

#BestWeekInBaking

#bakingTECH



**Baking
TECH2021**
A VIRTUAL CONFERENCE
FEBRUARY 16-18



CONTACT

Teresa Ruder

Sponsorship Sales

truder@burford.com

Deadline: Dec. 31

2021 SPONSORSHIP OPPORTUNITIES

(Exhibitor MarketPlace sold separately)

Keynote Sponsorship

\$10,000
1 Available
2 SOLD

Pre-Conference

- One each Facebook, LinkedIn, and Twitter post promoting sponsor's session/content & MarketPlace booth (if applicable). Sponsor to provide context and social image.
- Acknowledgment (logo or company name) in one pre-event e-newsletter
- Mention in pre-event press release
- Company logo and link on conference website

Conference

- Exclusive executive speaking opportunity: 90-second pre-recorded Keynote introduction
- Exclusive advertising opportunity: 30-second sponsor sizzle to play prior to Keynote
- Custom Branding:
 - o Prominent banner placement on home page
 - o Three carousel logos across the platform (placement determined by ASB)
 - o Keynote-specific branding – room/page to be branded with sponsoring company's logo
 - o Logo placement on agenda next to sponsored Keynote – visible to all attendees
- Attendee Engagement:
 - o All registered company representatives included in Networking Directory
 - o One live push notification sent to all attendees promoting sponsored Keynote
 - o One live polling question during the sponsored Keynote to be used as market research with results provided post-event
 - o Content for inclusion on event social media feed
- May contribute raffle prize valued at \$500 or more
- Promotion on social media outlets during event (1 post each on Facebook, Twitter, and LinkedIn and 1 retweet/repost of sponsor's post)

KEYNOTE SPEAKERS



2/16 | 10:00AM

Ross Shafer
Emmy Award Winning
Comedian & Writer



2/17 | 10:10AM (SOLD)

Alan Beaulieu
Economist



2/18 | 10:00AM (SOLD)

Javier Gonzalez
Executive VP, Grupo Bimbo

Post-Conference

- Data analytics for sponsored Keynote
- Acknowledgment (logo or company name) in post-event e-newsletter
- Mention in post-event press release
- Sponsored Keynote available to view on-demand for 60 days post-event

Welcome Reception Sponsorship

\$20,000
SOLD

Exclusive sponsor of BakingTECH's 2021 virtual Welcome Reception! Laissez les bons temps rouler – join us on Fat Tuesday for a Mardi Gras-themed party complete with live entertainment, interactive games, and plenty of one-on-one and group networking opportunities. Your exclusive sponsorship includes a variety of branding & engagement benefits.

Pre-Conference

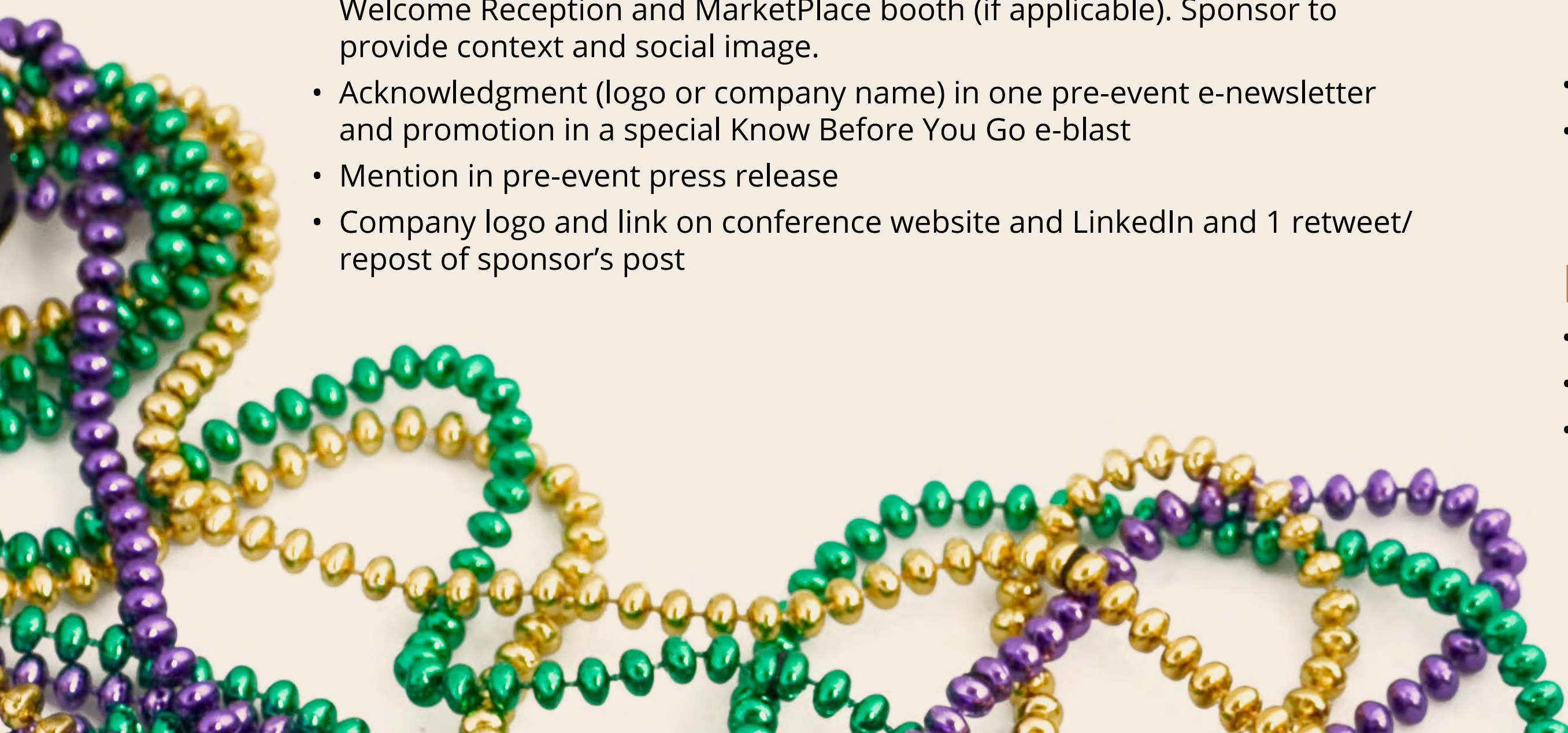
- One each Facebook, LinkedIn, and Twitter post promoting sponsored Welcome Reception and MarketPlace booth (if applicable). Sponsor to provide context and social image.
- Acknowledgment (logo or company name) in one pre-event e-newsletter and promotion in a special Know Before You Go e-blast
- Mention in pre-event press release
- Company logo and link on conference website and LinkedIn and 1 retweet/repost of sponsor's post

Conference

- Exclusive executive speaking opportunity: 90-second pre-recorded remarks to open the Welcome Reception
- Exclusive advertising opportunity: 30-second sponsor sizzle featured during Welcome Reception
- Customized, interactive game branded with sponsor logo (e.g. Whack-a-Mole) – games will launch during the reception and be available for attendee play throughout the conference. Complete with a live leaderboard.
- Custom branding on Welcome Reception landing page
- Logo placement on agenda next to Welcome Reception – visible to all attendees
- Attendee Engagement:
 - o All registered company representatives included in Networking Directory
 - o Two live push notifications sent to all attendees promoting sponsored Welcome Reception
 - o Content for inclusion on event social media feed
- May contribute raffle prize valued at \$500 or more
- Promotion on social media outlets during event (1 post each on Facebook, Twitter, and LinkedIn and 1 retweet/repost of sponsor's post)

Post-Conference

- Data analytics for Welcome Reception
- Acknowledgment (logo or company name) in post-event e-newsletter
- Mention in post-event press release



Countdown Video Sponsorship

\$12,500

1 Available

It's your company's time to shine! With this exclusive branding opportunity, feature your company logo front and center before the start of all conference educational sessions (more than 15!). As attendees await the start of a session, all eyes will be on the sponsored logo showcased on the 10-minute countdown video.

Pre-Conference

- One each Facebook, LinkedIn, and Twitter post promoting sponsor and sponsor's MarketPlace booth (if applicable). Sponsor to provide context and social image.
- Acknowledgment (logo or company name) in one pre-event e-newsletter
- Mention in pre-event press release
- Company logo and link on conference website

Conference

- Logo placement on 10-minute session countdown video – visible to all session attendees
- Attendee Engagement:
 - o All registered company representatives included in Networking Directory
 - o Two live push notifications sent to all attendees acknowledging sponsor
 - o Content for inclusion on event social media feed
- May contribute raffle prize valued at \$500 or more
- Promotion on social media outlets during event (1 post each on Facebook, Twitter, and LinkedIn and 1 retweet/repost of sponsor's post)



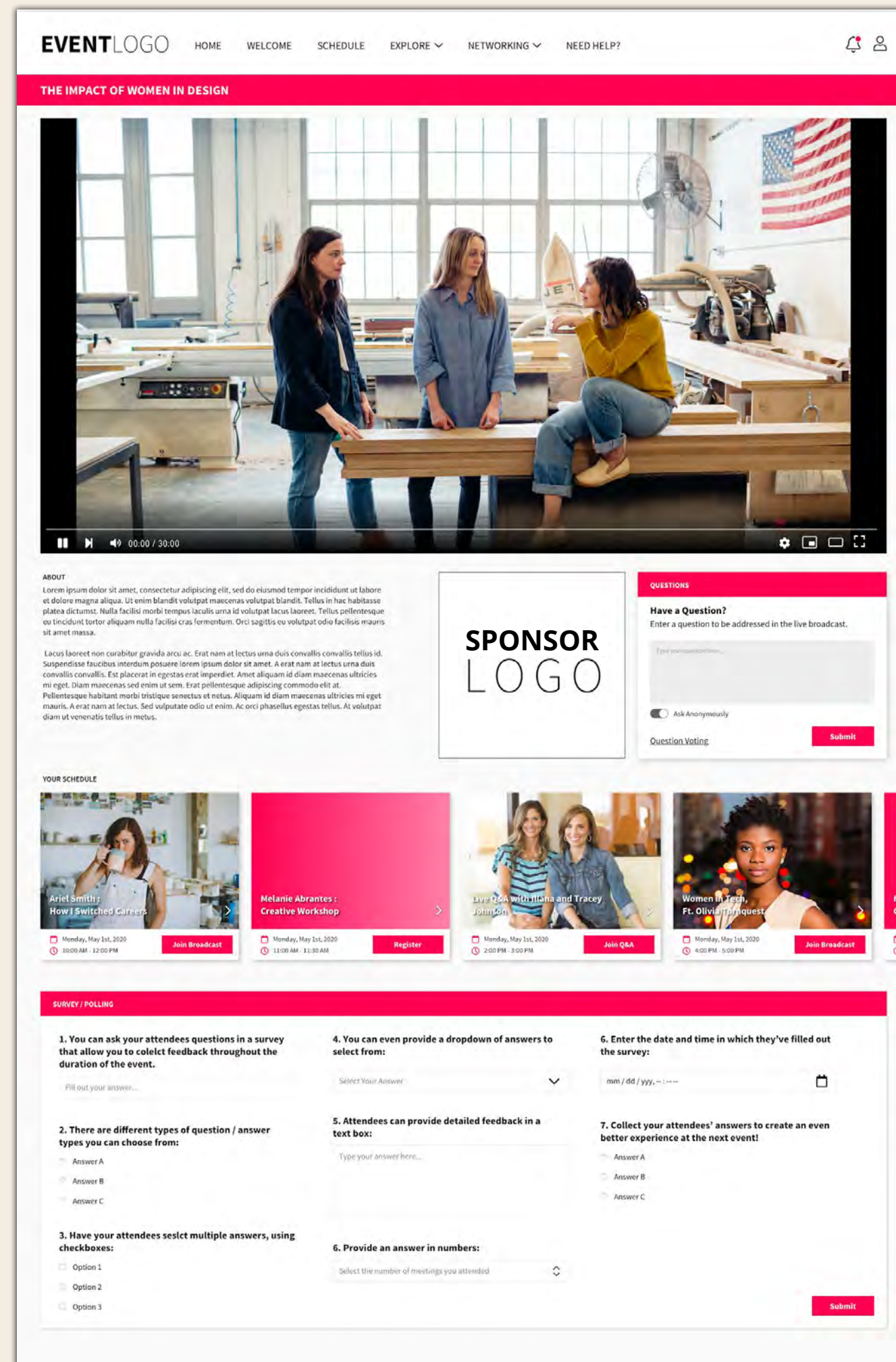
Post-Conference

- Data analytics for session attendance
- Acknowledgment (logo or company name) in post-event e-newsletter
- Mention in post-event press release

General Session Sponsorship

\$5,000

1 Available



*This is a sample visual. BakingTECH's 2021 event site is under construction.

Sponsorship of a primetime General Session, featuring an informative talk by Kimberly Becker, a Senior Research Director in Gartner's Supply Chain Projects and Industry team representing Consumer Products. Your exclusive sponsorship includes a variety of branding & engagement benefits.

Pre-Conference

- One each Facebook, LinkedIn, and Twitter post promoting sponsored General Session and sponsor's MarketPlace booth (if applicable). Sponsor to provide context and social image.
- Acknowledgment (logo or company name) in one pre-event e-newsletter
- Mention in pre-event press release
- Company logo and link on conference website

Conference

- Exclusive executive speaking opportunity: 90-second pre-recorded General Session introduction
- Custom Branding:
 - Three carousel logos across the platform (placement determined by ASB)
 - General Session-specific branding – room/page to be branded with sponsoring company's logo
 - Logo placement on agenda next to sponsored General Session – visible to all attendees
- Attendee Engagement:
 - All registered company representatives included in Networking Directory
 - One live push notification sent to all attendees promoting sponsored General Session
 - Content for inclusion on event social media feed
- May contribute raffle prize valued at \$500 or more
- Promotion on social media outlets during event (1 post each on Facebook, Twitter, and LinkedIn and 1 retweet/repost of Sponsor's post)

Post-Conference

- Data analytics for sponsored General Session
- Acknowledgment (logo or company name) in post-event e-newsletter
- Mention in post-event press release
- Sponsored General Session available to view on-demand for 60 days post-event

Video On-Demand Sponsorship

\$7,500

1 Available

Think of this as your Netflix & chill sponsorship – exclusive branding of the Videos On-Demand section of the event platform. As one of the most popular features of any virtual event, your visibility will live on far after the event ends, as all sessions will be available for viewing on-demand for 60 days post-conference.

Pre-Conference

- One post each on Facebook, LinkedIn, and Twitter promoting the sponsored General Session and sponsor's MarketPlace booth (if applicable). Sponsor to provide context and social image.
- Acknowledgment (logo or company name) in one pre-event e-newsletter
- Mention in pre-event press release
- Company logo and link on conference website

Conference

- Prominent logo placement on Videos On-Demand landing page
- Attendee Engagement:
 - o All registered company representatives included in Networking Directory
 - o Two live push notification sent to all attendees promoting sponsored Videos On-Demand
 - o Content for inclusion on event social media feed
- May contribute raffle prize valued at \$500 or more
- Promotion on social media outlets during event (1 post each on Facebook, Twitter, and LinkedIn and 1 retweet/repost of sponsor's post)



Post-Conference

- Data analytics for page visits to Videos On-Demand
- Acknowledgment (logo or company name) in post-event e-newsletter
- Mention in post-event press release
- Sponsored Videos On-Demand section available to for viewing 60 days post-event

Young Professionals' Happy Hour Sponsorship

\$500
SOLD OUT



Join the Young Professionals (under 40) for a relaxed, fun-filled happy hour, featuring a virtual mixology demonstration. Enjoy session-specific branding while you mingle with invited guests. Cheers!

Pre-Conference

- Company logo and link on conference website

Conference

- Branding: logo placement on agenda next to sponsored session – visible to all invited guests
- Attendee Engagement:
 - o All registered company representative included in Networking Directory
 - o One company representative permitted to attend the Young Professionals' Happy Hour
 - o One live push notification sent to all invited attendees promoting the session

Post-Conference

- Data analytics for sponsored session

Carousel Sponsorship

\$2,500
15 Available
1 SOLD

This is an excellent bonus branding opportunity for sponsors interested in additional exposure. Add your company logo to the eye-catching, rotating carousel banner on the event home page and two additional highly trafficked pages across the event site. Logos are clickable to MarketPlace booths or external websites.



**This is a sample visual. BakingTECH's 2021 event site is under construction.*

Baking Hall of Fame Sponsorship

\$2,500

1 Available
4 SOLD



**BAKING
HALL OF FAME**

CENTER FOR INNOVATION & LEADERSHIP

The Baking Hall of Fame is an initiative of the American Society of Baking to recognize industry innovation and entrepreneurial spirit. Individuals inducted into the Baking Hall of Fame are recognized for their achievements in organizational growth and development, equipment design and innovation, advancements in ingredient technology and processing, or services related to the commercial baking industry.

Pre-Conference

- Acknowledgment (logo or company name) in one pre-event e-newsletter
- Mention in pre-event press release
- Company logo and link on conference website

Conference

- Branding: logo placement on agenda next to sponsored session– visible to all invited guests
- Attendee Engagement:
 - o All registered company representatives included in Networking Directory
 - o One (1) live push notification sent to all invited attendees promoting the sponsored session

Post-Conference

- Data analytics for sponsored General Session

Sponsorship Benefits Side By Side

	Keynote	Welcome Reception	General Session	Countdown Video	Videos On-Demand	Young Professionals Happy Hour	Logo Carousel	Hall of Fame
Pre-Conference								
Social Media	✓	✓	✓	✓	✓			
E-newsletter	✓	✓	✓	✓	✓			✓
Press Release	✓	✓	✓	✓	✓			✓
Website Presence	✓	✓	✓	✓	✓	✓	✓	✓
Conference								
Keynote introduction	✓							
Speaking Opportunity		✓	✓					
Advertising Opportunity	✓	✓						
Customized Interactive Game		✓						
Website Presence	✓	✓	✓	✓	✓	✓	✓	✓
Networking Directory	✓	✓	✓	✓	✓	✓		✓
Push Notifications	✓	✓	✓	✓	✓	✓		✓
Market Research	✓							
Social Media	✓	✓	✓	✓	✓			
Post-Conference								
Data Analytics	✓	✓	✓	✓	✓	✓		✓
E-newsletter	✓	✓	✓	✓	✓			
Press Release	✓	✓	✓	✓	✓			
On-Demand Features	✓		✓		✓			

*All sponsored copy & content is subject to ASB approval. Graphics must be sized as requested, optimized for the web and received by requested deadlines.

**ASB may negotiate additional benefits upon request.