



OCTOBER 7-10, 2007
ORLANDO, FLORIDA USA
ORANGE COUNTY CONVENTION CENTER
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NEWS RELEASE

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For Immediate Release

Washington, D.C. Despite challenges that include a marketplace undergoing major consolidation, an unfamiliar venue and a host of competing niche shows in 2007, IBIE was an undeniable success.

Attendees flooded the halls of the Orange County Convention Center October 7-10 in Orlando, looking for the latest equipment, ingredient and supply solutions from nearly 650 industry suppliers. Bakers commented that this event was particularly conducive for getting business done. Jack Lewis, IBIE Committee chairman and president of Lewis Bakeries stated, "IBIE has always been a buying show, but we took that to a whole new level in 2007. This show proved its value as the one place baking professionals can get the resources and information they need to stay current and competitive."

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2007 EXPOSITION COMMITTEE

R. Jack Lewis, Jr, Chairman, Lewis Bakeries, Inc. | Richard I. Hoskins, III, Vice-Chairman, Colborne Corporation | Charles P. Wellard, Secretary-Treasurer, American Bakers Association
Steve Wright, Associate Secretary-Treasurer, Hansaloy Corporation | Michael Beaty, Flowers Bakeries | Christos Cocaine, Table Talk Pies, Inc. | Michael D. Kafoure, Interstate Bakeries Corporation
Robert Kirkpatrick, Rondo, Inc. | John Paterakis, H & S Bakery, Inc. | Hans van der Maarel, International Bakery Consulting Ltd. | Robert Zielsdorf, The Peerless Group

A common theme among exhibitors was the *quality* of the buyers who attended the Orlando event. Many exhibitors stated that this was the best IBIE in history for attracting key decision makers with purchasing power. According to Rich Wall of Koenig Technology, “We were pretty slammed the first two days of the show, but more importantly, the quality of buyers was excellent. This has been the best show we’ve done in 30 years. We were able to get down to business with the key buyers in our industry.”

Those comments were echoed across the exhibit floor and supported by post-show statistics, stating that 61 percent of IBIE’s attendees were owners, presidents, managers or C-level executives and 90 percent played a role in the purchase of new products or services.

Exhibitors were also pleased with the number of bakers from countries outside the United States. Mike Hitt of Cambridge International stated, “Approximately 30 to 40 percent of my leads at IBIE were from international attendees. These are buyers we probably wouldn’t be able to reach any other way.” According to official registration data, 31 percent of IBIE’s registrants were international.

Just as exciting as the business conducted between bakers and suppliers were the educational and networking opportunities presented. The collaboration between ABA, AIB and *Disney Institute* gave attendees access to cutting-edge technical and management information.

Robb Mackie, ABA’s president commended Jack Lewis on his critical role in the success of the event. He added, “Jack, Rich Hoskins, the

Committee and the staff executed brilliantly to put on a nearly flawless show.”

IBIE also made great strides in achieving one of its primary objectives: bringing the entire grain-based food industry together. Specifically, 23 percent of event registrants produce cookies and/or crackers, 22 percent class themselves as retail bakers and 19 percent produce snack foods. 167 exhibiting companies were new to IBIE.

In 2010, IBIE will take place in Las Vegas, Nevada from September 26 to 29.

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Attendees include: wholesale bakeries, suppliers and distributors; • supermarket chains, central bakeries and commissaries; • supermarket in-store bakeries; • multi-store and single unit retail bakeries; • intermediate wholesale bakeries; • donut, pie, and cookie retailers; • foodservice operations; • tortilla producers; • snack food producers; • biscuit & cracker producers.

Exhibitors include: Manufacturers and suppliers of • baking/ food equipment and systems; • ingredients, flavorings, spices & fillings; • ingredient handling systems; • packaging materials & systems; • technology; • sanitation equipment; • transportation & distribution equipment; • refrigeration equipment; • business services.