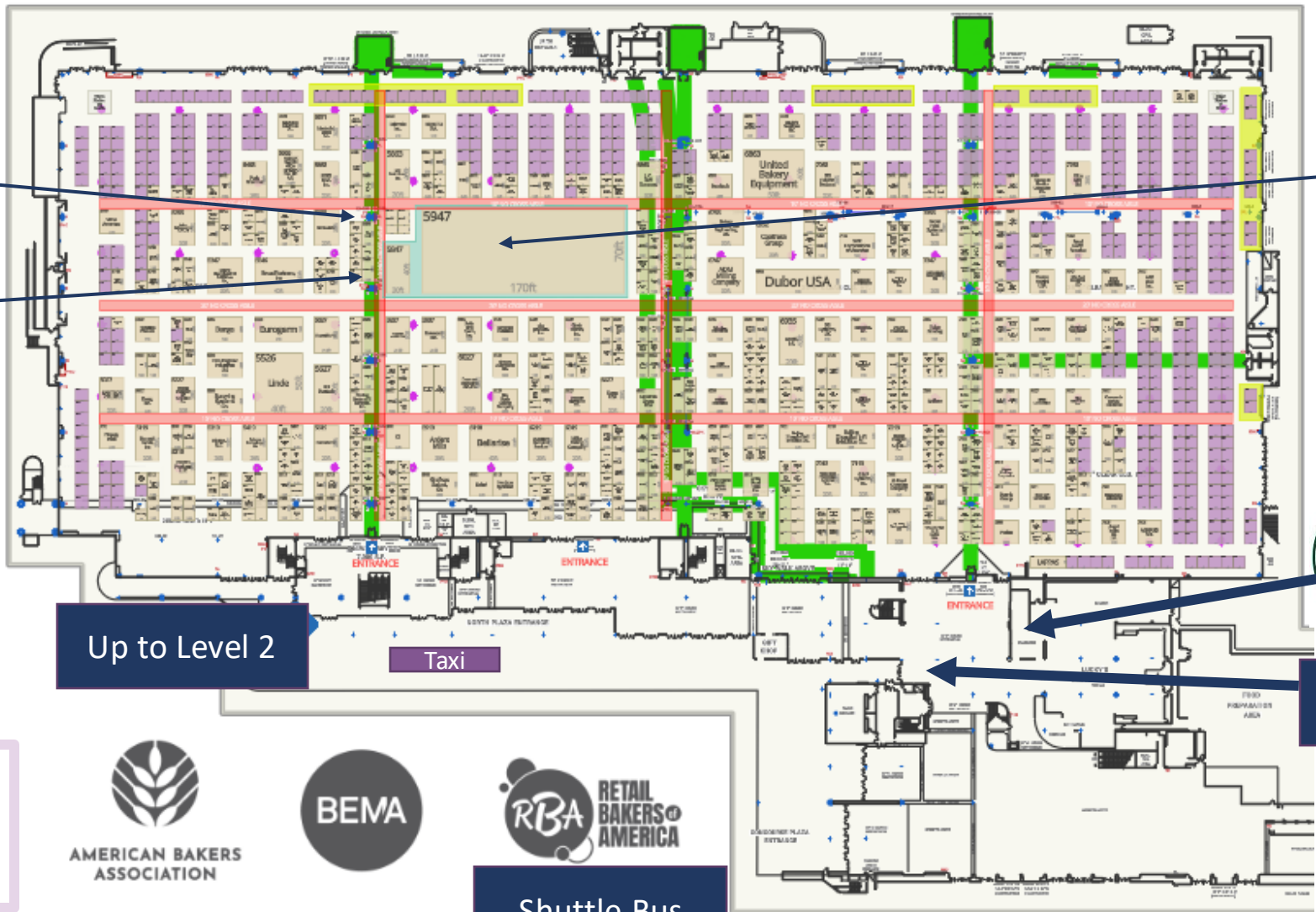
NORTH HALLS



Coffee Cafe

Retail Bakers of America Booth

RBA Baker's Center



Red Lines: 10ft & 20ft No-Cross Aisles
Green Lines: Low Ceiling Restrictions
Yellow Booths: Last In/1st Out



Shuttle Bus



Registration



WEST HALLS



- Snack Food Pavilion
- Wholesale Bakers Center
- Pet Food Pavilion

- Access to North Hall
- International Trade Center
- Artisan Village
- Great American Pie Festival



Red Lines: 20ft No-Cross Aisles
Blue Lines: 10ft No-Cross Aisles

Escalator to Skybridge to North Hall

ABA / BEMA Booth



Shuttle Bus



WHY YOU ARE EXHIBITING

MEET BUYERS FROM EVERY SEGMENT:

WHOLESALE BAKERIES



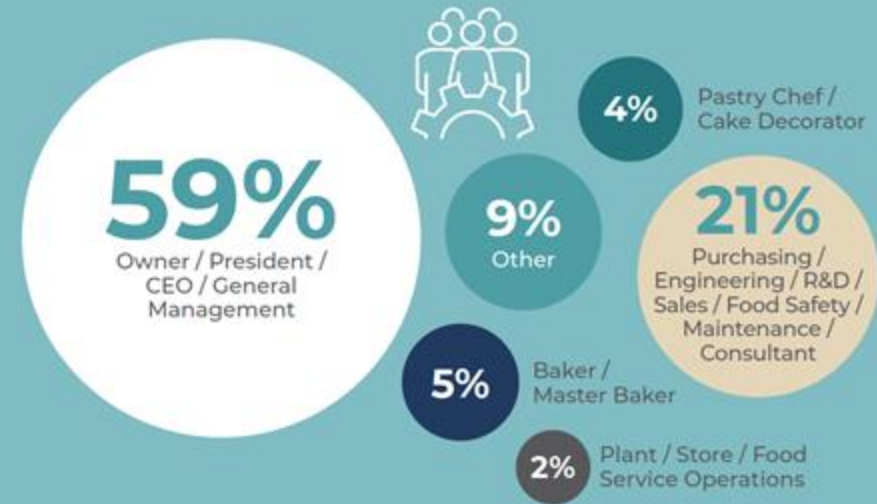
RETAIL BAKERIES & FOOD SERVICE



RETAIL OUTLETS, TORTILLA BAKERIES & MORE



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%

[View: Give your booth a boost webinar at your own time](#)



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BOOTH PACKAGE

BOOTH PACKAGE



IBIE Booth Package Includes:

- Complimentary material handling
- Nightly vacuuming of booth space
- Complimentary lead retrieval (must order)
- Exhibitor webinar series
- Booth listing in onsite guide and mobile app (be sure to review and update your company info in the exhibitor resource center!)

WHAT IS NOT INCLUDED IN YOUR BOOTH



- **Carpet Not Included**

- The exhibit area is not carpeted.
- The aisles will be carpeted.
- Exhibitors are **required** to carpet or cover their entire contracted booth space—even if not fully used.
- Electrical (24 Hour Power)

- **Furnishings**

- Tables, chairs, counters, and other booth furnishings must be **ordered separately**

- **Internet** – public WiFi, but not dedicated unless you order it

MATERIAL HANDLING INFORMATION



You can ship to the Advanced Warehouse or Direct to Show Site

Advance Warehouse

Warehouse Address

IBIE 2025
6675 W Sunset Rd
C/O Freeman
Las Vegas, NV 89118, USA

Show Site

Show Site Address

Las Vegas Convention Center
300 Convention Center Dr
C/O Freeman
Las Vegas, NV 89109, USA

- Advance Warehouse Opens: July 15 – September 3
- Advance Warehouse [Shipping Labels](#)
- Show Site [Shipping Labels](#)
- View the Booth Package Overview (Material Handling & Lead Retrieval Webinar [Here](#))

MATERIAL HANDLING INFORMATION *(cont'd)*




SHOW STATUS
PRE-SHOW

[View Show Schedule](#)


Jul 15 - 07:00 AM PT
● **Advanced Freight Receiving Start** ⓘ

46 DAYS | 23 HRS | 38 MIN


Jul 13 PRE-SHOW | POST SHOW




SHOP PRODUCTS & SERVICES




IBIE THIRD-PARTY VENDORS




SHIP WITH FREEMAN




CONCIERGE SERVICES




IBIE EXHIBITOR RESOURCES



INTERNATIONAL SHIPPING INSTRUCTIONS



SHIPPING & MATERIAL HANDLING INFORMATION



ORDER FROM PREVIOUS SHOW



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EXHIBITOR RESOURCE CENTER (ERC)

EXHIBITOR RESOURCE CENTER



When in Doubt... Start with the Exhibitor Resource Center!!

Deadline Checklist



Past Due (1)

Upcoming Deadlines (13)

Completed (0)

[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 →](#)

Exhibitor Registration Dashboard

Register for your badges, order your FREE Lead Retrieval, Extend 20% OFF Customer Badges AND order REACH Email Marketing to attendees.

[REGISTER NOW →](#)

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.

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.

<input checked="" type="checkbox"/> Description	<i>None added</i>	<input checked="" type="checkbox"/> Business Cards	<i>0 of 6 added</i>
<input checked="" type="checkbox"/> Primary Contact	<i>Complete</i>	<input checked="" type="checkbox"/> Special Offers	<i>0 of 4 added</i>
<input checked="" type="checkbox"/> Logo	<i>None added</i>	<input checked="" type="checkbox"/> Exhibitor Collateral	<i>0 of 4 added</i>
<input checked="" type="checkbox"/> Product Photos/Videos	<i>0 of 16 added</i>	<input checked="" type="checkbox"/> Primary Audiences	<i>None added</i>
<input checked="" type="checkbox"/> Product Categories	<i>None added</i>		

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 →](#)

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, you can watch the recording on our website.

[LVCC Overview](#)

[How to Access & Use Your ERC](#)

[Booth Package Overview \(MH&LR\)](#)

[Give Your Booth a Boost](#)

[First Time Exhibitor](#)

[VIEW ALL WEBINARS →](#)

COMPANY PROFILE



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.

<input type="checkbox"/>	Description	<i>None added</i>	<input type="checkbox"/>	Business Cards	<i>0 of 6 added</i>
<input checked="" type="checkbox"/>	Primary Contact	<i>Complete</i>	<input type="checkbox"/>	Special Offers	<i>0 of 4 added</i>
<input type="checkbox"/>	Logo	<i>None added</i>	<input type="checkbox"/>	Exhibitor Collateral	<i>0 of 4 added</i>
<input type="checkbox"/>	Product Photos/Videos	<i>0 of 16 added</i>	<input type="checkbox"/>	Primary Audiences	<i>None added</i>
<input type="checkbox"/>	Product Categories	<i>None added</i>			

DEADLINE DATES



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

Search...

Home

Checklist

View All

To Do Items

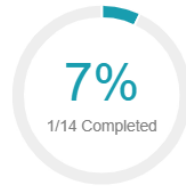
Completed

Hidden

Resources

Users

Deadline Checklist



Past Due (0)

Upcoming Deadlines (13)

Completed (1)

VIEW ALL →

Artisan Village

Booth: 3245

Virginia

Checklist

+ Add Item

Filter by Category

Search checklist

Stay on top of your to-dos with our checklist, with helpful email reminders and the ability to add personalized items.

Item Details	Due Date ^	Category	Vendor	Actions
<input type="checkbox"/> Final Booth Payment Due (Booth: 3245) Add Note	1/6/2025	IBIE	-	🕒
<input type="checkbox"/> Booth Construction Diagram Submission Due (Booth: 3245) For all exhibitors over 400 square feet Add Note	6/16/2025	-	-	🕒
<input type="checkbox"/> Complete Company Information for Printed Program and Mobile App. (Booth: 3245) Complete Company Information for Printed Program and Mobile App. Add Note	7/7/2025	IBIE	IBIE	🕒
<input type="checkbox"/> Advanced Warehouse Open to Receive Shipments (Booth: 3245) Accepted through September 3, 2025 Add Note	7/15/2025	Freeman	Freeman	🕒
<input type="checkbox"/> Freeman Exhibitor Freight Survey (Machinery Only) (Booth: 3245) Exhibitors shipping machinery to IBIE2025, MUST complete the Freeman Freight Survey. Add Note	7/31/2025	Freeman	Freeman	🕒

CERTIFICATE OF INSURANCE (COI)



Certificate of Insurance - Required

All exhibitors are required to have insurance with the coverage guidelines listed in the IBIE Rules & Regulations.

[IBIE25 Rules & Regulations](#)

[Sample COI](#)

[UPLOAD COI →](#)

EXHIBITOR SERVICES MANUAL



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 →](#)

RULES & REGULATION



Rules & Regulations

Review the IBIE 2025 show rules and regulations.

[READ MORE →](#)



TARGETED MOVE-IN/OUT FLOORPLANS



Targeted Move-In & Out Floor Plans

Move-IN (DIRECT TO SHOWSITE) -Your assigned date & time driver/carrier must be checked in the Marshalling Yard. Move-OUT: Your assigned date & time your carrier must be checked in the Marshalling Yard

North Hall (Move IN & OUT)

West Hall (Move IN & OUT)

Failure to move-in according to your assigned target time will result in off-target fees

EXHIBITOR REGISTRATION



Exhibitor Registration Dashboard

Register for your badges, order your FREE Lead Retrieval, Extend 20% OFF Customer Badges AND order REACH Email Marketing to attendees.

[REGISTER NOW →](#)

Booth size in sq. ft.	Number of complimentary badges*
100-299	3
300-449	6
450-599	9
600-749	12
750+3 additional badges per 150 sq. ft.	15+

EXHIBITOR & CUSTOMER REGISTRATION

- Access registration through the exhibitor resource center (ERC) to:
 - Access complimentary allotted badges
 - Register additional staff at a flat rate of \$100 each, once the complimentary badges are all allotted
 - **New** for this year, all exhibitor badges include complimentary access to all of the IBIEducate sessions (excludes Hands-On and other Specialty Courses)
- Exhibitors can extend a 20% discount to customers
 - Details located in the ERC
- Registration is located in N257 & W232

REGISTRATION *(cont'd)*



Set-Up/Work Wristbands

- During move-in wristbands will be issued at Security posts, beginning 8:00 am, Tuesday, September 9, 2025.
- These wristbands will allow access into the expo halls only during the installation and dismantle days of the show.
- Official exhibitor printed badges will allow access to hall during show days

- **Badge Pickup Hours:**

- | | |
|---------------------------|-------------------------------------|
| ○ Friday, September 12 | 9:00 AM – 5:00 PM (EXHIBITORS ONLY) |
| ○ Saturday, September 13 | 7:30 AM – 5:00 PM |
| ○ Sunday, September 14 | 7:30 AM – 5:00 PM |
| ○ Monday, September 15 | 8:00 AM – 5:00 PM |
| ○ Tuesday, September 16 | 8:00 AM – 5:00 PM |
| ○ Wednesday, September 17 | 8:00 AM – 3:00 PM |

FOOD SAMPLING & BOOTH INSPECTIONS

Food Sampling & Booth Inspections

More information on Hand Wash Stations, Catering Menus and IBIE Alcohol Policy. All exhibitors providing samples must abide by all Southern Nevada Health District food regulations.

[Exhibit Booth Catering Menu](#)

[Food Handling/Booth Inspection](#)

[Food Samples & Sanitation Kits](#)

[Food Sampling Checklist](#)

[IBIE Alcohol Policy](#)

FOOD SAMPLING & HAND WASHING STATIONS

- Nevada Health Law requires the use of a handwashing and sanitation station when sampling or preparing food and beverages.
- You may provide your own station, or you can purchase one from Sodexo Live.
- If providing your own, contact the Southern Nevada Health District or visit their website to ensure your station meets all requirements.



SODEXO AND IN-BOOTH F&B



- Exhibitors should work closely with **Sodexo Live** 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
- Stay **hydrated** during move-in/move-out!
 - Sodexo Live will be selling (24) bottle packs of water for \$25
 - Form available in **exhibitor resource center**

Bottle Water (24) Sodexo \$25/\$45

IBIE has partnered with Sodexo (LVCC Exclusive Caterer) to offer exhibitors 24 water bottles. \$25/plastic - \$45/aluminum. September 9-13 & 18 - 8:00AM - 2:00PM.

[ON-SITE ONLY/PICK-UP LOCATIONS →](#)

HOUSING AND 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.
- OnPeak is the official housing provider (beware of scammers)
- Book housing through Exhibitor Resource Center

Housing

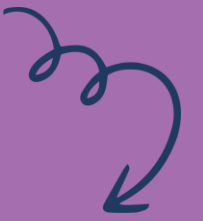
Housing available through onPeak, IBIE's only official housing provider. Please contact IBIE@onpeaksupport.com with any questions.

[BOOK HOUSING →](#)

MISCELLANEOUS ITEMS



CART SERVICE/POV (personal owned vehicle)



- Shipments eligible for cart service are those delivered in a privately owned vehicle (POV).
- Freeman workers equipped with a flat cart scooter will assist exhibitors with unloading.
- Each cart will handle a load approximately 3' wide x 4' long x 3' high. Freight must not exceed 300 lbs
- Cart Service will be available at the following dates and times:
 - Friday, September 12, 2025, 8:00 AM - 4:30 PM
 - Saturday, September 13, 2025, 8:00 AM - 4:30 PM
 - Wednesday, September 17, 2025, 5:00 PM - 10:00 PM

CORPORATE MEETING PROGRAM



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

<https://www.bakingexpo.com/attend/corporate-meeting-program/>

SHUTTLE SCHEDULE



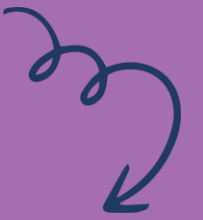
- Shuttle buses may be available during peak hours to and from Official IBIE Hotels for guests who reserved their rooms through the Official IBIE Housing Partner, **onPeak**.
- More information on shuttle times, routes and locations served will be available soon
- Hotel & Travel Information
<https://www.bakingexpo.com/hotel-travel/>

MARKETING TOOLKIT: PROMOTE YOUR PRESENCE



- Use these simple FREE pre-show marketing strategies to elevate awareness of your exhibit in advance.
- These proven tactics will help your company generate leads, expand selling opportunities and drive traffic to your booth.
- Give your booth a boost webinar

SCHEDULE AT A GLANCE



- Check out the major time frames for events

<https://www.bakingexpo.com/exhibit/schedule-at-a-glance-2025/>

Friday, Sept. 12	Times	Event	Location
	9:00 AM – 5:00 PM	Onsite Registration for Exhibitors Only	N257 / W232
	2:00 PM – 5:00 PM	Onsite Registration for All Attendees	N257 / W232

Saturday, Sept. 13	Times	Event	Location
	7:30 AM – 5:00 PM	On-Site Registration	N257 / W232
	8:00 AM – 4:00 PM	IBIEducate Program	West Hall 2nd Floor / North Hall 2nd Floor
	8:00 AM – 5:00 PM	Business of Baking for Beginners Powered by RBA	West Hall 3rd Floor



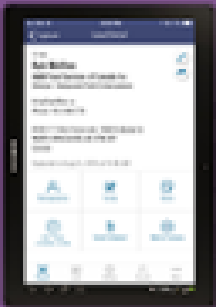
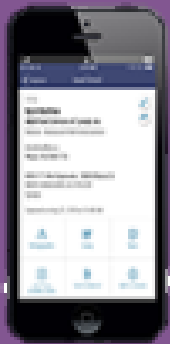
EXHIBITOR FAQ'S



- Find essential information and guidance to ensure your expo experience rises to the occasion
- <https://www.bakingexpo.com/exhibit/exhibitor-faqs/>



HOW TO ORDER YOUR COMPLIMENTARY LEAD RETRIEVAL



To order, click on the blue "Order Lead Retrieval" link below and use voucher code **BAKER25COMP**

You have the option of ordering one of the three lead choices:

- SWAP Mobile App
- Handheld Badge Scanner
- Tablet

The screenshot shows a dashboard with several sections:

- Exhibitor Badge Registration**
- Main Company Contact Profile** (Virginia Geoghegan) with a **Verify** button.
- A warning message: **A verified contact is required**.
- Order FREE Lead Retrieval** button with a **Go!** button, circled in red.
- Extend a 20% discount to your Customers**
- Order Email Marketing Powered by SWAP Reach** (Launches in a new browser window) with a **Go!** button.
- Group Financial Summary** table:

Booking Total	\$0.00
Payments	\$0.00
- Important Hotel Booking Information** section with text: "Want to earn additional booth space priority points for IBIE 2028? As of 2022 - Exhibitors who have at least 75% of their staff stay in official IBIE hotels will be eligible for an extra THREE priority points towards their total points for IBIE 2028 space selection. See information below to book your hotel rooms for IBIE 2025!"
- Personnel Search** section with input fields for First Name and Last Name, and a **Search** button.
- Helpful Links** section with [Contact Us](#) and [Customer Service](#).
- Book Your Hotel Here!** button with the ONPEAK logo.





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EXHIBITOR TIPS

COST SAVING TIPS



- Freeman advance order deadline date -- **August 15**
- Pay attention to shipping deadlines
- Order labor on straight time
- Be sure your carrier arrives on time
- **Know your target move-in time**
- Take advantage of your booth package

ONSITE TIPS



- Pick up your badge (not mailed)
- First thing....go to your booth, check everything has arrived
- Obtain empty stickers from **Freeman Exhibitor Service Desk**, located **North Hall, in front of hall aisle 5000, West Hall left of 100 aisle.**
- If labor is ordered, check in with Freeman Exhibitor Service Desk
- Bring all tracking numbers and order confirmations
- Wear comfortable shoes
- Look for your onsite concierge team (IBIE, Freeman and LVCC utilities) for assistance
- Stay hydrated!!!

UNION JURISDICTIONS IN LAS VEGAS



- Full-time employees
- Exhibitor Appointed Contractors
- Hand-carrying into the exhibit hall
- Cart Service/Private Operated Vehicles (POVs)
- Exhibitors can do many electric hook-ups themselves

PERSONAL MOBILITY DEVICES NOTICE PER LVCC

NEW!

LVCC kindly asks attendees to refrain from bringing any non-ADA personal mobility devices onto the property.

This includes, but is not limited to, the following:

- Segways
- Manual Scooters
- Electric Scooters
- Skateboards
- Other Personal Mobility Devices

COMMUNICATION

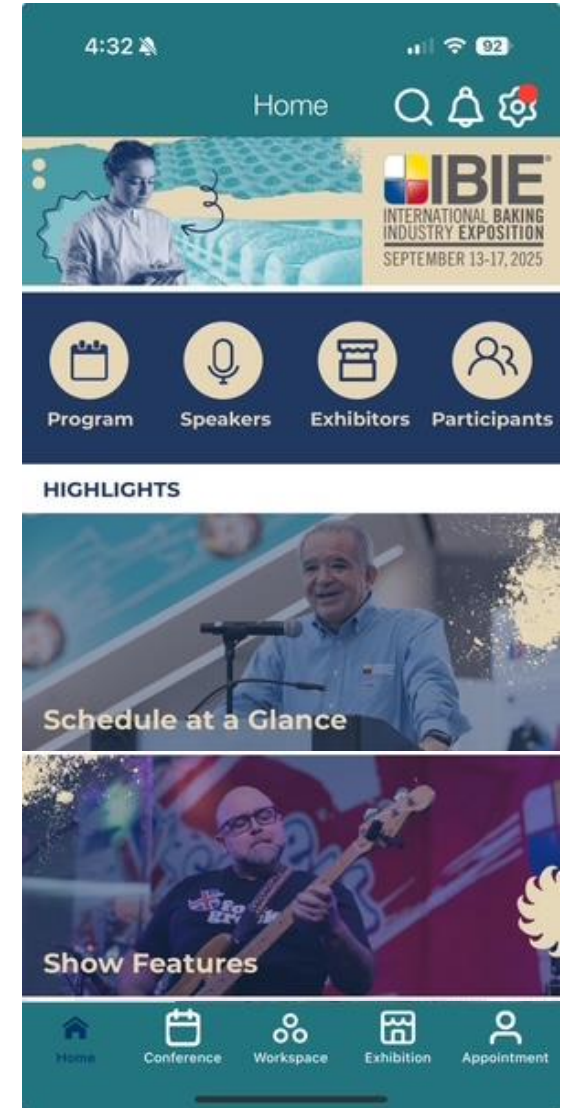


Follow our Exhibitor Communications

- Watch exhibitor webinar series
- <https://www.bakingexpo.com/exhibit/exhibitor-resources/#webinars>
- Read monthly exhibitor newsletters
- Exhibitor Resource Center

MOBILE APP & ATTENDEE/ EXHIBITOR NETWORKING

- New this year – IBIE’s mobile app will have the capabilities for Exhibitors to set meetings with Attendees
- More information will be shared in the near future!



EXHIBITOR SUMMIT

Exhibitor Summit Held 1/22/2025

- IBIE Show Features and Updates
- Freeman Material Handling Overview & Target Floorplan
- Sponsorship, Marketing & Advertising Opportunities
- Exhibitor Logistics
- Presentation in ERC
 - <https://www.bakingexpo.com/wp-content/uploads/2025/01/IBIE-2025-EXH-SUMMIT-PP-12-12-24.pdf>



Q & A

Exhibits@BakingExpo.com

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