

2025



MEDIA GUIDE

meet your customers
at the right place,
at the right time

bakingexpo.com





INTERNATIONAL BAKING INDUSTRY EXPOSITION

EDUCATION: SEPT. 13-17, 2025

EXPO HALL: SEPT. 14-17, 2025

LAS VEGAS CONVENTION CENTER



VISIBILITY THAT COUNTS: elevate your brand and be seen by the audiences that matter

You can count on Sosland Publishing for your IBIE 2025 success.

Trusted by baking industry professionals, we deliver the news and information they rely on for the best experience at this triennial event. Whether it's their first Expo or they're a seasoned decision-maker, we've got them covered.

Sosland Publishing, the **Official Media Provider of IBIE 2025**, oversees all aspects of sales and advertising for *the INSIDE IBIE Pre-Show Guide*, *IBIE 2025 Official Show Directory*, *Retailer's Guidebook*, *IBIE Today Show Dailies* and the *IBIE Pocket Guide*. Content for the Innovation Showcase, *Countdown to IBIE* and *Good Morning IBIE* newsletters along with advertising on the IBIE website and mobile app will also be managed by Sosland Publishing. With a cohesive print and digital approach, your brand's messaging will connect buyers with solutions providers, fostering engagement before, during and after the baking industry's premier event.

THE 3 MOST COMPELLING FACTORS THAT DRAW ATTENDEES TO IBIE:

- See new products and technology
- Stay up to date with the latest trends
- Source new suppliers

Source: mdg

Don't miss these exclusive opportunities to showcase your company's capabilities, drive brand awareness and connect with the industry's top decision-makers.

bakingexpo.com

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Baking & Snack

INSIDE IBIE PRE-SHOW GUIDE

CLOSE DATE: June 24

The *INSIDE IBIE Pre-Show Guide* features expert analysis and key insights from the editors of *Baking & Snack*, *Milling & Baking News*, *bake* and *Supermarket Perimeter*. Your brand's messaging will reach decision-makers and industry professionals before IBIE 2025 through advertising in this official IBIE pre-show guide.

INSIDE IBIE PRE-SHOW GUIDE DISTRIBUTION:

Pre-Show: Through print and digital distribution the pre-show guide will reach more than 33,000 industry professionals, including the IBIE 2025 attendee list

On-Site: Available in the publication bins daily and at the Sosland Publishing booths on the show floor in the North and West Halls

INSIDE IBIE PRE-SHOW GUIDE PRINT AD RATES:

AD TYPES	PRE-SHOW GUIDE
FULL PAGE	\$4,500
1/2 PAGE (VERTICAL)	\$3,250
1/2 PAGE (HORIZONTAL)	\$3,250
1/3 PAGE (VERTICAL)	\$2,350
1/3 PAGE (HORIZONTAL)	\$2,350

INSIDE IBIE PRE-SHOW GUIDE PRINT AD SIZES:

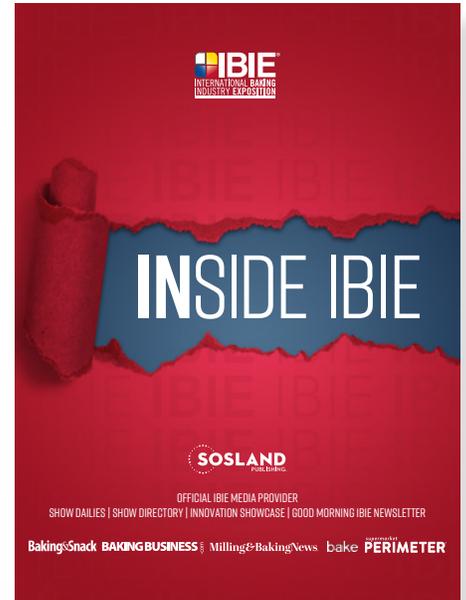
(Vital advertising matter should be kept at least 3/8" within trim size.)

AD SIZES	NON BLEED	TRIM	BLEED
FULL PAGE	7"X10"	8"X10.75"	8.25"X11"
1/2 PAGE (VERTICAL)	3.375"X10"	8"X5.375"	8.25"X5.625"
1/2 PAGE (HORIZONTAL)	7"X4.875"	4"X10.75"	4.25"X11"
1/3 PAGE (VERTICAL)	2.125"X10"	2.75"X10.75"	3"X11"
1/3 PAGE (HORIZONTAL)	7"X3.25"	8"X3.75"	8.25"X4"

For specs and more information, visit:

sosland.com/ibie

To reserve your space, contact a sales representative at IBIEsales@sosland.com





IBIE 2025 OFFICIAL SHOW DIRECTORY

CLOSE DATE: June 25

The *IBIE 2025 Official Show Directory* is the essential guide for seamless navigation at the event. It features comprehensive information, including event schedules, exhibitor listings, product guides and a fold-out floor map. Beyond the show, this directory serves as a valuable post-event marketing resource.

DIRECTORY DISTRIBUTION:

- Included in all registration bags
- Available daily in the publication bins
- Provided at the Sosland Publishing booths on the show floor in the North and West Halls

IBIE 2025 OFFICIAL SHOW DIRECTORY PRINT AD RATES:

AD TYPES	DIRECTORY ONLY	DAILIES (3X) + DIRECTORY
TWO-PAGE SPREAD	\$5,950	\$15,750
FULL PAGE	\$3,975	\$12,500
1/2 ISLAND	N/A	\$9,500
1/2 PAGE (VERTICAL)	\$2,750	\$9,000
1/2 PAGE (HORIZONTAL)	\$2,750	\$9,000
1/3 PAGE (VERTICAL)	\$2,000	\$6,000
1/3 PAGE (HORIZONTAL)	\$2,000	\$6,000

IBIE 2025 OFFICIAL SHOW DIRECTORY PRINT AD SIZES:

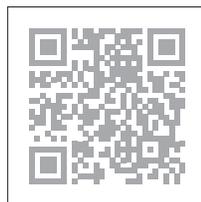
(Vital advertising matter should be kept at least 3/8" within trim size.)

AD TYPES	NON BLEED	TRIM	BLEED
TWO-PAGE SPREAD	15"X10"	16"X10.75"	16.25"X11"
FULL PAGE	7"X10"	8"X10.75"	8.25"X11"
1/2 ISLAND	4.625"X7.5"	5.25"X8"	5.5"X8.25"
1/2 PAGE (VERTICAL)	3.375"X10"	8"X5.375"	8.25"X5.625"
1/2 PAGE (HORIZONTAL)	7"X4.875"	4"X10.75"	4.25"X11"
1/3 PAGE (VERTICAL)	2.125"X10"	2.75"X10.75"	3"X11"
1/3 PAGE (HORIZONTAL)	7"X3.25"	8"X3.75"	8.25"X4"

For specs and more information, visit:

sosland.com/ibie

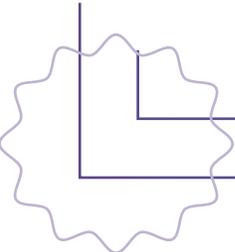
To reserve your space, contact a sales representative at IBIEsales@sosland.com



84%

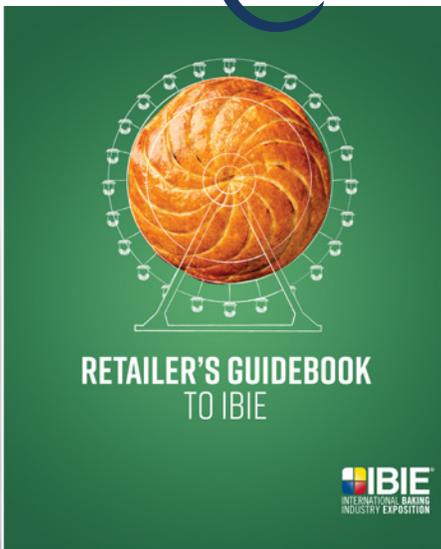
FOUND THE IBIE 2022 OFFICIAL SHOW DIRECTORY VERY USEFUL

Source: Cypress Research



75%
OF 2022 ATTENDEES
USED THE OFFICIAL RETAILER'S
GUIDEBOOK WHILE PREPARING TO
ATTEND THE SHOW

Source: Cypress Research



RETAILER'S GUIDEBOOK

CLOSE DATE: June 10

Whether your IBIE exhibit focuses on small- and medium-sized bakeries or features a single item for this market segment, advertising in the *Official Retailer's Guidebook to IBIE 2025* provides an effective way to target and connect with the right audience at the Expo.

DISTRIBUTION:

Pre-show: Polybagged with July/August *bake* magazine

On-site: Available in the publication bins daily and at the Sosland Publishing booths on the show floor in the North and West Halls

RETAILER'S GUIDEBOOK TO IBIE 2025 FEATURES:

- Schedule of seminars and speakers
- Show floor map highlights exhibits that include products and equipment geared for small- to medium-sized bakeries
- Color-coded by categories for quick access
- Booth demos and events specific to small- to medium-sized retail and intermediate wholesale bakeries

RETAILER'S GUIDEBOOK PRINT AD RATES

AD TYPES	RETAILER'S GUIDEBOOK
TWO-PAGE SPREAD	\$5,900
FULL PAGE	\$3,700
1/2 PAGE (VERTICAL)	\$2,325
1/2 PAGE (HORIZONTAL)	\$2,325
1/3 PAGE (VERTICAL)	\$1,800
1/3 PAGE (HORIZONTAL)	\$1,800

RETAILER'S GUIDEBOOK PRINT AD SIZES

(Vital advertising matter should be kept at least 3/8" within trim size.)

AD TYPES	NON BLEED	TRIM	BLEED
TWO-PAGE SPREAD	16"X9.25"	17.5"X10.75"	17.75"X11"
FULL PAGE	7.25"X9.25"	8.75"X10.75"	9"X11"
1/2 PAGE VERTICAL	3.5"X9.25"	4.25"X10.75"	4.5"X11"
1/2 PAGE HORIZONTAL	7.25"X4.625"	8.75"X5.25"	9"X5.5"
1/3 PAGE VERTICAL	2"X9.25"	2.75"X10.75"	3"X11"
1/3 PAGE HORIZONTAL	7.25"X2.75"	8.75"X3.625"	9"X3.875"

For specs and more information, visit:

sosland.com/ibie

To reserve your space, contact a sales representative at IBIESales@sosland.com

72%

OF 2022 ATTENDEES

**USED THE IBIE POCKET GUIDE
DURING THE EXPO**

Source: Cypress Research



IBIE POCKET GUIDE

CLOSE DATE: June 10

Don't miss an opportunity to highlight your brand with IBIE attendees as they navigate the show floor and reference the *Official IBIE 2025 Pocket Guide*. This indispensable resource guides seasoned veterans and first-time attendees alike to booths, events and sessions while also providing other vital IBIE information. Make sure your messaging is found exactly where your audience is looking – from show opening to show close.

IBIE POCKET GUIDE DISTRIBUTION:

- Featured in the *IBIE 2025 Official Show Directory* which is included in all registration bags
- Available daily in the publication bins
- Provided at the Sosland Publishing booths on the show floor in the North and West Halls

IBIE POCKET GUIDE PRINT AD RATE:

\$5,000/per sponsorship – limited availability

IBIE POCKET GUIDE PRINT AD SIZE:

AD SIZE	LIVE AREA	TRIM	BLEED
FULL PAGE	3.25"X9.25"	4.25"X10"	4.5"X10.25"

For specs and more information, visit:

sosland.com/ibie

To reserve your space, contact a sales representative at IBIEsales@sosland.com



WEBSITE ADVERTISING

Be seen on *bakingexpo.com*. The Official IBIE 2025 website is where attendees register, plan and explore the event. With high-traffic run-of-site (ROS) ads, your brand will reach prospects before, during and after the Expo. Limited sponsorships are available on a first come, first served basis, with web ads rotating throughout 2025.

RATES

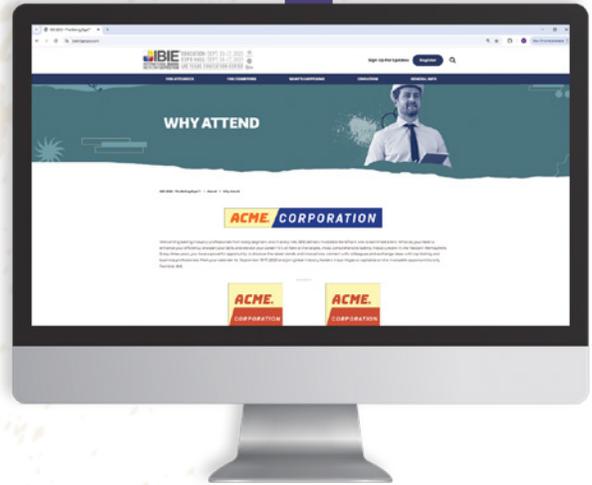
Leaderboard ad

- \$8,500 (16 available)
- Run-of-site ads run for all of 2025
- Size: 728x90 pixels
- 200 KB maximum

Medium rectangle ad*

- \$6,000 (32 available)
- Run-of-site ads run for all of 2025
- Size: 300x250 pixels
- 200 KB maximum

*Will rotate between two placements on each page.



IBIE MOBILE APP

Get noticed at IBIE 2025 by featuring your brand on the Expo's mobile app, where attendees actively search for industry solutions. With easy navigation and interactive features, your business will make a lasting impression. Explore rotating sponsorships and push notification options for maximum visibility.

85%
OF 2022 ATTENDEES

FOUND THE OFFICIAL IBIE MOBILE APP TO BE VERY USEFUL WHILE PREPARING TO ATTEND THE SHOW

Source: Cypress Research

MOBILE ROTATING BANNER ADS

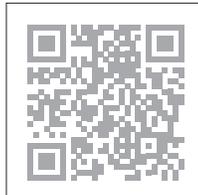
Maximize your reach with IBIE attendees. Mobile banner ads are displayed in multiple locations throughout the app with one touch access to your listing, your website or your booth location on the map.

Rate: \$8,500 per ad (15 available in rotation)

For specs and more information, visit:

sosland.com/ibie

To reserve your space, contact a sales representative at IBIEsales@sosland.com

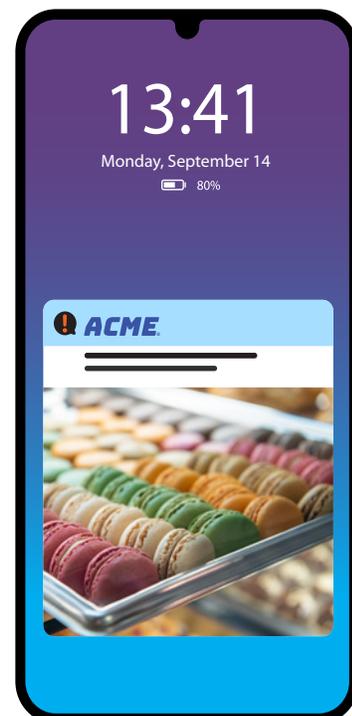


MOBILE RICH PUSH NOTIFICATIONS

Capture a wider audience more effectively with engaging mobile app push notifications. Push notifications may feature multimedia elements and reach a user's inbox even when the app is not open.

RATES

- \$1,500 per notification (10 available; *BEFORE* the event)
- \$3,000 per notification (15 available; *DURING* the event)
- \$1,500 per notification (8 available; *AFTER* the event)



NEWSLETTERS

COUNTDOWN TO IBIE

In the weeks leading up to IBIE 2025, this newsletter will preview must-attend sessions and events, so attendees can plan and make the most out of their show experience. *Countdown to IBIE* is sent to IBIE 2025 attendees and exhibitors each Thursday for eight weeks leading up to the show.

GOOD MORNING IBIE

Attendees and exhibitors will start each morning of IBIE 2025 with news, notable events and schedules from the show with this daily newsletter delivered straight to their inbox. *Good Morning IBIE* is an indispensable resource for maximizing your reach at this triennial event.

NEWSLETTER RATES:

COUNTDOWN TO IBIE SOLE SPONSORSHIP

TOP/BOTTOM
BLOCKBUSTER
& SPONSORED
MESSAGE

ONCE A WEEK FOR 8 WEEKS
LEADING UP TO IBIE

\$5,000 (PER WEEK)



GOOD MORNING IBIE SOLE SPONSORSHIP

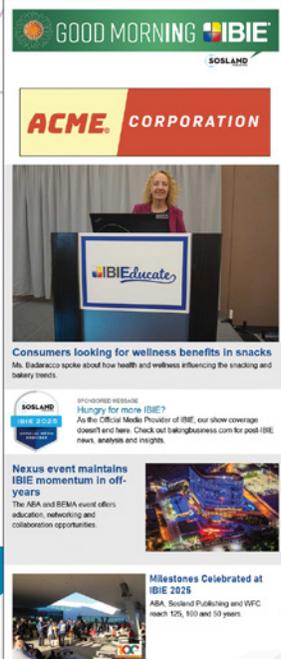
BLOCKBUSTER
& SPONSORED
MESSAGE

	SATURDAY	SUNDAY	MONDAY	TUESDAY	WEDNESDAY
	\$6,000	\$6,000	\$5,000	\$4,500	\$3,000

For specs and more information, visit:

sosland.com/ibie

To reserve your space, contact a sales representative at IBIEsales@sosland.com



INNOVATION SHOWCASE BUNDLE

Participate in the IBIE Innovation Showcase to spotlight your latest products and drive attendees to your booth. Exhibitors can submit entries to feature their innovations, with the compilation promoted before, during and after the show, across all IBIE 2025 media, and displayed near the exhibit halls. Please note that to qualify, innovations must be entirely new and not previously exhibited at any past IBIE show.

RATE: \$6,500 – Limited availability

PROMOTIONAL CHANNELS

The IBIE Innovation Showcase will be promoted via the following channels:

- Targeted emails announcing the entries prior to the show
- Social media and public relations announcements
- Direct mail
- Mentions throughout IBIE website — bakingexpo.com
- Inclusion in the Official IBIE mobile app
- Listing in the *Official INSIDE IBIE Pre-Show Guide*
- Listing in the *Official IBIE Today Show Dailies* each day
- Your Innovation Showcase placard featured on a full page in the *IBIE 2025 Official Show Directory*
- Poster-size display near the exhibit halls
- Placard for exhibitor's booth
- QR code on print ad and posters linked to a URL of the advertiser's choice
- Inclusion in a post-show email campaign to ensure maximum exposure of your innovation

For specs and more information, visit:

sosland.com/ibie

To reserve your space, contact a sales representative at IBIEsales@sosland.com

INNOVATION SHOWCASE

**WEST HALL
2145
NORTH HALL
6547**

Be seen by audiences that matter. Baking industry professionals trust Sosland Publishing to deliver the news and information they need for a successful IBIE 2025. IBIE attendees know where to find the best resources to get the most out of this triennial experience. Put your print and digital messaging where it will deliver eyes on your products and buyers to your booth — before, during and after the show.

Launch date: _____

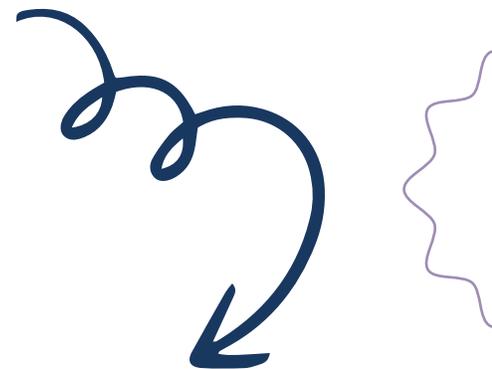
LEARN MORE

THE OFFICIAL MEDIA PROVIDER OF IBIE 2025

SOSLAND PUBLISHING

Contact: James Boddiker
jboddiker@sosland.com
800-338-6201
www.sosland.com

- ON-SITE/ACTIVE PROMOTION IN OUR IBIE SHOW DAILIES
- RETAILER'S GUIDEBOOK TARGETING SMALL AND MEDIUM-SIZED BAKERS
- THE OFFICIAL IBIE SHOW DIRECTORY INCLUDING EVENTS, EXHIBITOR LIST/MAP
- IBIE 2022 NEWSLETTERS INCLUDING COUNTDOWN TO IBIE AND DAILY COVERAGE
- BE SEEN ON BAKINGEXPO.COM AS WELL AS THE IBIE MOBILE APP



INNOVATION SHOWCASE

**BOOTH
4556**

Bodycopy: Sunt laborum nec tempus acem, sim int quato quis, te la quiete debet piquamus volupta tiberrum volorec aectotape num hicite nimagnim ipic: to deri ut aut voluptature consecua ac aut moluptas mos ulperci liquis quo in rerum vendam dttacilaut quatoo omniendit pre deriberum aut re seque et aborepnam harum delectusdam fugitam, sin nus ex et eum venimus, sodapta tiorequadmet quo moose corene, aute nihilio ruptatus exped

Launch date: _____

INGREDIENT INNOVATION

SOSLAND PUBLISHING

Contact: James Boddiker
jboddiker@sosland.com
800-338-6201
www.sosland.com

- ON-SITE/ACTIVE PROMOTION IN OUR IBIE SHOW DAILIES
- RETAILER'S GUIDEBOOK TARGETING SMALL AND MEDIUM-SIZED BAKERS
- THE OFFICIAL IBIE SHOW DIRECTORY INCLUDING EVENTS, EXHIBITOR LIST/MAP
- IBIE 2022 NEWSLETTERS INCLUDING COUNTDOWN TO IBIE AND DAILY COVERAGE
- BE SEEN ON BAKINGEXPO.COM AS WELL AS THE IBIE MOBILE APP

INNOVATION SHOWCASE

**BOOTH
3345**

Bodycopy: Sunt laborum nec tempus acem, sim int quato quis, te la quiete debet piquamus volupta tiberrum volorec aectotape num hicite nimagnim ipic: to deri ut aut voluptature consecua ac aut moluptas mos ulperci liquis quo in rerum vendam dttacilaut quatoo omniendit pre deriberum aut re seque et aborepnam harum delectusdam fugitam, sin nus ex et eum venimus, sodapta tiorequadmet quo moose corene, aute nihilio ruptatus exped

Launch date: _____

EQUIPMENT INNOVATION

SOSLAND PUBLISHING

Contact: James Boddiker
jboddiker@sosland.com
800-338-6201
www.sosland.com

- ON-SITE/ACTIVE PROMOTION IN OUR IBIE SHOW DAILIES
- RETAILER'S GUIDEBOOK TARGETING SMALL AND MEDIUM-SIZED BAKERS
- THE OFFICIAL IBIE SHOW DIRECTORY INCLUDING EVENTS, EXHIBITOR LIST/MAP
- IBIE 2022 NEWSLETTERS INCLUDING COUNTDOWN TO IBIE AND DAILY COVERAGE
- BE SEEN ON BAKINGEXPO.COM AS WELL AS THE IBIE MOBILE APP

**NEARLY
2/3
OF ATTENDEES
VISITED AND FOUND VALUE IN THE
IBIE 2022 INNOVATION SHOWCASE**

Source: mdg

IBIE WEBSITE SPECS

- File size: 200K maximum
- Format: JPEG, GIF, animated GIF, HTML5
- Resolution: 72 dpi. Color depth: 8 bit (256 colors)
- Ads with white backgrounds must have a visible 1-pixel border
- 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 advertiser's name in the subject line.

IBIE PRINT SPECS

Inside IBIE Pre-show Guide

Printing: Offset
Binding: Perfect Bound
Paper: Cover: 100# gloss;
Interior: 60# coated groundwood

Retailers Guidebook to IBIE

Printing: Offset
Binding: Perfect Bound
Paper: Cover: 133# gloss;
Interior: 70# gloss

MATERIALS REQUIRED

PDF/X-1a: 2001. Graphic images resolution should be at least 300 dpi and converted to CMYK, minimum 150 line screen. Bitmap images and QR code resolution must be 1200 dpi.

SUBMIT FILES

preflight@sosland.com
For additional information, contact the Preflight Department.

Colors Available

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

4-Color 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.

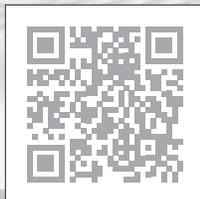
Creative Services

At advertiser's request, publisher may perform a specialized range of design, digital and media services in-house. Services may include the creation of advertisements, typeset in display material, ad alterations, etc. The advertiser will be billed a production charge of \$150 per hour. Proofs will be provided upon request to the advertiser if production deadlines are met.

For specs and more information, visit:

sosland.com/ibie

To reserve your space, contact a sales representative at IBIEsales@sosland.com



IBIE 2025 Official Show Directory

Printing: Offset
Binding: Perfect Bound
Paper: Cover: 80# gloss cover;
Interior: 50# gloss book;
Tabs: 80# gloss cover

IBIE Today Show Daily

Printing: Sheetfed
Binding: Saddle-stitched
Paper: Self cover 70# silk



sosland.com/ibie

FOR ADVERTISING INFORMATION, PLEASE CONTACT:



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THE MOST TRUSTED RESOURCE FOR FOOD INDUSTRY PROFESSIONALS.

Sosland Publishing Company
2345 Grand Blvd., Suite 1950 | Kansas City, MO 64108
Office: (816) 756-1000 • (800) 338-6201

sosland.com/IBIE

CUSTOM MEDIA SERVICES

Sosland Publishing performs a specialized range of custom design and media services along with a wealth of print and digital marketing solutions.

For more information, contact your sales representative

See Terms & Conditions at sosland.com/terms-and-conditions-for-advertisers/ and bakingexpo.com/sponsorship-terms-conditions/

bake

BakingSnack

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PROCESSING**

Food Business News

MEAT+POULTRY.

Milling&BakingNews.

PETfood

**supermarket
PERIMETER**

WORLD GRAIN.

**PETfood
EXCHANGE**

**SOSLAND
PURCHASING
SEMINAR**