



International Baking Industry Exposition
September 26-29, 2010
Education Program
Exhibitor Registration

One form per exhibitor; copy form if necessary. To register as an exhibitor for an education session and not be charged the registration fee, you must already be registered as booth personnel by your company's key contact. Please fill out the information below and print or type clearly.

Name: _____ Title: _____
 Company: _____ Booth #: _____
 Address: _____
 City, State/Zip or Postal Code: _____ Country: _____
 Phone: _____ Fax: _____
 E-mail: _____

Your exhibitor badge will be mailed to or picked up by your company's key contact; please obtain your badge from your key contact. Your badge will be encoded with your education session registration information and is required for admission into any education session.

SATURDAY, SEPTEMBER 25, 2010

- 08:30AM - 07:00PM TIA Technical Seminar - Part I\$275.00 _____
- 08:30AM - 11:30AM Principles of Inspection\$200.00 _____
- 01:00PM - 04:00PM Food Defense.....\$200.00 _____

SUNDAY, SEPTEMBER 26, 2010

- 08:30AM - 12:00PM TIA Technical Seminar - Part 2 (\$275 Fee Included in Part 1)
- 08:30AM - 09:30AM RBA Certification Process\$0.00 _____
- 08:30AM - 12:00PM Sanitary Design of Equipment:\$0.00 _____
- 08:30AM - 09:30AM The Latest Wedding Cake Trends: Marketing to Today's Brides.....\$0.00 _____
- 08:30AM - 09:30AM Understanding the Multigenerational Workforce\$0.00 _____
- 08:30AM - 12:30PM Hands-On Class: Cake Sculpting.....\$200.00 _____
- 08:30AM - 12:30PM Hands-On Class: Working with Sugar Veil ..\$200.00 _____
- 08:30AM - 12:30PM Hands-On Class: Fondant and Modeling Chocolate.....\$200.00 _____
- 08:30AM - 12:00PM Ways to Enhance Baked Products.....\$200.00 _____
- 09:45AM - 10:45AM Developing Managerial Skills in Today's Workforce\$0.00 _____
- 09:45AM - 10:45AM Web Sites and Beyond: Online Advertising, Email Promotion and Social Media.....\$0.00 _____
- 09:45AM - 10:45AM Winning Share of Heart: Strategies for Building a Cause Marketing Campaign.....\$0.00 _____
- 11:00AM - 12:00PM Troubleshooting Production Issues.....\$0.00 _____
- 11:00AM - 12:00PM Social Networking: How to Connect!.....\$0.00 _____

MONDAY, SEPTEMBER 27, 2010

- 08:30AM - 12:00PM Cost Reduction in Production\$0.00 _____
- 08:30AM - 09:30AM Successful Mentoring Programs\$0.00 _____
- 08:30AM - 09:30AM Baking Healthy: Using Alternative Ingredients\$0.00 _____
- 08:30AM - 11:30AM The Science and Application of Commercial Yeast-Based Preferments\$100.00** _____
- 08:30AM - 12:30PM Hands-On Class: Advanced Fondant\$200.00 _____
- 08:30AM - 12:30PM Hands-On Class: Working with Fondant ...\$200.00 _____
- 08:30AM - 12:30PM Hands-On Class: Cake Sculpting.....\$200.00 _____
- 08:30AM - 12:00PM AIB en Espanol\$200.00 _____
- 09:45AM - 10:45AM Wedding Cakes: Sales, Production and Delivery Issues\$0.00 _____
- 11:00AM - 12:00PM Adding a Deli to Your Bakery: Wise Investment or Extra Headaches?.....\$0.00 _____
- 11:00AM - 12:00PM Social Networking: How to Connect!.....\$0.00 _____
- 11:00AM - 12:30AM Best Practices in Returnable Asset Management\$0.00 _____

TUESDAY, SEPTEMBER 28, 2010

- 08:30AM - 09:30AM Baking for a Clean Label\$0.00 _____
- 08:30AM - 09:30AM Trends in the Industry.....\$0.00 _____
- 08:30AM - 11:30AM The Science and Application of Sourdough-Based Preferments.....\$100.00** _____
- 08:30AM - 12:30PM Hands-On Class: Cookie Decorating with Fondant & More\$200.00 _____
- 08:30AM - 12:00PM Foreign Material Control Workshop\$0.00 _____
- 08:30AM - 12:30PM Hands-On Class: Jewels and Gems From Sugar.....\$200.00 _____
- 08:30AM - 12:30PM Hands-On Class: Tiers, Spears and Fears ..\$200.00 _____
- 08:30AM - 12:00PM AIB en Espanol\$200.00 _____
- 09:45AM - 11:30AM Leading Growth in a Changing World\$0.00 _____
- 09:45AM - 10:45AM Theme-Based Merchandising for Your Retail Bakery.....\$0.00 _____
- 11:00AM - 12:00PM Sculpted Cakes: Marketing and Pricing Strategies\$0.00 _____

WEDNESDAY, SEPTEMBER 29, 2010

- 08:30AM - 09:30AM Cupcakes, Cupcakes, Cupcakes\$0.00 _____
- 08:30AM - 09:30AM Questions and Answers: Baking Technology ..\$0.00 _____
- 08:30AM - 10:00AM Labor and Employment Law Issues\$0.00 _____
- 08:30AM - 11:30AM Breakfast Breads & Pastries: An Artisan Approach\$100.00** _____
- 08:30AM - 12:30PM Hands-On Class: Airbrushing Class and Demonstration\$200.00 _____
- 08:30AM - 12:30PM Hands-On Class: Lifelike Gum Paste Flowers\$200.00 _____
- 08:30AM - 12:30PM Hands-On Class: Tired of Turnover? Tools for Finding & Retaining a Solid Staff.....\$200.00 _____
- 09:45AM - 10:45AM Questions and Answers: Food Safety\$0.00 _____
- 09:45AM - 10:45AM Pricing for Profit in the Retail Bakery\$0.00 _____
- 10:15AM - 11:45AM Legislative & Regulatory Issues and Threats ..\$0.00 _____
- 11:00AM - 12:00PM Questions and Answers: Plant Expansion/Construction.....\$0.00 _____
- 11:00AM - 12:00PM Reformulating for a Trans Fat-Free Bakery ..\$0.00 _____

****SPECIAL OFFER: Purchase all three courses and receive a \$50 discount for a total cost of \$250.**

TOTAL FEES: _____

Method of Payment:

To reserve your spot, this registration form must be received in advance. Check or credit card information must accompany this form for any session(s) that require a fee. Education session registration is available onsite; however, space is limited.

- American Express** **VISA** **Mastercard**

Name on Card: _____

Credit Card Number: _____ Exp. Date: _____

Signature: _____

- CHECK ENCLOSED** (Make check payable to IBIE. Check must be in U.S. funds and drawn on a U.S. bank.)

Return form by fax to (708) 344-4444 or mail with payment to P.O. Box 604, Brookfield, IL 60513-0604.

CANCELLATION POLICY: A refund will be made ONLY if registration is cancelled by Friday, September 3, 2010. Refund requests must be made in writing and sent to the address or fax number above.