YOUR WORLD OF OPPORTUNITY

IBIE®

INTERNATIONAL BAKING INDUSTRY EXPOSITION

OCTOBER 8-11, 2016

LAS VEGAS, NEVADA USA

LAS VEGAS CONVENTION CENTER

WWW.IBIE2016.COM

American Bakers Association

BEMA

Retail Bakers of America

WOW!

IBIE
INTERNATIONAL BAKING INDUSTRY EXPOSITION

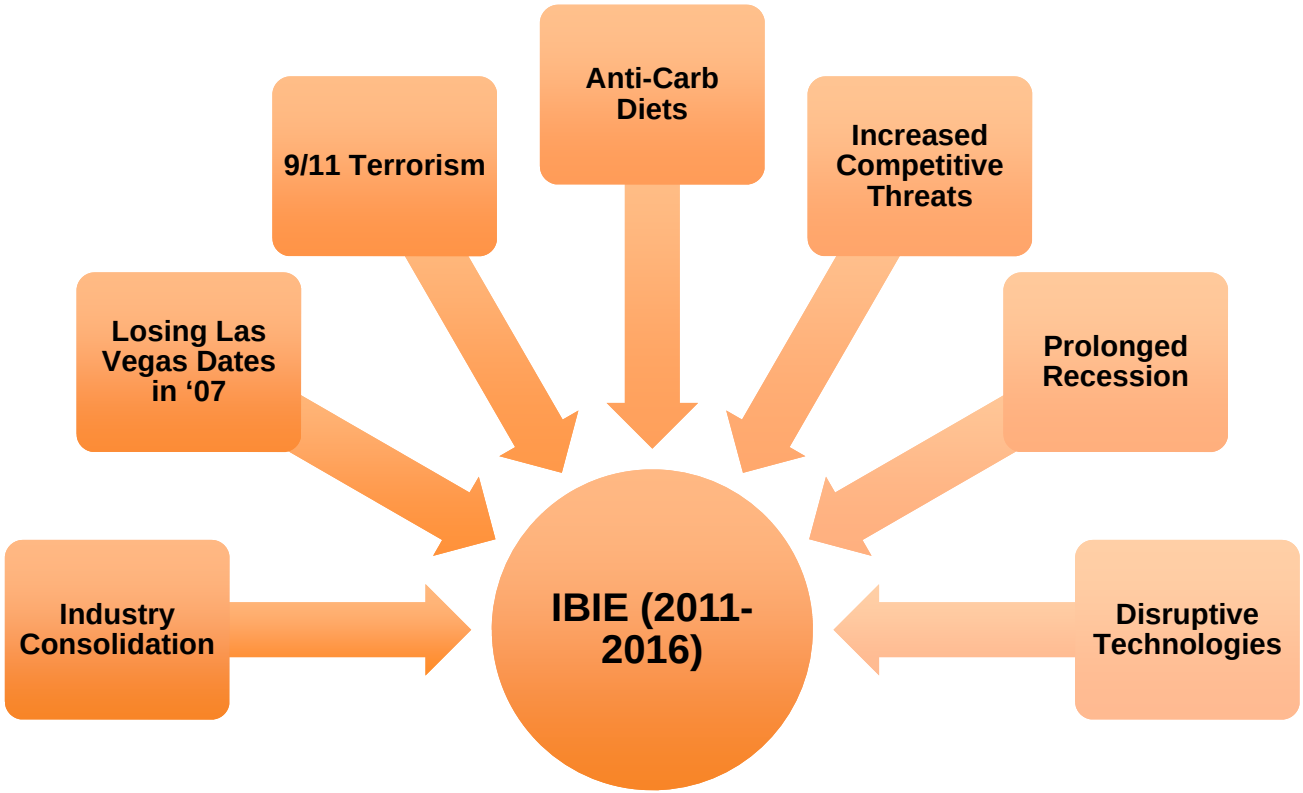
IBIE IS IMPORTANT TO THE INDUSTRY..

Bakers

Suppliers

Industry

5 SHOW CYCLES WE'VE BEEN BATTLING...



YET, DESPITE IT ALL…

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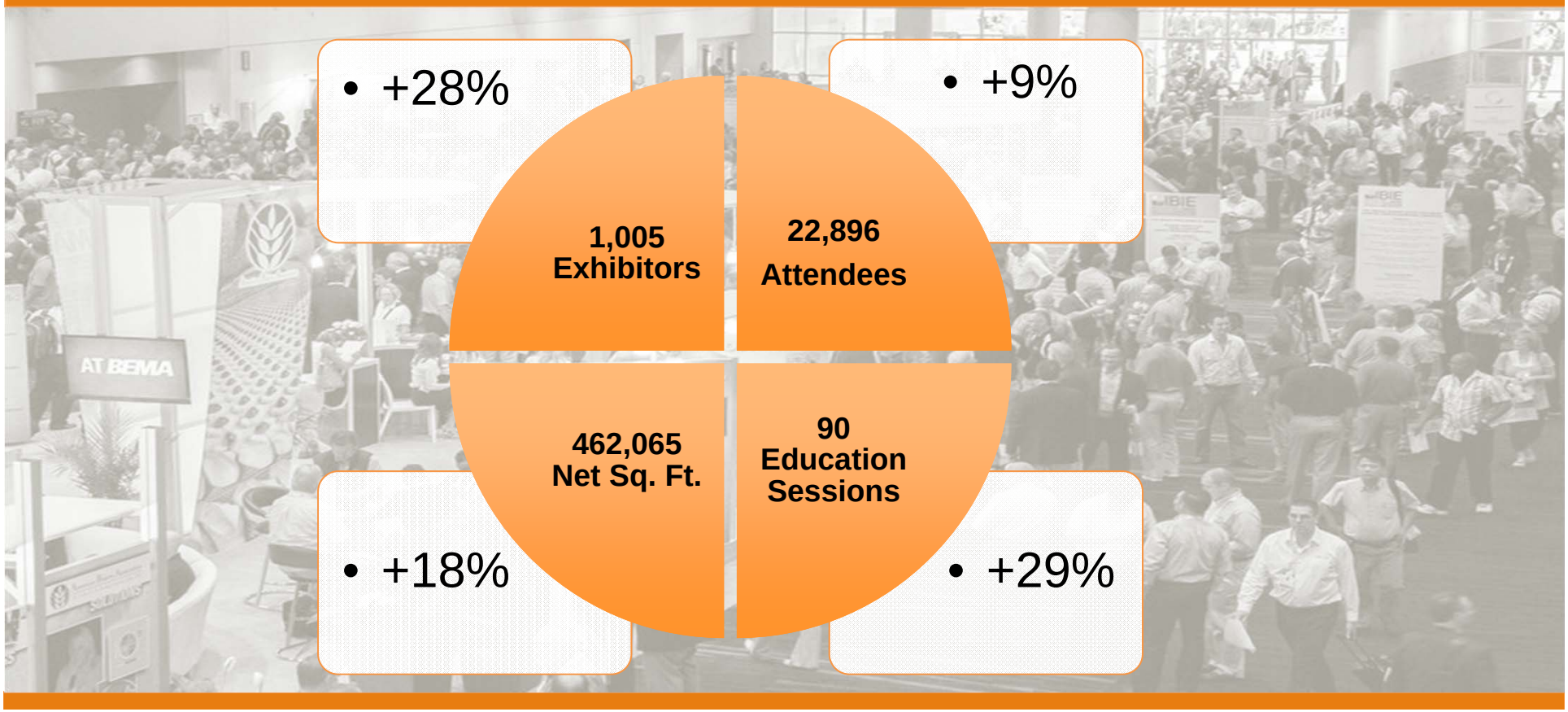

- +28%

1,005 Exhibitors

- +9%

22,896 Attendees

462,065 Net Sq. Ft.

- +18%

90 Education Sessions

- +29%

IBIE IN REVIEW: BUYERS

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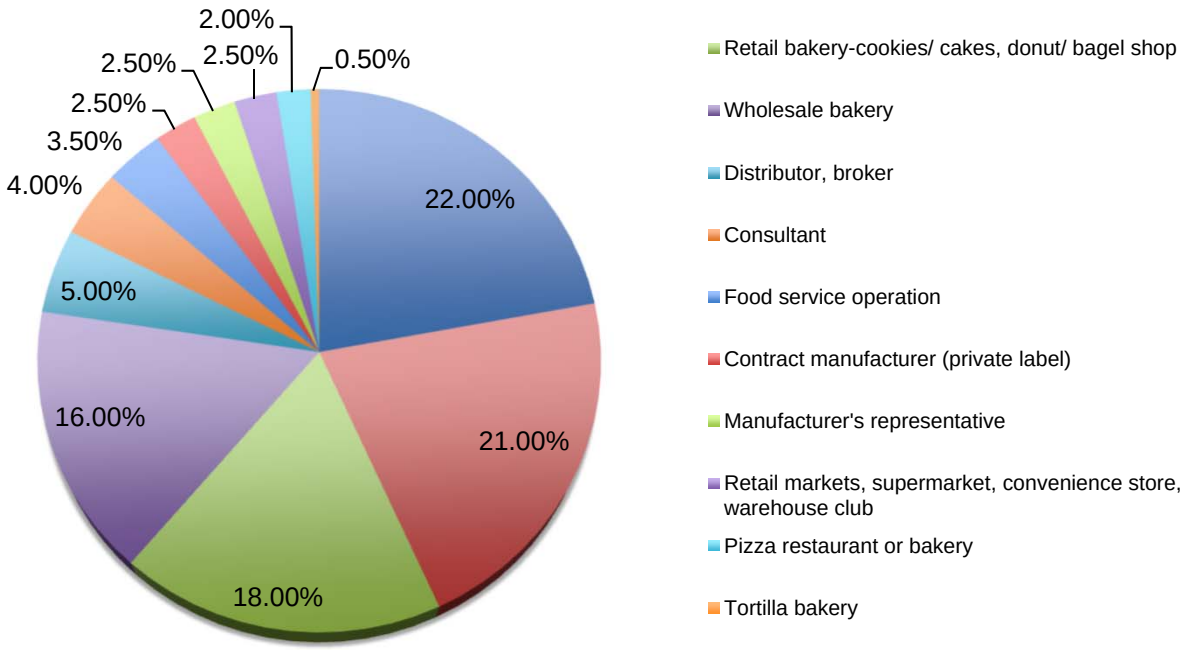
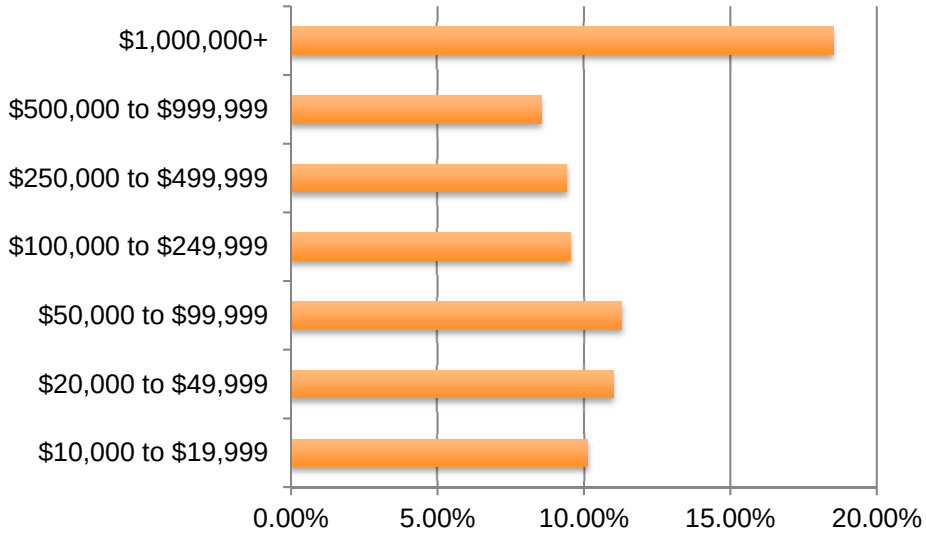
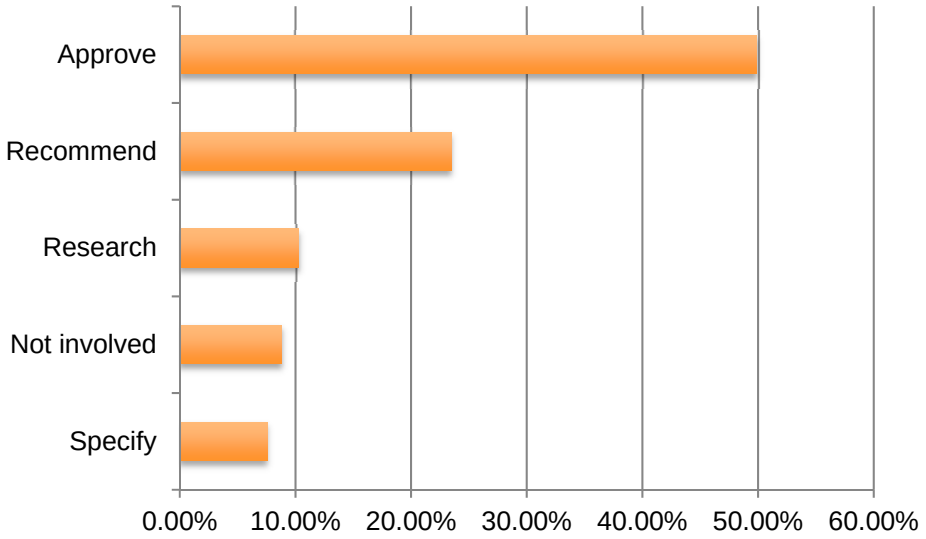
BAKERS BY SEGMENT

Attendees By Segment



BAKERS BY BUYING POWER





80% **indicated they planned to make a purchase as a result of attending**

BAKERS BY LOCATION

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28% International

110 Countries

50 States

TOP 15 COUNTRIES

Mexico
Canada
China
Australia
Japan
Brazil
Colombia
Dominican Republic
Philippines
El Salvador
Guatemala
United Kingdom
Argentina
Netherlands
India

EXHIBITOR FEEDBACK

“Our booth was packed with great leads 90% of the time, in fact right up until the last 30 minutes of the show. We have already paid for the show, advertising and expenses within the 1st week of returning. Within the month we will have an ROI of more than 5 times.”

“Nowhere else does the baking industry unite in such a grandiose way.”

“This was our first IBIE show as exhibitors. We set internal goals for pre-arranged meeting appointments that we exceeded. We came away with a significant order signed at the show, plus high quality leads that we expect to produce real near-term business. We are strong believers in vertical market trade shows and IBIE will become part of our regular rotation of shows for the future.”

IBIE IN REVIEW: OPERATIONS

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SHOW OPERATIONS

	Met or Exceeded Expectations
Exhibitor Service Manual	94%
Booth Cost Compared to Other Shows	82%
Move-in/Move-out Hours	92%
Exhibit Hall Layout	86%
Exhibitor Registration Process	97%
Exhibitor Housing Process	93%
IBIE Show Management	95%
Lead Retrieval Services	92%
Food Service/Concessions	71%
Decorator/Labor	87%
Electrical	86%
Freight/Drayage	87%
Security	96%

SHOW FEATURES

	Utilization	Met or Exceeded Expectations
All-American Tailgate Party	27%	88%
Bakers' Dozen Cafe	35%	94%
Idea LAB (Spotlight Theater + Expert Bar)	32%	92%
Global Cold Chain Alliance Pavilion	25%	90%
Show Floor Demos	**78%**	**96%**
Creative Cake Decorating Competition	64%	96%
Fresh Take Talks	34%	93%
B.E.S.T. in Baking (Sustainability) Program	31%	92%
Innovation Showcase	53%	92%
Tortilla Industry Association Technical Conference	17%	92%
RPIA's Business of Baking (BOB) for Beginners Workshop	20%	88%
Great American Pie Festival	45%	89%

ALL-AMERICAN TAILGATE

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SPONSORSHIPS

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EDUCATION

IBIE
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EDUCATION

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American Bakers Association

BEMA
BAKERY EQUIPMENT MANUFACTURERS & ALLIEDS

Retail Bakers of America
A Passion for Baking Since 1918

AIB INTERNATIONAL
Since 1919

GROUP the RPIA

B&CMA

GRAIN FOODS FOUNDATION

GLOBAL COLD CHAIN ALLIANCE

the Bread Bakers Guild of America

AMERICAN SOCIETY OF BAKING
ASB

TORTILLA INDUSTRY ASSOCIATION
TIA

EDUCATION

79% of participants rated seminars as important or very important factors when deciding to attend the event.

Seminars satisfaction rated high from participants:

97% satisfaction with topics

97% satisfaction with content

97% satisfaction with speaker's expertise

This is a strong improvement over 2016 where 84% said the program met or exceeded expectations.

TECHNOLOGY

Mobile App:
- 25% utilization
- Positive feedback; however some bugs noted
- Need better integration with registration and IBIE Connect

IBIE CONNECT (a2z):
- 30,000 unique visitors
- Need better integration with Mobile App

TrafficBoost:
- Pulled due to reporting challenges
- Looking into pURL campaign in 2019

LOOKING AHEAD...

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WHAT'S NEXT?

IBIE
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STRATEGIC PLANNING

MORE Buyers
MORE International Outreach
MORE Networking Opportunities
NEW Markets
NEW Show Features
NEW Selling Opportunities
IMPROVED Exhibit packages
IMPROVED Technology integration
IMPROVED Traffic flow

TALK TO COMMITTEE MEMBERS & STAFF

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BE EVANGELISTS

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FEEDBACK

GIVE US YOUR FEEDBACK & IDEAS

Q&A

<INSERT WILD APPLAUSE>

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