

# The 2021 Virtual MarketPlace



**Welcome to the Best Week in Baking!**

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# Don't miss out on the first-ever (virtual) Best Week in Baking! Join us as an exhibitor and enjoy an array of opportunities.

Are you a first-time virtual exhibitor? Done this before but not sure about the digital process? We're here to help. Our exhibit staff are hands-on and will guide you through the easy step-by-step process to maximize your digital experience. From uploading your booth materials, to providing tips on best practices for design and engagement, to live training on the virtual platform, we will support you throughout your virtual journey.

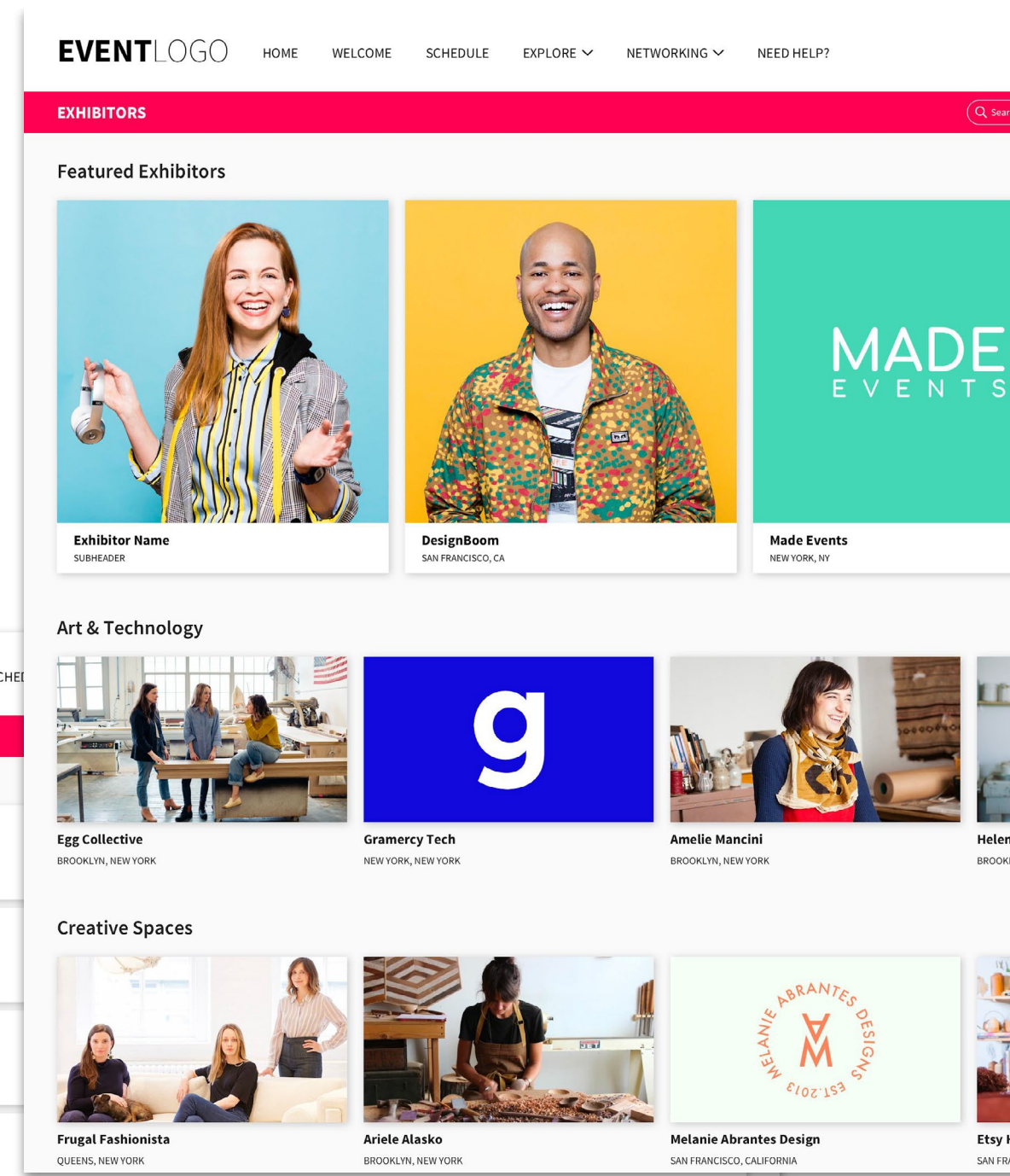
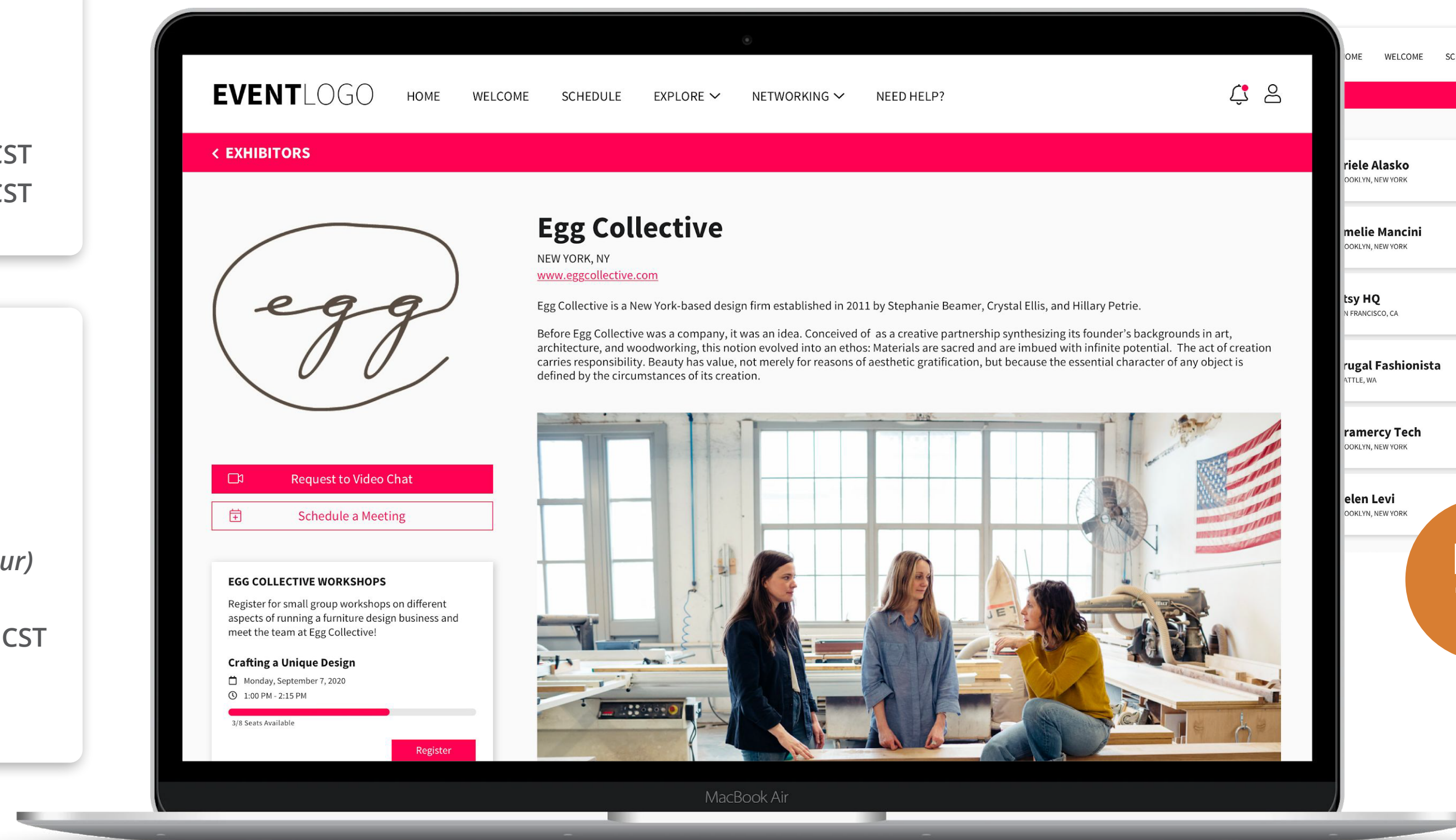
## MarketPlace Open Hours:

Tuesday, Feb. 16	2:15 - 5:15 p.m. CST
Wednesday, Feb. 17	8:00 a.m. - 5:00 p.m. CST
Thursday, Feb. 18	8:00 a.m. - 3:30 p.m. CST

## Exclusive MarketPlace Hours:

Tuesday, Feb. 16	2:15 - 4:00 p.m. CST
Wednesday, Feb. 17	8:00 - 9:00 a.m. CST 3:50 - 5:00 p.m. CST (MarketPlace social hour)
Thursday, Feb. 18	8:00 - 9:00 a.m. CST 11:00 a.m. - 1:00 p.m. CST (Baker Braindates)

\*hours are subject to change without notice



Pro  
Tip

## Get Creative

The virtual world is your oyster! Stage your booth wherever you want – showcase your factory, demo your machinery, or take us on a virtual tour.

\*This is a sample visual. BakingTECH's 2021 MarketPlace is pending construction and will include a customized, branded design.



We've designed the 2021 MarketPlace with engagement in mind. All features listed are included with your booth package.

Logo/Image

Networking

- Request to Video Chat allows attendees to send a request for a 1-1 meeting.
- Schedule a Meeting allows attendees to request a time in which to connect.
- Submit Your Business Card provides lead retrieval and measurable ROI.

Enrollable Sessions

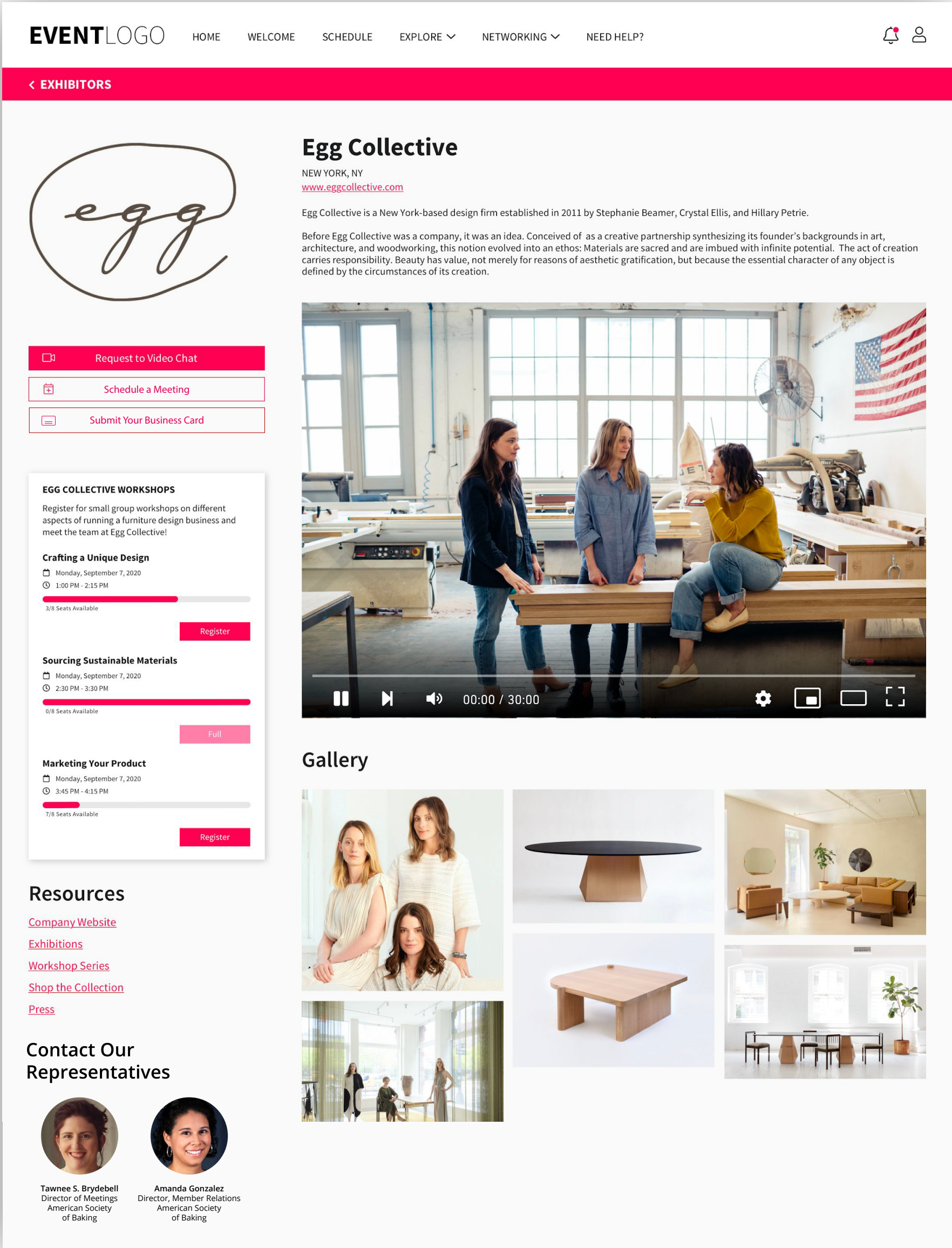
Include sessions that attendees can register for directly from your page.

Resources

Exhibitors can provide links to supporting documents, websites, attachments, etc.

Contact Our Representatives

Attendees can reach out to select company contacts directly.



Description

- Name
- Location
- Website URL
- Description (500 characters)
- Contact Information

Video

Exhibitors can include a link to a hosted video.

Gallery

Exhibitors can provide up to six supporting images. Use this space to showcase products, promote sessions, or share marketing collateral.

Pro Tip

Drive Traffic

Encourage participants to visit your booth by scheduling your own can't-miss programming. Entice them to stay by filling your space with engaging collateral.

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Baking Companies  
in Attendance  
at BakingTECH 2020:

- [Bayk] Madison LLC  
151 Foods LLC  
Alpha Baking Company  
Arytza  
Aunt Millie’s Bakeries  
Azteca Bakeries  
Benson’s Bakery Inc.  
Bimbo Bakeries USA  
Bud’s Best Cookies, Inc.  
Campbell Snacks  
Canyon Bakehouse  
Central California Baking Company  
Clif Bar & Company  
Dawn Food Products, Inc.  
Five Guys  
Flowers Foods  
Franz Family Bakeries  
General Mills  
Genesis Baking Company  
Gonnella Baking Company  
Grupo Bimbo  
HEB  
Highland Baking Company
- Hostess Brands, LLC  
King’s Hawaiian Bakery  
Klosterman Baking Company  
Kwik Trip Inc.  
Lantmannen – Unibake USA  
Lewis Bakery  
Lineage Logistics  
Mel-O-Cream Donuts International, Inc.  
Mile Hi Bakery  
Montclair Bread Company  
Nation Pizza and Foods  
New Horizons Baking Company  
Palermo Villa  
Pan Pepin, Inc.  
Pepperidge Farm Inc./Campbell Snacks  
Purity Bakery Limited  
Roskam Baking Company  
Schwebel Baking Company  
Stone Oven Wholesale Bakery  
Sugar Foods Corp.  
Sundry Food Ltd.  
T.Marzetti  
The Mennel Milling Company  
Toufayan Bakery Inc.  
Turano Baking Company  
United States Bakery



**Event Swag**  
Exhibit packages will include the exclusive opportunity to participate in the conference’s digital swag bag. Post-event exhibitors will receive a leads list of all attendees who claim the bag (this could be upwards of 1,000 names).

**Raffles**  
The first 30 exhibitors to contract will also receive the complimentary option to increase your footprint at the event by offering a raffle item, which will be promoted on a customized page of the platform and via live notifications, helping to drive traffic to your booth.

2021 Exhibitor Pricing

Member	Non-member
<b>Early: \$975</b> <i>(through Nov. 30)</i>	<b>Early: \$1,300</b> <i>(available through Nov. 30)</i>
<b>Advance: \$1,475</b> <i>(Dec. 1-31)</i>	<b>Advance: \$1,850</b> <i>(Dec. 1-31)</i>

**Click Here** to fill out our online exhibitor application!  
(Can't click? Here's the link: <https://bit.ly/2FMJAKf>)

Questions? Interested in learning more? Contact: [marketplace@asbe.org](mailto:marketplace@asbe.org)