



THE BEST THING ABOUT BEMA WAS...

Getting to know bakers in the industry in a relaxed setting.

The impact of the **diverse programming** in a concise time frame.

Incredible people, an open and **inviting environment** and the opportunity to see peers and customers to build relationships.

Reconnecting personally and **STRONG** baker attendance in number and position.

Deepening current industry contacts and meeting new industry colleagues.



THE BEST THING ABOUT BEMA WAS...

Lots of **fruitful conversations** with vendors and bakers. Convention was loaded with good meetings, great keynote speaker.

The content was really good this year. Not sure what the difference was but there was nothing that I was uninterested in attending.

Unlike other shows, being able to have long discussions with suppliers without interruption.

Meeting new suppliers that I might not have reached out to on my own.

The social aspect of being able to include my family and getting to know suppliers on a more personal level was great.



THE BEST THING ABOUT BEMA WAS...

Learning in-depth trends about the **state of the industry** and information to assist in future decision making.

Reconnecting with familiar faces and **starting new relationships** in person, both with customers and suppliers.

The personal side of BEMA is what is remembered. It's what makes it different than ABA, ASB and all the others. When your family connects with other families it creates deeper, lasting relationships. Those **relationships foster business and shape careers.**





TESTIMONIALS OF FIRST TIMERS

As a first-time attendee, I **quickly felt very welcomed** into the organization and left with new connections from many different facets of the baking industry.

The opportunity to get to know bakers in a relaxed setting was invaluable and has opened the door for more opportunities to work together in the future.



As a first-time attendee I was impressed with the **wide range of content**, the effectiveness of the delivery, and especially the light-hearted atmosphere of the entire convention. Well done.



TESTIMONIALS OF FIRST TIMERS

The BEMA Convention is an **impactful event for all industry players**. Representatives from Michigan Bread were proud participants in 2021 and are already looking forward to future events.



My family and I really enjoyed attending the BEMA show this year. **I would highly encourage any baker to attend BEMA** to meet the people in our industry on a social level and get more details on what they can do for you.

It was great to attend an industry event and have my family be a part of it. My family wants to go again next year.



TESTIMONIALS OF FIRST TIMERS

This was my first professionally attended BEMA. It was very special for me to be able to have the chance to spend time with those that I haven't had the chance to get to know well in the past. **I immediately felt like I was a part of the BEMA family**, pretty much as soon as I got to the hotel. I have been fortunate enough to be working in and a part of the baking industry for most of my life, but now being able to be a part of the BEMA family means the world to me.

It doesn't matter where you came from or who you are within the industry, when you are at BEMA, we are all striving for one goal together. To support the bakers and the baking industry so that it will flourish for years to come.





TESTIMONIALS OF FIRST TIMERS

As a first-time attendee of BEMA I would say the event was wonderful. Great opportunities to network, **insightful talks** and Q&A's, and wonderful, fun events to enjoy. Looking forward to the next opportunity to see everyone!



This was the first BEMA Convention that I have been able to attend. I was able to bring my wife to the event as well. I really was not sure what to expect and really did not try to oversell it to my wife. We were both really impressed with the organization and the events. I thought the **content was great and most importantly pertinent and fresh**. Being able to finally get together was fantastic. It was great for me to get to meet as many people as I did. We are already looking forward to next year.



GUEST INSIGHTS

As a baker guest, I have found the **BEMA Connect portion of the convention to be the cherry on top** of a great format. Each time I have made a connection in the industry that has helped my businesses directly. The speed dating format allows just enough time to communicate needs and ideas, yet not get too far into the weeds if the connection is not valuable to either party. It is a fantastic feature of this conference.



Thank you to the team, it was an amazing event. **BEMA is head and shoulders above other functions** and organizations that I have participated in thus far. You have my commitment to the team and group.



GUEST INSIGHTS

It was absolutely wonderful to see old friends (actually shake hands and hug) and connect with new folks coming in and up in the industry.

By far: BEMA is the premier annual bakery event in the industry...the attention to detail and the atmosphere you guys create is **unmatched.**



BEMA Convention is the one place you can **take the industry's pulse** and speak with bakers in a relaxed atmosphere. Relationships started and renewed at Convention are rooted in a better understanding of your desire to be a partner with your peers and customers. **In a word, they are PRICELESS.**



GUEST INSIGHTS

When our customers see that competing suppliers' kids are great friends, they start to understand the impact of BEMA. BEMA brings people together regardless of the circumstances and allows for a chance to **focus on the challenges and opportunities of the baking industry as a whole.** BEMA provides the opportunity for customers and suppliers to lower their guards, slow down a little and look at things from a fresh perspective.

By coming together as a group we **form partnerships and friendships that go beyond business.** Those relationships are what carry us through the tough times and allow us to create great things together.





GUEST INSIGHTS

Extremely effective event to see the industry on both the supplier and baker side. Impossible to get the value seeing and meeting customers and vendors in that short amount of time.

This was the **most effective [fruitful] BEMA** that I have attended in recent memory.

Once again BEMA hit it out of the park with their convention. It continues to be **THE can't-miss event of the year!**

BEMA is the premier organization serving the supplier baking industry. So proud to be a part of it.

There is **no better way to get connected and remain relevant** than attending BEMA Convention.



GUEST INSIGHTS

I really appreciate the concepts in the meetings and training sessions. Some may be new, others are not. BEMA has organized an ongoing series of small, focus group type sessions to have discussions about the industry. What that means for me: Better vision of the industry, a value-added road map on how we move forward, and vision as to what could possibly be holding us back.

BEMA is... An ultimate team goal! Over time everyone in BEMA through sessions and participation in discussions will be well educated, and have an extremely diverse bench of manufacturers to propel our clients and the baking industry forward.





GUEST INSIGHTS

I sent a member of my sales team this year since once the convention was moved to Florida. The bakers that were chosen were upper management or owners that he did not know well or have a strong relationship with. He was able to connect with several about potential projects. Opportunities that would have been missed or never had a chance. **It's a big deal.**



One of the best conventions I've ever attended. Lots of good conversations with bakers and vendors, and I met new friends.

BEMA convention is **a great moment** to connect and update with different industry actors, on behalf of the best interest of all to make this industry stronger and bigger.