IBIE 2022 MEDIA GUIDE
BE SEEN BY THE AUDIENCES THAT MATTER

Baking industry professionals trust Sosland Publishing to deliver the news and information they need for a successful IBIE 2022. Whether it’s their first time attending the Expo or they’re seasoned decision-makers, IBIE attendees know where to find the best resources to get the most out of this triennial experience.

Sosland Publishing, the Official Media Provider of IBIE 2022, is once again producing IBIE’s Innovation Showcase, the Official IBIE 2022 Show Directory and the IBIE 2022 Show Dailies, as well as the show’s official website and mobile app. Put your print and digital messaging where it will deliver eyes on your products and buyers to your booth — before, during and after the baking industry’s most important show.

92% OF TRADESHOW ATTENDEES SAY THEIR MAIN REASON FOR ATTENDING IS TO SEE NEW PRODUCTS.
Source: Center for Exhibition Industry Research (CEIR)

81% OF TRADESHOW ATTENDEES ARE INVOLVED IN THE PURCHASING PROCESS.
Source: Center for Exhibition Industry Research (CEIR)

76% OF TRADESHOW ATTENDEES KNOW WHICH EXHIBITS THEY INTEND TO SEE BEFORE THEY GET TO THE SHOW.
Source: Center for Exhibition Industry Research (CEIR)
BAKINGEXPO.COM

As the official IBIE website, bakingexpo.com offers attendees an interactive tool where they can register online, research the event and plan their participation in the show. Web advertising is an effective tool for pre-show promotion, and limited website sponsorship opportunities are available on a first-come, first-serve basis. Web ads will rotate throughout the site in equal increments for all of 2022.

93% OF 2019 ATTENDEES USED THE OFFICIAL IBIE WEBSITE IN ADVANCE OF IBIE 2019.
Source: Cypress Research

RATES:
Leaderboard Ads - $8,250 (16 available)
(Run of site and runs for the entire year)
Size: 728x90 px | 200 KB maximum

Wide Skyscraper Ads - $6,950 (16 available)
(Run of site and runs for the entire year)
Size: 160x600 px | 200 KB maximum
*Does not appear on mobile

IBIE MOBILE APP

Mobile apps for tradeshows have become an integral part of the experience. Available from any smartphone or tablet, this handheld on-the-go resource offers complete information at your fingertips. Rotating sponsorships are available in addition to push notification messages.

79% OF 2019 ATTENDEES FOUND THE OFFICIAL IBIE MOBILE APP TO BE VERY USEFUL.
Source: Cypress Research

RUN OF APP SPONSORSHIPS:
• $8,250 (10 available)

Supported Landing Page Sizes:
• 2,048x200-500 px
• 1,536x150-400 px

MOBILE ALERTS:
• Day 1: $2,750
• Day 2: $2,750
• Day 3: $2,150
• Day 4: $1,650
IBIE SHOW DAILIES

CLOSE DATE: JULY 26

On-site/active promotion is critical to increase booth traffic. As the show opens Sunday, Monday and Tuesday, attendees will be handed a copy of the Official IBIE Today Show Daily. The dailies cover the latest developments, technologies and innovative new products displayed at IBIE. The dailies also provide a recap of the previous day’s events with a preview of vital activities to see that day. As an advertiser in the dailies, your products and booth will be top-of-mind as thousands of attendees enter the halls each day.

70% OF SHOW ADVERTISERS FOUND THE IBIE TODAY SHOW DAILIES TO BE EXTREMELY USEFUL.

Source: Cypress Research

SHOW DAILY RATES (INCLUDES 3 ISSUES)

<table>
<thead>
<tr>
<th>ADS</th>
<th>DAILIES ONLY</th>
<th>DAILIES (3X) + DIRECTORY</th>
</tr>
</thead>
<tbody>
<tr>
<td>FULL PAGE</td>
<td>$9,270</td>
<td>$11,900</td>
</tr>
<tr>
<td>1/2 ISLAND</td>
<td>$6,950</td>
<td>$8,500</td>
</tr>
<tr>
<td>1/2 PAGE (VERTICAL)</td>
<td>$6,450</td>
<td>$8,200</td>
</tr>
<tr>
<td>1/2 PAGE (HORIZONTAL)</td>
<td>$6,450</td>
<td>$8,200</td>
</tr>
<tr>
<td>1/3 PAGE (VERTICAL)</td>
<td>$4,625</td>
<td>$5,900</td>
</tr>
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<td>$5,900</td>
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SHOW DAILY AD SIZES

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<th>NON BLEED</th>
<th>TRIM</th>
<th>BLEED</th>
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<tbody>
<tr>
<td>FULL PAGE</td>
<td>7”x10”</td>
<td>8”x10.75”</td>
<td>8.25”x11”</td>
</tr>
<tr>
<td>1/2 ISLAND</td>
<td>4.625”x7.5”</td>
<td>5.25”x8”</td>
<td>5.5”x8.25”</td>
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<tr>
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<td>3.375”x10”</td>
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<td>1/2 PAGE (HORIZONTAL)</td>
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<tr>
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<td>2.125”x10”</td>
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<tr>
<td>1/3 PAGE (HORIZONTAL)</td>
<td>7”x3.25”</td>
<td>8”x3.75”</td>
<td>8.25”x4”</td>
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</tbody>
</table>

*Vital advertising matter should be kept at least 3/8” within trim size.

FOR SPECS AND MORE INFORMATION, VISIT: bakingexpo.com

To reserve your space, contact a sales representative at bakingsnacksales@sosland.com
RETAILER’S GUIDEBOOK TO IBIE

CLOSE DATE: MAY 23

Whether your IBIE exhibit is entirely directed to small and medium-sized bakers or you have a single item for this market segment, advertising in the Retailer’s Guidebook to IBIE offers you a way to target and connect with more of the right people at IBIE.

DISTRIBUTION:
Pre-show: Polybagged with July/Aug bake magazine
On-site: Publication bins and Sosland booth on show floor

RETAILER’S GUIDEBOOK TO IBIE FEATURES:
• Schedule of seminars and speakers
• Show floor map highlights exhibits that include products and equipment geared for small to medium-sized baking.
• Color coded by categories for quick access.
• Booth demos and events specific to small to medium-sized retail and intermediate wholesale baking.

RETAILER’S GUIDEBOOK RATES

<table>
<thead>
<tr>
<th>Layout</th>
<th>Price</th>
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<td>1/3 PAGE (VERTICAL)</td>
<td>$1,700</td>
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**IBIE SHOW DIRECTORY**

**CLOSE DATE: JUNE 10**
The Official IBIE Show Directory will include everything attendees need to navigate the show. Included will be the times and locations for all events, a complete exhibitor list, product guide and fold-out floor map. The directory will be distributed to all attendees at registration and will be available from publication bins throughout the exhibition hall. This issue also provides value as a post-show marketing resource.

**DISTRIBUTION:**
The directory will be in all registration bags.

**70% OF 2019 SHOW ATTENDEES USED THE OFFICIAL IBIE SHOW DIRECTORY**

**78% OF 2019 SHOW ADVERTISERS FOUND THE OFFICIAL IBIE SHOW DIRECTORY VERY VALUABLE**
Source: Cypress Research

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<td></td>
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INNOVATION SHOWCASE
The IBIE Innovation Showcase offers exhibitors the opportunity to create awareness for their exciting new products while driving attendee traffic. Exhibitors are given the opportunity to submit paid entries for inclusion in the Innovation Showcase. A compilation of the entries will be promoted before and during the show, included in all IBIE media and displayed in a prominent area outside the halls. Strict requirements dictate that all innovations be new offerings NOT exhibited at any previous IBIE show.

Cost: $5,900 – Limited availability

PROMOTIONAL OUTLETS
The IBIE Innovation Showcase will be promoted in the following outlets:

- Targeted emails announcing the entries prior to the show
- Social media post announcing the entries
- A section on bakingexpo.com
- Inclusion in the official 2022 mobile app
- Listing in Sosland’s INSIDE IBIE Pre-Show Guide
- Listing in the IBIE Today Show Dailies each day
- Full page in the Official IBIE Show Directory
- Poster-size display in the corridor between the North and West halls
- Placard for exhibitor’s booth

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COUNTDOWN TO IBIE
In the weeks leading up to IBIE, this newsletter will preview must-attend sessions and events, so attendees can plan and make the most out of their show experience.

GOOD MORNING IBIE
Attendees will start each morning of IBIE with news, notable events and schedules from the show with this daily newsletter delivered straight to their inbox.

IBIE NEWSLETTER RATES

<table>
<thead>
<tr>
<th>TOP/BOTTOM BLOCKBUSTER, SPONSORED MESSAGE</th>
<th>FOR THE 6 WEEKS LEADING UP TO IBIE</th>
</tr>
</thead>
<tbody>
<tr>
<td>COUNTDOWN TO IBIE</td>
<td>$4,650/per week</td>
</tr>
<tr>
<td>BLOCKBUSTER/SPONSORED MESSAGE</td>
<td>SATURDAY</td>
</tr>
<tr>
<td>GOOD MORNING IBIE</td>
<td>$7,950</td>
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IBIE 2022 DIGITAL SPECS

DIGITAL SPECS

• Ad format: png, jpg preferred. If HTML5 is provided the materials will be required to be responsive and not a set height/width.
• Resolution: 72 dpi Color depth: 8 bit (256 colors)
• Every ad must include a working click-through URL
• Advertisers will be billed for alterations or design services requested to any digital ad.

Submit all ads as an email attachment to: webads@sosland.com with the client’s name in the subject line.

MOBILE ALERT MATERIALS:

• Text message alert title
• Body of text message alert
• Title and message up to 230 characters (including spaces)

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bakingexpo.com

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PRINT SPECS

• Printing, Binding: Printed offset, saddle stitched
• Screen: 150 line required

4-COLOR DENSITY SPECIFICATIONS:
• Total density of all colors combined in any one area should not exceed 300%.
• Only one solid color should be used in any one area.

COLORS AVAILABLE:
• Publication prints standard 4-color process.
• PMS colors are printed at additional cost.
• PMS colors will be converted to CMYK using the US Web Coated (SWOP) v2 profile.

MATERIAL REQUIRED:
• PDF/X-1a 2001.
• The color and quality of print reproduction may vary if a SWOP compliant proof is not provided.
• Laser proofs included are for content only.
• Graphic images minimum resolution, 300 dpi/CMYK, minimum 150 line screen.
• Bitmap images and QR code resolution must be 1200 dpi or vector.

PREFERRED MEDIA:
E-mail or FTP. PDF/X-1a files can be e-mailed to preflight@sosland.com.
For additional information, contact the Preflight Department.
Sosland Publishing Company
4801 Main Street, Suite 650
Kansas City, MO 64112-2513
Attn: IBIE 2022
fax: 816.756.0494 | phone: 816.756.1000

FOR SPECS AND MORE INFORMATION, VISIT: bakingexpo.com
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Food Entrepreneur Experience