

# MAXIMIZE YOUR TRADESHOW RESULTS WITH IBIE'S SPONSORSHIP OPPORTUNITIES



Targeted sponsorship opportunities give your tradeshow marketing dollar extra mileage—increasing visibility, credibility and brand awareness among retail bakers. To guarantee that you stand out from the competition and achieve the exposure you need, use these proven strategies to unite your business with the potential customers you want to see.

## RBA Creative Decorating Competition (CDC)

Give your company great exposure at the coveted Creative Decorating Competition. Your logo will be front and center as contestants compete for the grand champion trophy in front of a live audience on the trade show floor. Recognition will be given in the Official Directory, conference signage, session area signage, as well as in all mentions in IBIE marketing material (Web site, e-marketing, print material). Five (5) categories available: Flowers and Sprays, Wedding Cake, Rolled Fondant, Custom Design Cakes, Sculpted Cakes, and Creative Decorating Free Style.

**General Sponsorship \$40,000** **SOLD**

**Categories \$5,000 (5 available)**

## RBA Awards Reception

This is a great opportunity to increase your exposure, meet face-to-face with attendees and take center stage as the industry comes together to celebrate the winners of the Creative Decorating Competition and this year's RBA Emeritus members. Recognition will be given in the Official Directory, conference signage, banquet room signage, when welcoming attendees at the entrance, on the podium in the general session, in promotional materials distributed to guests (provided by sponsor), as well as in all mentions in IBIE marketing material (Web site, e-marketing, print material). The sponsoring company will also be given the opportunity to give a brief presentation at the start of the reception.

**\$15,000**

**Note:** Show management reserves the right to approve all copy and design.

## RBA Educational Track

Educated buyers mean serious buyers. Choose from twelve targeted educational sessions. Recognition will be given in the Official Directory, conference signage, session area signage, at the introduction of the speaker, as well as in all mentions in IBIE marketing material (Web site, e-marketing, print material).

**\$1,000 (12 available)**

## Baker-to-Baker Dinner

RBA's Baker-to-Baker e-group comes to life in face-to-face interaction during our moderated round table discussions! This special event provides the opportunity to meet peers and discuss issues of utmost importance to the baking community. Sponsor will receive signage at tables as well as an opportunity to discuss their service at the start of the event.

**\$15,000**

## RBA Demonstrations

Sponsor renowned baking professionals as they demonstrate the latest trends, share techniques and test new products in front of a live audience on the trade show floor. Recognition will be given in the Official Directory, conference signage, demonstration area signage, at the introduction of the demonstration, as well as in all mentions in IBIE marketing material (Web site, e-marketing, print material). Twelve (12) sponsorships are available.

**\$1,000 (24 available)**

## STAND OUT. BUILD BRAND. UNITE WITH CUSTOMERS.

Take advantage of these cost-effective sponsorship opportunities TODAY to maximize your exposure—and your return on investment. For additional information or if you need help customizing the opportunity that's right for you, **contact Lynn Schurman at 320.492.1330/lynnshu@aol.com or Aleksandra Syska at 703.610.0241/asyska@rba.net.**



SEPTEMBER 26-29, 2010  
LAS VEGAS, NEVADA USA  
LAS VEGAS CONVENTION CENTER

