



WELCOME TO IBIE 2019!

We are happy to welcome you to the International Baking Industry Exposition (IBIE) 2019, the grain-based food industry's largest, most comprehensive trade event in the Western Hemisphere! This document includes information to help make your IBIE experience as productive as possible.

ABOUT IBIE

- Founded in 1920, IBIE is a non-profit event produced by the [American Bakers Association \(ABA\)](#), [Bakery Equipment Manufacturers and Allieds \(BEMA\)](#) and the [Retail Bakers of America](#).
- Proceeds from IBIE are invested back into the grain-based food industry to support market growth and innovation.
- IBIE's 1,000,000 square foot show floor highlights everything the baking industry needs to increase efficiency, improve operations and boost the bottom line.
- The industry's newest advances from 1,000 leading manufacturers and suppliers are all on display at the Baking Expo™, providing the complete spectrum of product and resources.
- IBIE's unprecedented educational program, [IBIEducate](#), is the most comprehensive baking industry education program offered in the world. Industry experts and leaders share valuable ideas and strategies that can be immediately implemented to improve products, optimize production and increase sales and profits.
- IBIE is pleased to donate post-event finished goods to two Las Vegas Charities: Opportunity Village and Three Square.
- For more information, visit www.IBIE2019.com.

GENERAL PRESS INFORMATION

Media Information Center Location & Hours

The Media Information Center is located at N115.

- **September 7th- 10th:** 9:00 am – 5:00 pm
- **September 11th:** 9:00 am – 3:00 pm

Press Registration and Badge Pick Up

Press registering onsite can go to Exhibitor/Press Registration desk within registration in North Hall (N3). Pre-registered press can pick up their badges at Press Registration desk, or scan your barcode at an express kiosk. Please follow signs to the Exhibitor Registration Desk and look for the terminal designated Press Registration.

Onsite Press Contact

Jacquelyn Wells, **mdg** *Mobile:* (619) 971-4640 *Email:* jacquelyn@mdg.agency

Press Contact

Kate Blom-Lowery, **mdg** *Mobile:* (619) 743-6294 *Email:* kate@mdg.agency

PRESS RESOURCES

Exhibitor Press Releases

Exhibitors will leave physical copies in the Press Room onsite or you may view the Digital Press Room at www.IBIE2019.com/press/digital-press-room

Plan Your Day

Download the official [IBIE 2019 Mobile App](#) to view IBIEducate sessions, exhibitors, shuttle schedules, set up meetings, and much more.

Post-Show News Release

The IBIE post-show press release will be emailed to you following the conclusion of the show and will also be available on our website.

2019 SHOW FEATURES

IBIEducate | Second Floor Meeting Rooms (check IBIE Mobile App)

Enjoy access to 100+ sessions to get insights into how to find new ingredients, process formulations, increase sales and profits, and more. Press are welcome to attend sessions but may not participate in hands-on activities.

Artisan Marketplaces Crafted by Puratos & BBGA

Location: Crafted by Puratos: Booth 2345 | Crafted by BBGA: Booth 6637

Enjoy tastings, create your own personalized loaf of bread, and learn from demos from Certified Master Bakers like Stanley Ginsberg, Leslie Mackie and Matt McDonald.

iba.Virtual Bakery Tours

Location: Booth 6261

Take a behind-the-scenes tour of renowned bakeries from all over the world using VR glasses.

BEST in Baking Lounge

Location: Grand Concourse

Together with *Snack Food & Wholesale Bakery*, IBIE recognizes suppliers and bakeries committed to positive transformation in the industry through the BEST in Baking awards. Award categories now include sustainability, workforce development, sanitation and product innovation.

Innovation Showcase

Location: Grand Concourse

IBIE puts baking's newest advances on full display in one efficient, state-of-the-art center of innovation. The showcase includes ingredients, equipment, packaging and safety products never before seen at IBIE.

Fresh Take Talks

Location: Booth 733

Fresh Take Talks, presented by Grain Foods Foundation, returns to IBIE with a series of 20-minute talks from industry, health and trend experts. Sessions will focus on gain industry issues, consumer concerns and the future of food. Be sure to catch Georgetown Cupcake founders, speaking on "Building and Maintaining a Passion Brand in the Baking Industry."

RBA Bakers Center

Location: Booth 945

Brought to you by Bundy Baking Solutions, discover baking competitions and live demonstrations from some of the biggest names in the industry, including your favorite Food Network stars like Buddy Valastro! The 18th annual Pillsbury Bakers' Plus Grand Champion Creative Cake Decorating Competition takes place here too.

Celebrity Cake Decorator & Baker:

Location: Booth 6653

Duff Goldman will be in the AB Mauri Food Inc., booth #6653 September 9th signing autographs and taking photos! Catch him from 11am – 12pm and 2pm – 3:30pm.

The Great American Pie Festival

Location: Booth 1845

In partnership with the American Pie Council, IBIE presents The Great American Pie Festival. This activity-filled environment on the show floor features live entertainment, free prizes and most importantly, a variety of ready-made pies for tasting.

PMQ Pizza Industry Information Center

Location: Booth 621

Pizza experts will share knowledge on best practices, recipes, food costs, growth rates, consumer trends, the state of the industry and more. The information center is brought to *PMQ Pizza Magazine*, the number one pizza business publication.

NETWORKING OPPORTUNITIES

All-American Tailgate Party

Sunday, September 8th | 4:30pm – 6:30pm | Back of Central Hall 2, 4600 Aisle

Kick off IBIE at the All-American Tailgate Party! For \$50, you'll get unlimited tailgate fare, drinks, live music, interactive games, and a casual environment to network. Tickets are available online or at the door and not included with a press badge.

NextGenBaker Global Leadership Forum

Tuesday, September 10th | 5pm – 6:30pm | Room N250

Join distinguished baking industry leaders for a panel discussion as they share their unique perspectives on these challenges and leadership lessons they have learned.

Q&A with Raul Porto

Sunday, September 8th | 6pm – 7:30pm | Room N246 / N250

Join The RPIA Group for a Q&A session with Raul Porto, President and Owner of Porto's Bakery. Attendance is free for all IBIE badge holders.

SOCIAL MEDIA CHANNELS & HASHTAGS

Official hashtag: #IBIE2019

Facebook: [@BakingExpo](#)

Twitter: [@BakingExpo](#)

LinkedIn: www.linkedin.com/company/international-baking-industry-exposition-ibie/

Instagram: [@bakingexpo](#)

Photography & Video

Photographers and videographers: Please check in at the onsite press room before going to the exhibit floor. Please do not interrupt business going on in the booth.

OFFICIAL BOILERPLATE

About IBIE

IBIE, produced by the American Bakers Association (ABA), the Baking Equipment Manufacturers and Allied (BEMA) and the Retail Bakers of America (RBA), is recognized worldwide as the grain-based food industry's largest, most comprehensive trade event in the Western Hemisphere. A "working show," where millions of dollars of business is conducted daily, IBIE brings the entire professional baking community together, offering the complete range of equipment, supply and ingredient solutions and showcasing the newest baking technology in 1,000,000 net square feet. The triennial event will next be held in Las Vegas, Nevada on September 18-21, 2022, with a full day of education on September 17.

For more information visit www.bakingexpo.com.