



**IBIE**<sup>®</sup> EDUCATION: SEPT. 13-17, 2025  
EXPO HALL: SEPT. 14-17, 2025  
INTERNATIONAL BAKING LAS VEGAS CONVENTION CENTER  
INDUSTRY EXPOSITION WWW.BAKINGEXPO.COM

# Know Before You Go! Final Show Preparations

# MEET THE TEAM

## HOSTED BY:



**Ingrid Qualls**  
Sr. Tradeshow  
Manager

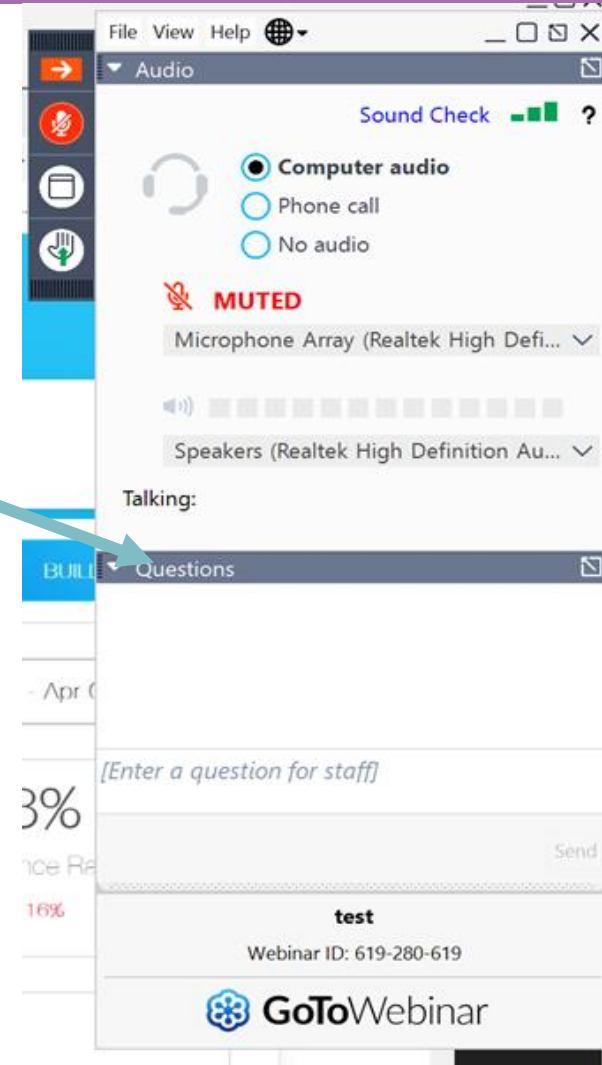


**Alyssa Stubs**  
Sr. Tradeshow  
Coordinator

# HOUSEKEEPING



- 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 question box to notify the IBIE Team and we will assist you.



# AGENDA



- **Material Handling – Target Move-in and Move-out**
- **Expo Hall Access**
- **Customer Badges**
- **Show Schedule & Logistics**
- **Cost Savings & Critical Dates**
- **Important Reminders**
- **Q&A**

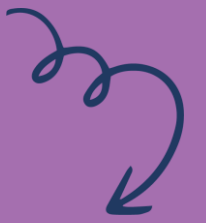
# SCAMMERS!

## Housing & Attendee Lists

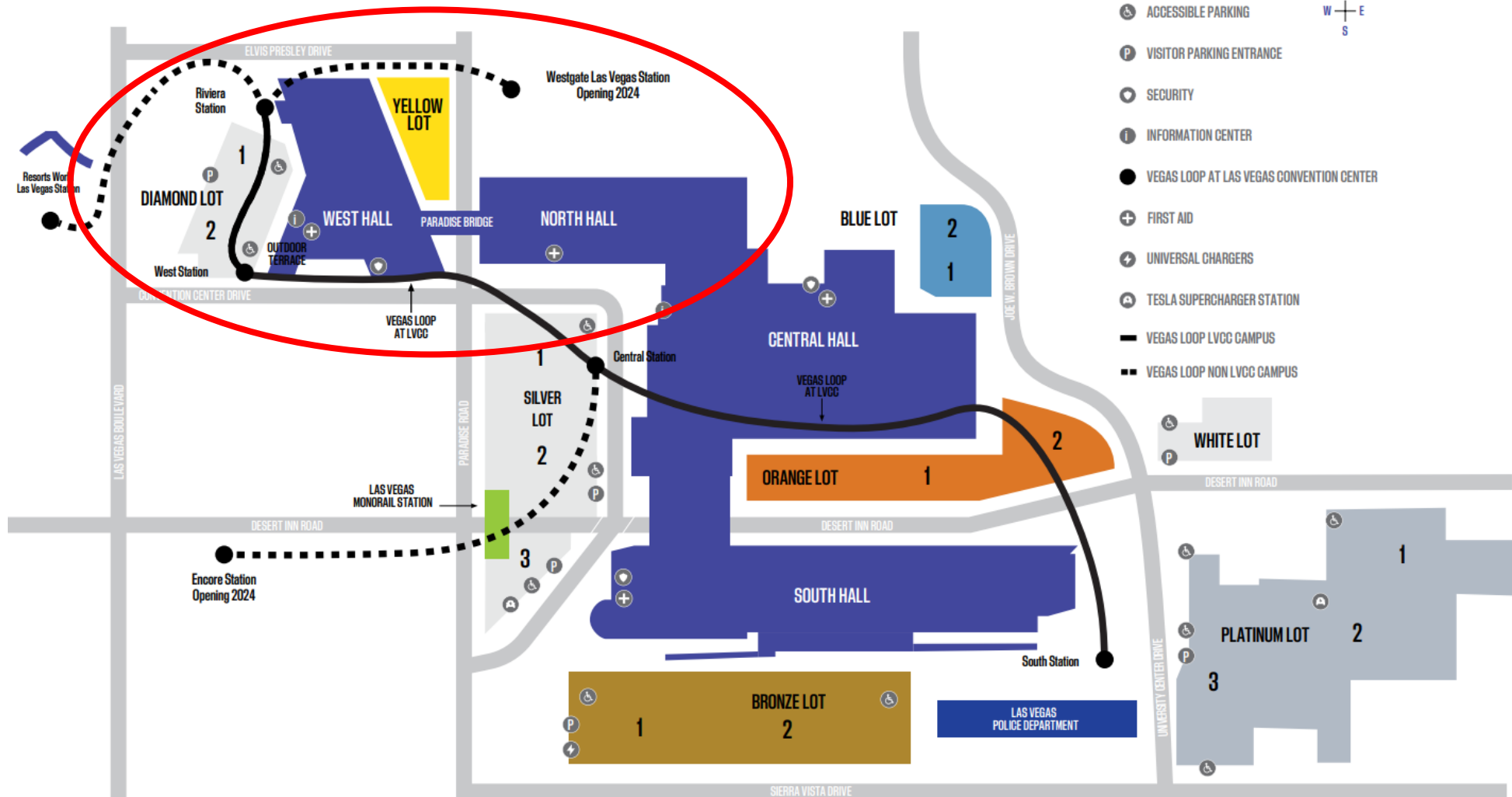


- Housing:
  - onPeak is the only official housing provider for IBIE 2025.
- Attendee Lists:
  - IBIE does NOT sell attendee contact lists or data.
- If you receive an email or phone call, always check before proceeding with that vendor. Check [bakingexpo.com](http://bakingexpo.com), FOR EXHIBITORS, and get your information from there or login to your ERC or contact us at [exhibits@bakingexpo.com](mailto:exhibits@bakingexpo.com)

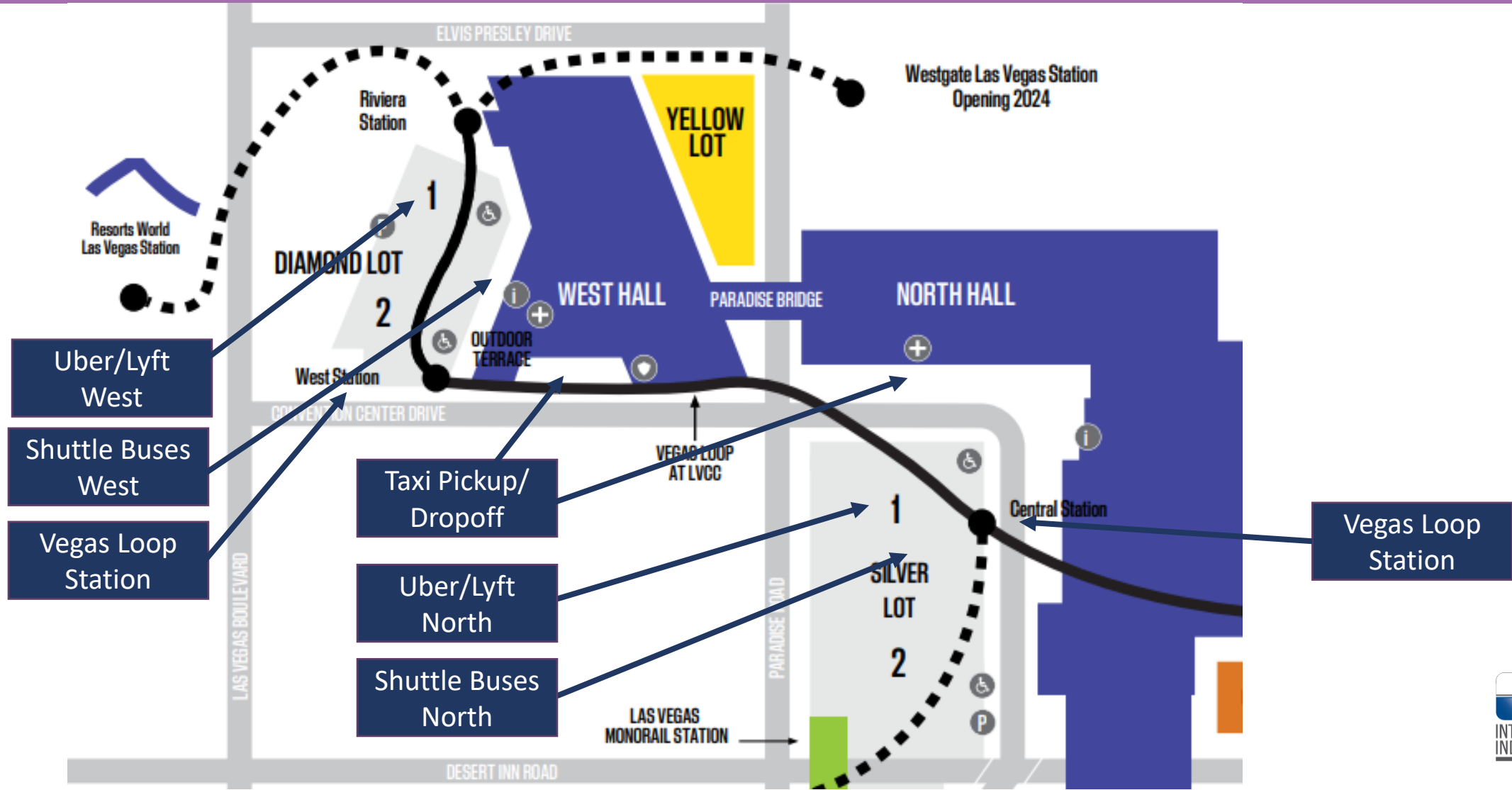
# LAS VEGAS CONVENTION CENTER CAMPUS MAP



## LAS VEGAS CONVENTION CENTER | CAMPUS



# LAS VEGAS CONVENTION CENTER CAMPUS MAP





# MATERIAL HANDLING

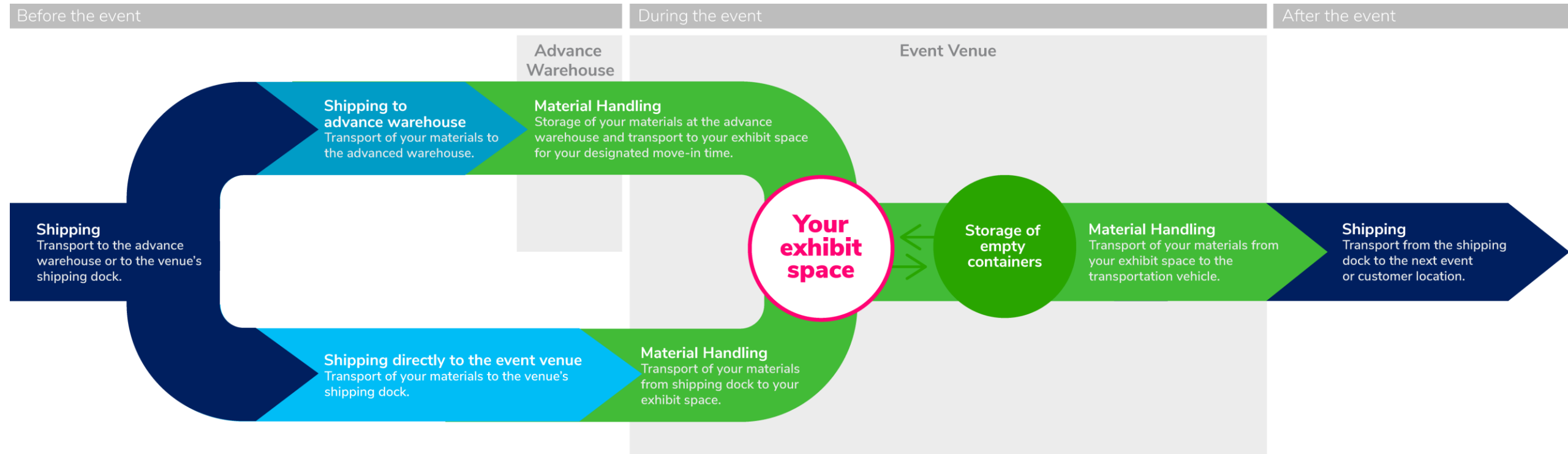
# TARGET MOVE-IN AND MOVE-OUT FLOORPLANS

# MATERIAL HANDLING INFORMATION



- Includes unloading of your materials at the dock, delivery to your booth, storage of empty containers, and reloading of those materials back onto your outbound carrier.
- As part of the Exhibitor's booth fee, ALL (Direct and Warehouse) material handling and machinery handling services through the official general services contractor (Freeman) are included in your booth package.
- Machinery should only be shipped direct to show site on your target date/time.

# MATERIAL HANDLING INFORMATION



## Material Handling Notice

# MARSHALLING YARD CHECK-IN



- To avoid additional charges for material handling, **all carriers must be checked in by your in or out-bound target date/time**. Charges will apply if carriers are not checked in by your target moveout date/time and loaded out on overtime.
- All carriers must check in at the Freeman Marshalling Yard. Be sure to share your Target Delivery date/time as well as the Marshalling Yard map and directions with your carrier.
- Marshalling Yard Hours: Opens at 6:00am every day during move-in and move-out, other than September 17, the yard opens at 1:00pm

# DIRECT TO SHOW SITE TARGET MOVE-IN



- Your target move-in is your assigned date/time that your driver/carrier should be checked into the Marshalling Yard.
- Drivers **MUST** check into the Marshalling Yard by your assigned target move-in date/time.



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

# DIRECT TO SHOW SITE TARGET MOVE-IN



- When scheduling labor, please allow enough time for your freight to be delivered (approximately 2-4 hours after your carrier checks into the Marshalling Yard).
- All direct to show site shipments must be CRATED and sent directly to show site and must arrive on exhibitor's targeted move-in time to avoid additional charges. This includes small packages.

# ADVANCED WAREHOUSE



- All WAREHOUSE shipments must be received before the warehouse deadline date and during warehouse receiving hours.
  - Warehouse materials are accepted at the warehouse starting on **July 15-September 3**. An after deadline surcharge will apply to any shipments received before July 15 or after September 3.
  - Warehouse hours are **Monday through Friday between 7:00 a.m. - 2:30 p.m.** Carriers arriving after 2:30 p.m. will not be checked in until the following day.
  - All freight sent in advance to the warehouse will be in the exhibitor's booth at their targeted move-in time.
- Please note that the Freeman Warehouse does not accept uncrated freight (loose, pad-wrapped material and/or unskidded machinery), freight requiring refrigerated or frozen storage, a single piece of freight weighing more than 5,000 pounds or a single piece of freight beyond the dimensions of 108"H x 93"W.

# TARGET MOVE-OUT



- Your target move-out is your assigned date/time that your carrier **MUST** be checked in for pickup.
- **This is Marshalling Yard check-in time, not a freight loading time.**
- Upon arrival and check-in at the Marshalling Yard, your carrier will be matched with the completed Material Handling Agreement and will be dispatched to the dock upon availability.
- Approximate wait time for carriers to be dispatched to a dock for loading is approximately 4-6 hours as long as your outbound paperwork has been completed and turned in.

# SURCHARGES



- Surcharges will apply under the following scenarios:
  - Freight delivered off target (including machinery shipments)
  - Freight delivered after the deadline date
  - Freight loaded out off target and during overtime hours on move-out (including machinery shipments)
- Please see material handling form in the Freeman Service Manual for pricing



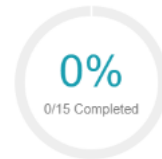
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# EXPO HALL ACCESS & CUSTOMER BADGES

# EXHIBITOR RESOURCE CENTER (ERC)



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

# Visit the ERC

# ARRIVAL TO THE LAS VEGAS CONVENTION CENTER



- Security will issue wristbands for all exhibitors during install and dismantle
- To find your booth follow the hanging aisle signs
- Confirm your orders
  - Freeman Service Desk & Additional Vendor Partners
  - Electrical/Internet/Carpet/Floral, etc.
- Be sure to have all tracking/confirmation numbers handy
- Obtain empty stickers from Freeman Service Desk
- Look out for our IBIE Floor Managers and Freeman Exhibitor Concierges for assistance



# BADGE PICKUP & EXHIBITOR REGISTRATION HOURS



- Exhibitors will be able to pickup badges in North AND West Halls this year during the following dates and times
- Badges will not be mailed

Registration: North 257 / West 232	
Thursday, September 11	12:00 PM – 5:00 PM
Friday, September 12	9:30 AM – 3:00 PM
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 – 1:00 PM

# WRISTBANDS, EACs, CHILDREN



- **Move-In Wristbands**
  - Exhibitors will gain access to the exhibit hall with a WRISTBAND handed out from the security guard
  - During move-in wristbands will be issued at Security posts, beginning 8:00 am, Tuesday, September 9, 2025.
  - Wristbands will allow access into the expo halls only during the installation and dismantle days of the show.
  - Once the show officially opens – ALL EXHIBITORS MUST have their badge to enter the Expo Hall
- **EAC's (Exhibitor Appointed Contractor)**
  - EACs will check-in with EACA to receive their contractor badge during move-in, located outside North and West Halls
- **Absolutely no children under 13 years of age** (12 and younger including infants in strollers and baby carriers) are permitted on the expo hall floor. This rule will be strictly enforced by IBIE Management for Safety purposes. **NO EXCEPTIONS!**

# CUSTOMER BADGE DISCOUNT



## EXTEND A 20% DISCOUNT TO YOUR CUSTOMERS

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, login to the ERC and click on the widget called "Exhibitor Registration Dashboard".
- The unique code for your company is "EXH"+(YOUR BOOTH #). For example, Booth #123 would be EXH123.
- You will also be able to access list of guests that used your code.

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# SHOW SCHEDULE & LOGISTICS





# EXPO HALL SCHEDULE



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

Saturday, September 13	Education Sessions
<b>Expo Hall Open:</b>	
Sunday, September 14	10:00 AM – 5:00 PM
Monday, September 15	10:00 AM – 5:00 PM
Tuesday, September 16	10:00 AM – 5:00 PM
Wednesday, September 17	10:00 AM – 3:00 PM

# BOOTH PACKAGE DETAILS



- **Complimentary Booth Package**
  - 8' Back Drape, 3' side drape and a Company Name ID are included in your booth
- **Complimentary Material Handling**
  - As part of your exhibit booth fee, all material handling services through Freeman are included IF you ship DIRECT or ADVANCED WAREHOUSE on Target
- **Carpet Vacuuming**
  - Vacuuming services of aisles and exhibitor booths Saturday, Sunday, Monday, and Tuesday nights
  - Trashcans in aisles and exhibitor booths will be emptied every night at the time of vacuuming
- **Lead Retrieval**
  - One physical device OR Mobile App
  - More details in the Exhibitor Registration Dashboard in the ERC

# BOOTH PACKAGE DETAILS



Items NOT included in your booth package:

- Flooring
- Furnishings (tables, chairs, etc.)
- Dedicated Wi-Fi

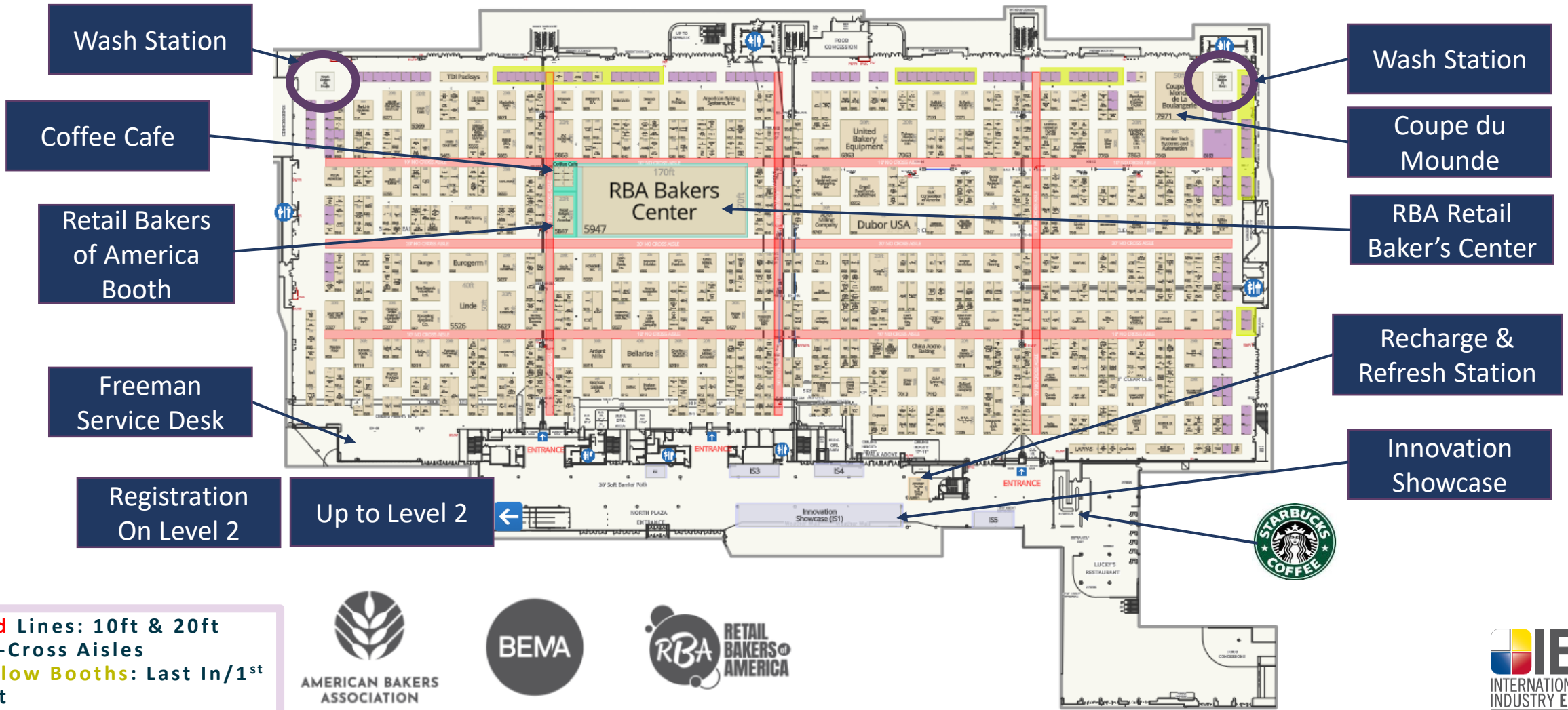
Visit the [Freeman Exhibitor Service Manual](#)  
to place all orders.

# SHOW LOGISTICS



- Flooring is MANDATORY
  - All booth flooring must be covered (carpet, tile, linoleum)
- Selling in the Expo Hall is Prohibited
- Union Labor
  - Full-Time Employees
  - Hand-Carry
  - Cart Service (formerly Privately Owned Vehicles, POV)
- Wash Stations
  - Two (2) – North Hall
  - Two (2) – West Hall
- Freeman Service Desk
  - Located in the North and West Halls

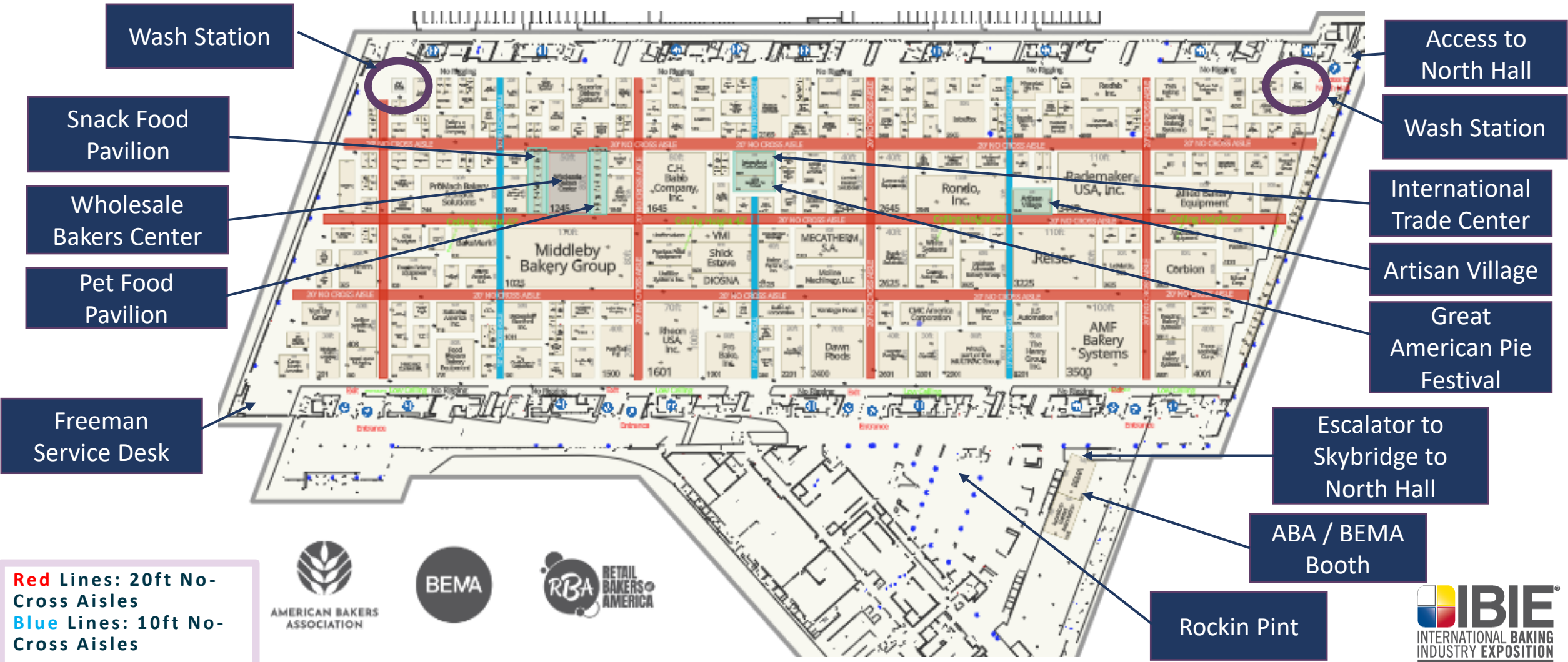
# NORTH HALL OVERVIEW



**Red Lines:** 10ft & 20ft No-Cross Aisles  
**Yellow Booths:** Last In/1<sup>st</sup> Out



# WEST HALL OVERVIEW



# SHOW FEATURES

[CLICK TO  
READ MORE](#)



- COUPE DU MONDE DE LA BOULANGERIE – North Hall #7971
- THE ROCKIN' PINT CONCERT – West Hall Food Court
- IBIEDUCATE – Level 2 in North and West Halls
- WHOLESAL BAKERS CENTER – West Hall #1245
- RBA RETAIL BAKERS CENTER – North Hall #5874
- CHEF TALKS – Multiple locations
- PANETTONE WORLD CUP – West Hall #3245
- WORLD BREAD AWARDS USA – West Hall #3245

# SHOW FEATURES

[CLICK TO  
READ MORE](#)



- CREATIVE CAKE DECORATING COMPETITION – North Hall #5874
- BEST IN BAKING – INDUSTRY AWARDS
- QUICKBITES – Various locations
- INNOVATION SHOWCASE – North Hall Lobby
- ARTISAN VILLAGE – West #3245
- GREAT AMERICAN PIE FESTIVAL – West Hall #2051
- RECHARGE & REFRESH LOUNGE – North Hall Lobby



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# COST SAVING TIPS & CRITICAL DATES

# COST SAVING TIPS



- Order by the deadline dates
- Pay attention to Target Move-In floor plan Date/Time for your direct show shipment
- Be sure your carrier arrives direct to show-site based on your Target Move-in Date/Time
- Target Move-Out: Be sure your carrier arrives on target for your Date/Time
- Order labor on straight time
- Don't forget to order your FREE complimentary lead retrieval provided by IBIE

# CRITICAL DUE DATES

- **August 15**
  - Register your EAC's
  - Freeman Ordering Forms
- **September 3**
  - Advanced Warehouse Freight Deadline
- **September 9**
  - Direct to show shipments accepted

Artisan Village  
Booth: 3245

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	🕒

Check your ERC for a full list of deadlines!



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# IMPORTANT REMINDERS

# MOBILE APP EXHIBITOR & ATTENDEE NETWORKING



- Exhibitors will have the opportunity to schedule meetings and chat with attendees and potential customers through features in the mobile app
- IBIE Show Management will be providing detailed instructions and a how-to guide on these new features



# SPONSORSHIP OPPORTUNITIES

## CONTACT US:

[Sponsorships@BakingExpo.com](mailto:Sponsorships@BakingExpo.com)

[Media@BakingExpo.com](mailto:Media@BakingExpo.com)

## MAXIMIZE YOUR EXPOSURE!

- Sponsorship Opportunities
- Advertising
- Enhanced Listings
- On-site Signage
- Digital
- Attendee Experience
- Options available for every goal and budget

*Check out all opportunities in the ERC under the “Sponsorship & Media Opportunities” widget*

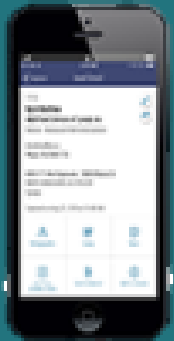
# SHUTTLE SCHEDULE

Shuttle buses will be available during peak hours to and from Official IBIE Hotels for guests who reserved their rooms through the Official IBIE Housing Partner, onPeak.

Shuttles will run Saturday, September 13 –  
Wednesday, September 17



# HOW TO ORDER YOUR COMPLIMENTARY LEAD RETRIEVAL



- Log into your [ERC](#), click on Exhibitor Registration Dashboard.
- To order, click on the blue "Order Lead Retrieval" link below and use voucher code **BAKER25COMP**
- **You can choose 1 of the 3 options below:**
  - SWAP Mobile App
  - Handheld Badge Scanner
  - Tablet

A screenshot of the exhibitor registration dashboard interface. The interface is divided into several sections. On the left, there are buttons for "Exhibitor Badge Registration Add/Edit Personnel", "Main Company Contact Profile Ingrid Qualls Edit", and "Order FREE Lead Retrieval Go!". The "Order FREE Lead Retrieval" button is highlighted with a red border. Below it is a button for "Extend a 20% discount to your Customers". In the center, there is a table with columns for "Registration Type(s)", "Allotment Total", "Total Registered", and "Allotment Available". The table has one row with the data: "Exhibitor,Exhibitor Spouse", "3", "1", and "2". To the right of the table, there is a "Group Financial Summary" section with "Booking Total" and "Payments" both at "\$0.00". Below that is a section for "Important Hotel Booking Information" with a heading "Want to earn additional booth space priority points for IBIE 2028?". On the far right, there is a "Personnel Search" section with input fields for "First Name" and "Last Name", and a "Search" button. At the top right, there is a timer for "IBIE 2025 coming soon!" showing "39:22:10:46" in days, hours, minutes, and seconds.



# EXHIBITOR WEBINAR SERIES



- **LVCC Overview**
- **How to Access & Use Your ERC**
- **Booth Package Overview –  
Material Handling**
- **Give Your Booth a Boost**
- **What to Know as a First Time  
Exhibitor**

**VIEW RECORDINGS AT  
[BAKINGEXPO.COM](http://BAKINGEXPO.COM)**



# Q&A

[Exhibits@BakingExpo.com](mailto:Exhibits@BakingExpo.com)

+1.312.321.6837



**THANK YOU!**