



Collaboration | Engagement

Networking | Education

# 2023 SPONSORSHIP OPPORTUNITIES

#BESTWEEKINBAKING  
#BAKINGTECH

**CONTACT**

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Sponsorship Sales  
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**DEADLINE: December 15**

*All sponsorships are designed to benefit you and your organization. If you're interested in becoming a sponsor, or if you have further ideas on how to promote your brand and create value for the conference and its attendees we would like to hear from you!*

# Product Development Competition Sponsorship

\$20,000  
Sold



**The purpose of ASB's Product Development Competition (PDC) is to facilitate the development of innovative bakery products for the wholesale manufacturing industry.**

## Pre-Conference

- One each Facebook, LinkedIn, and Twitter post promoting sponsor's session/content.
- Acknowledgement (logo or company name) in one pre-event newsletter and promotion in a special Know Before You Go e-blast
- Company logo and link on conference website
- Sponsor recognition on PDC website
- Logo placement and link on session description section on the schedule events on the conference website.
- Thank you post on Social Media channels to include Facebook, LinkedIn and Twitter

## Conference

- Exclusive speaking opportunity during PDC presentations on Wednesday, March 1 and awards ceremony on Thursday, March 2.\* (*exclusive sponsorship only*)
- Acknowledgement on conference signage
- Acknowledgement on event specific signage
- Acknowledgement in event app and in session description within event app schedule
- Company logo and sponsorship status on event walk-in slides
- Two live push notifications via event app to all attendees promoting Product Development Competition

## Post-Conference

- Access to final event attendee contact list (approved contacts only).
- Acknowledgement (logo or company name) in post-event newsletter.
- Thank you post on Social Media channels to include Facebook, LinkedIn and Twitter

*\*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.*

# BrainExchange Sponsorship

\$10,000  
1 AVAILABLE

BrainExchanges are networking opportunities and learning experiences offered throughout BakingTECH 2023 through the new event app. Attendees can meet-up to learn something new in the BrainExchange lounge or to enjoy a cup of joe in Herb 'n Kitchen with an industry peer before general session. BrainExchanges can be 1:1 meet-ups or small group conversations, and signups will be available via the community in the new BakingTECH app.

These are the best way to meet with, learn from, and have meaningful networking experiences with new people during BakingTECH



## Pre-Conference

- One each Facebook, LinkedIn, and Twitter post promoting sponsor's session/content.
- Acknowledgement (logo or company name) in one pre-event newsletter and promotion in a special Know Before You Go e-blast
- Company logo and link on conference website
- Logo placement and link on session description section on the schedule events on the conference website.
- Sponsor recognition in promotion emails highlighting BrainExchanges

## Conference

- Acknowledgement on conference signage
- Acknowledgement on event specific signage
- Acknowledgement in event app and in session description within event app schedule
- Company logo and sponsorship status on event walk-in slides
- Two live push notifications via event app to all attendees promoting BrainExchanges

## Post-Conference

- Access to final event attendee contact list (approved contacts only).
- Acknowledgement (logo or company name) in post-event newsletter.
- Thank you post on Social Media channels to include Facebook, LinkedIn and Twitter

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*\*\*ASB may negotiate additional benefits upon request.*

# Opening Keynote Sponsorship

**\$10,000**  
*Sold*

## Pre-Conference

- One each Facebook, LinkedIn, and Twitter post promoting sponsor's session/content
- Acknowledgement (logo or company name) in one pre-event newsletter
- Company logo and link on conference website
- Logo placement and link on session description section on the schedule events on the conference website.
- Thank you post on Social Media channels to include Facebook, LinkedIn and Twitter

## Conference

- Exclusive executive speaking opportunity: 90- second Keynote introduction
- Acknowledgement on conference signage place strategically throughout meeting space and registration area.
- Acknowledgement on event specific signage
- Acknowledgement in event app and in session description within event app schedule
- Company logo and sponsorship status on event walk-in slides
- One live push notifications via event app to all attendees promoting session

## Post-Conference

- Access to final event attendee contact list (approved contacts only).
- Acknowledgement (logo or company name) in post-event newsletter
- Thank you post on Social Media channels to include Facebook, LinkedIn and Twitter

## OPENING KEYNOTE SPEAKER



**3/1 | 8:30 am**  
**Vernice "FlyGrl" Armour**  
America's First Black Female Combat Pilot  
Former Marine & Cop;  
Author, Zero to Breakthrough  
Consultant to Business

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*\*\*ASB may negotiate additional benefits upon request.*

# BreadTalk Stage Sponsorship

**\$7,500**  
**Exclusive**  
OR  
**\$3,500**  
**(2 AVAILABLE)**

The BreadTalk Stage, placed in the MarketPlace, will feature 20-minute oral presentations by baker during during both Tuesday and Wednesday tradeshow hours.

## Pre-Conference

- One each Facebook, LinkedIn, and Twitter post promoting sponsor's session/content.
- Acknowledgement (logo or company name) promotion in a special Know Before You Go e-blast
- Company logo and link on conference website
- Logo placement and link on session description section on the schedule events on the conference website.
- Sponsor recognition in promotion emails highlighting BreadTalks

## Conference

- Exclusive speaking opportunity to introduce/facilitate the BreadTalk presentations.
- Acknowledgement on conference signage
- Acknowledgement on event specific signage
- Acknowledgement in event app and in session description within event app schedule
- Company logo and sponsorship status on event walk-in slides
- Two live push notifications via event app to all attendees promoting BreadTalks



## Post-Conference

- Access to final event attendee contact list (approved contacts only).
- Acknowledgement (logo or company name) in post-event newsletter.
- Thank you post on Social Media channels to include Facebook, LinkedIn and Twitter

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*\*\*ASB may negotiate additional benefits upon request.*

# Opening Reception Sponsorship

**\$7,500**  
**1 AVAILABLE**  
*(1 Sold)*

**Sponsorship of BakingTECH 2023 Opening Reception!** Join fellow ASB Members for light appetizers and cocktails, and take the opportunity to celebrate being together at The Best Week in Baking! Help attendees make the most of this celebration by supporting the event.

## Pre-Conference

- One each Facebook, LinkedIn, and Twitter post promoting sponsor's session/content.
- Acknowledgement (logo or company name) in one pre-event newsletter
- Company logo and link on conference website
- Logo placement and link on session description section on the schedule events on the conference website.
- Thank you post on Social Media channels to include Facebook, LinkedIn and Twitter

## Conference

- Acknowledgement on conference signage placed strategically throughout meeting space and registration area.
- Acknowledgement on event specific signage
- Acknowledgement in event app and in session description within event app schedule
- Company logo and sponsorship status on event walk-in slides
- One live push notification via event app to all attendees promoting Opening Reception

## Post-Conference

- Access to final event attendee contact list (approved contacts only).
- Acknowledgement (logo or company name) in post-event newsletter
- Thank you post on Social Media channels to include Facebook, LinkedIn and Twitter



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*\*\*ASB may negotiate additional benefits upon request.*

# MarketPlace Casino Night Sponsorship

\$5,000  
5 AVAILABLE



**Exclusive sponsor of MarketPlace's 2023 Casino Night! Continuing the success, MarketPlace Casino Night will be held on Thursday, March 3 from 3:30pm - 6:30pm CT. Join us for an evening of gaming, libations, food, incredible prizes, and good conversation.**

## Pre-Conference

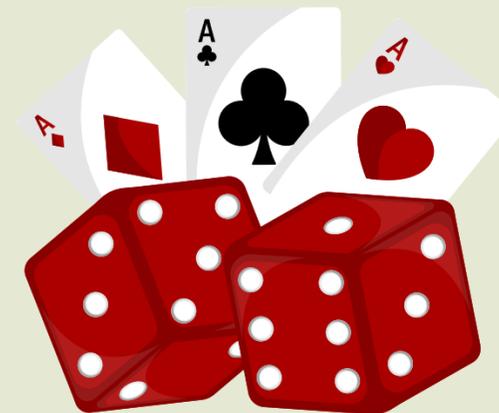
- One each Facebook, LinkedIn, and Twitter post promoting sponsor's session/content.
- Acknowledgement (logo or company name) in one pre-event newsletter and promotion in a special Know Before You Go e-blast
- Company logo and link on conference website
- Logo placement and link on session description section on the schedule events on the conference website.
- Sponsor recognition in promotional emails highlighting MarketPlace Casino Night
- Thank you post on Social Media channels to include Facebook, LinkedIn and Twitter

## Conference

- Acknowledgement on conference signage
- Acknowledgement on event specific signage
- Acknowledgement in event app and in session description within event app schedule
- Company logo and sponsorship status on event walk-in slides
- Two live push notifications via event app to all attendees promoting MarketPlace Casino Night

## Post-Conference

- Access to final event attendee contact list (approved contacts only).
- Acknowledgement (logo or company name) in post-event newsletter.
- Thank you post on Social Media channels to include Facebook, LinkedIn and Twitter



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*\*\*ASB may negotiate additional benefits upon request.*

# Attendee Wifi Sponsorship

**\$5,000**  
**1 AVAILABLE**  
*(1 Sold)*

Help all attendees get connected at the Annual Conference as the Official WiFi sponsor. WiFi access areas will include all of the BakingTECH public areas and meeting rooms (excludes the MarketPlace) at the Hilton Chicago.



## Pre-Conference

- Acknowledgement (logo or company name) in one pre-event newsletter and promotion in a special Know Before You Go-Eblast
- Company logo and link on conference website
- Thank you post on Social Media channels to include Facebook, LinkedIn and Twitter

## Conference

- Your logo on the splash page when participants first log into access the internet
- Acknowledgement on conference signage placed strategically throughout meeting space and registration area.
- Company logo on signage that includes WiFi login instructions.
- Company logo and sponsorship status on event walk-in slides

## Post-Conference

- Access to final event attendee contact list (approved contacts only).
- Acknowledgement (logo or company name) in post-event newsletter.
- Thank you post on Social Media channels to include Facebook, LinkedIn and Twitter.

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*\*\*ASB may negotiate additional benefits upon request.*

# Event App Sponsorship

**\$5,000**  
Sold

## Pre-Conference

- One each Facebook, LinkedIn, and Twitter post promoting sponsor's session/content.
- Acknowledgement (logo or company name) in one pre-event newsletter and promotion in a special Know Before You Go-Eblast
- Recognition on the conference web page created specifically for event app
- Company logo and link on conference website
- Thank you post on Social Media channels to include Facebook, LinkedIn and Twitter

## Conference

- Acknowledgement on conference signage place strategically throughout meeting space and registration area.
- Company logo on signages that includes instructions on downloading event app
- Your logo and sponsorship status on event walk-in slides

## Post-Conference

- Access to final event attendee contact list (approved contacts only).
- Acknowledgement (logo or company name) in post-event newsletter.
- Thank you post on Social Media channels to include Facebook, LinkedIn and Twitter
- Event app data analytics



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# MarketPlace Morning Coffee Break Sponsorship

**\$5,000**  
Sold

New and exclusive event for MarketPlace Exhibitors & Baker Attendees. This is a special invite only coffee break for exhibitors and baker attendees. Sponsor Wednesday morning's coffee break to get your brand out to attendees and exhibitors while they take a break from their courses and have refreshments

## Pre-Conference

- One each Facebook, LinkedIn, and Twitter post promoting sponsor's session/content.
- Acknowledgement (logo or company name) in one pre-event newsletter and promotion in a special Know Before You Go-Eblast
- Company logo and link on conference website
- Thank you post on Social Media channels to include Facebook, LinkedIn and Twitter

## Conference

- Acknowledgement on conference signage place strategically throughout meeting space and registration area.
- Acknowledgement on event specific signage
- Acknowledgement in event app and in session description within event app schedule
- Company logo and sponsorship status on event walk-in slides

## Post-Conference

- Access to final event attendee contact list (approved contacts only).
- Acknowledgement (logo or company name) in post-event newsletter
- Thank you post on Social Media channels to include Facebook, LinkedIn and Twitter



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# Elevator Branding Sponsorship

**\$4,000**  
4 AVAILABLE  
10 Sold

The Elevator Branding sponsor's logo will be prominently displayed on the elevator wrap on the outside of the 14 lobby-level elevators. Every time an attendee heads to their room they will be reminded of your brand. Purchase more than one elevator and save!

## Pre-Conference

- Company logo and link on conference website
- Thank you post on Social Media channels to include Facebook, LinkedIn and Twitter

## Conference

- Logo placement and QR code on BakingTECH 2023 branded lobby guest elevator
- Acknowledgement on conference signage place strategically throughout meeting space and registration area.
- Company logo and sponsorship status on event walk-in slides

## Post-Conference

- Thank you post on Social Media channels to include Facebook, LinkedIn and Twitter



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*\*\*ASB may negotiate additional benefits upon request.*

# Games Sponsorship

\$2,500  
3 AVAILABLE

Help create lasting memories and attendees bond over laughter by sponsoring live game show experience(s). Live game shows are scheduled for the Opening Reception on Tuesday Evening and during the morning general sessions on Wednesday and Thursday.

## Pre-Conference

- Company logo and link on conference website
- Acknowledgement (logo or company name) in one pre-event newsletter and promotion in a special Know Before You Go-Eblast
- Thank you post on Social Media channels to include Facebook, LinkedIn and Twitter

## Conference

- Verbal acknowledgement during Live Game Show events.
- Acknowledgement on conference signage place strategically throughout meeting space and registration area.
- Company logo on event specific signage
- Company logo and sponsorship status on event walk-in slides
- One live push notifications via event app to all attendees promoting games

## Post-Conference

- Thank you post on Social Media channels to include Facebook, LinkedIn and Twitter



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# Baking Hall of Fame Sponsorship

\$2,500  
7 AVAILABLE  
3 Sold

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

- Company logo and link on conference website
- Acknowledgement (logo or company name) in one pre-event newsletter and promotion in a special Know Before You Go-Eblast
- Thank you post on Social Media channels to include Facebook, LinkedIn and Twitter

## Conference

- Verbal acknowledgement during Baking Hall of Fame Ceremony to be held during new special luncheon on Wednesday, March 1 celebrating the 2023 Inductees.
- Acknowledgement on conference signage place strategically throughout meeting space and registration area.
- Company logo on event specific signage
- Company logo and sponsorship status on event walk-in slides
- One live push notifications via event app to all attendees promoting luncheon

## Post-Conference

- Thank you post on Social Media channels to include Facebook, LinkedIn and Twitter



BAKING  
HALL OF FAME  
CENTER FOR INNOVATION & LEADERSHIP

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# General Session Sponsorship

**\$2,000**

**1 AVAILABLE**

*1 Sold*

Sponsor of one of the primetime General Sessions on Thursday featuring:

- DEI Workforce Panel with Joanie Spencer, Commercial Baking/Avant Media; Joesph Kenner, Greyston Bakery; Karen Bornarth, Bread Bakers Guild of America; Ted Castle, Rhino Foods *(Thursday Morning)*
- Closing presentations by Irene Espinola Campos, Grubo Bimbo, on *Resilience to Reach Net Zero Carbon Emission by 2050* and Kris Corbin, Bright Future Foods/Airly Foods on *Carbon Emission Negative Agriculture* *(Thursday Afternoon)*

## Pre-Conference

- Company logo and link on conference website
- Acknowledgement (logo or company name) promotion in a special Know Before You Go-Eblast
- One each Facebook, LinkedIn, and Twitter post promoting sponsored General Session

## Conference

- Exclusive executive speaking opportunity: 60- second introduction
- Acknowledgement on conference signage place strategically throughout meeting space and registration area.
- Acknowledgement on event specific signage
- Acknowledgement in event app and in session description within event app schedule
- Company logo and sponsorship status on event walk-in slides
- One live push notifications via event app to all attendees promoting session

## Post-Conference

- Thank you post on Social Media channels to include Facebook, LinkedIn and Twitter



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# BakingTECH 2023 T-Shirt Sponsorship

\$2,000  
Sold

Sponsor ASB's limited edition BakingTECH 2023 t-shirt designed by famous Johnny Cupcakes brand.

## Pre-Conference

- Company logo and link on conference website
- Acknowledgement (logo or company name) in one pre-event newsletter and promotion in a special Know Before You Go-Eblast
- Thank you post on Social Media channels to include Facebook, LinkedIn and Twitter

## Conference

- Sponsor branded sticker to be placed on Johnny Cupcakes pastry box containing t-shirt.
- Acknowledgement on conference signage place strategically throughout meeting space and registration area.
- Acknowledgement in event app
- Company logo and sponsorship status on event walk-in slides

## Post-Conference

- Thank you post on Social Media channels to include Facebook, LinkedIn and Twitter

FRONT



BACK



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*\*\*ASB may negotiate additional benefits upon request.*

# Networking Lunch Sponsorship

**\$2,000**

**4 AVAILABLE (Thur)  
2 SOLD**

## Pre-Conference

- Company logo and link on conference website
- Logo placement and link on session description section on the schedule events on the conference website.
- Thank you post on Social Media channels to include Facebook, LinkedIn and Twitter

## Conference

- Acknowledgement on conference signage place strategically throughout meeting space and registration area.
- Acknowledgement on event specific signage
- Acknowledgement in event app and in session description within event app schedule
- Company logo and sponsorship status on event walk-in slides

## Post-Conference

- Thank you post on Social Media channels to include Facebook, LinkedIn and Twitter

**Help nourish our attendees as a networking lunch co-sponsor. Networking lunch will be available to all conference attendees on Thursday.**



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*\*\*ASB may negotiate additional benefits upon request.*

# Welcome Bag Sponsorship

**\$1,500**  
*Sold*

## Pre-Conference

- Company logo and link on conference website
- Thank you post on Social Media channels to include Facebook, LinkedIn and Twitter

## Conference

- Logo placement on hospitality bag
- Acknowledgement on conference signage place strategically throughout meeting space and registration area.
- Company logo and sponsorship status on event walk-in slides

## Post-Conference

- Thank you post on Social Media channels to include Facebook, LinkedIn and Twitter

**Exclusive sponsorship of the BakingTECH 2023 welcome bag. Welcome bags will be distributed to registered attendees and guests at BakingTECH 2023 registration. Bag contents will be products supplied by ASB baking company members.**



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*\*\*ASB may negotiate additional benefits upon request.*

# Young Professionals Sponsorship

\$500

2 AVAILABLE

2 Sold

The Young Professionals host a couple events throughout BakingTECH to provide YPs within the industry with timely, informative and educational content, as well as networking opportunities. BakingTECH 2023 will feature a Young Professionals' educational session on Tuesday, February 28 and a Networking event on Wednesday evening, March 1.

## Pre-Conference

- Company logo and link on conference website
- Logo placement on session description section on the schedule events on the conference website
- Thank you post on Social Media channels to include Facebook, LinkedIn and Twitter.

## Conference

- Acknowledgement on conference signage
- Acknowledgement on event specific signage
- Acknowledgement in event app and in session description within event app schedule
- Company logo and sponsorship status on event walk-in slides
- One live push notifications via event app to all attendees promoting session

## Post-Conference

- Thank you post on Social Media channels to include Facebook, LinkedIn and Twitter



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*\*\*ASB may negotiate additional benefits upon request.*

# General Conference Sponsorship

**\$500**

Unlimited

*2 Sold*

Extend your brand identity and market capabilities with a General Conference Sponsorship. Your support assists in providing a quality networking and educational conference for everyone.

## Pre-Conference

- Company logo and link on conference website
- Thank you post on Social Media channels to include Facebook, LinkedIn and Twitter.

## Conference

- Acknowledgement on conference signage
- Company logo and sponsorship status on event walk-in slides

## Post-Conference

- Thank you post on Social Media channels to include Facebook, LinkedIn and Twitter

*\*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.*



# SPONSORSHIP AGREEMENT

## CONTACT:

**Tawnee S. Brydebell, CMP, DES**  
ASB, Director of Meetings  
tbrydebell@asbe.org  
800.713.0462 x2  
C: 856.343.7838

## COMPANY INFORMATION

\_\_\_\_\_  
Company name (as it should appear in print)

\_\_\_\_\_  
Company website

\_\_\_\_\_  
Company street address

\_\_\_\_\_  
Company city / state / zip

\_\_\_\_\_  
Company phone

## SPONSORSHIP ITEM

\_\_\_\_\_  
Sponsorship 1

\_\_\_\_\_  
Sponsorship 2

## CONTACT INFORMATION FOR PERSON COORDINATING SPONSORSHIP

\_\_\_\_\_  
Person to receive all future correspondence regarding sponsorship graphics and instructions

\_\_\_\_\_  
Contact name

\_\_\_\_\_  
Title

\_\_\_\_\_  
Telephone

\_\_\_\_\_  
E-mail

**TOTAL INVESTMENT**  
\$

**TOTAL PAYMENT**  
\$

## SPONSORSHIP GUIDELINES

- Sponsorship payment is required in full upon return of this form.
- Confirmation will be returned to your company upon receipt of application and payment. No benefits will be given without full payment.
- Cancellation: Your company may not cancel once sponsorship is confirmed and receipt is issued upon payment.
- Sponsorship Agreement after the acceptance by ASB. Companies are liable for the contracted total and no sponsorship cancellation refunds will be granted due to ongoing promotions. In the case that a sponsored item or event is cancelled by ASB, then the amount paid for the specific sponsorship may be refunded to the sponsor or moved to a credit for the 2024 annual conference.
- Deadlines: Sponsors are responsible for adhering to the materials timelines, which includes submitting graphics, materials and any handouts by the given deadlines, for inclusion in promotional materials and event signage.
- Should the sponsor wish to change any logos/graphics after submission deadlines, any changes will be at the expense of the sponsor.
- Transfer of Benefits: Benefits are not transferable and are not redeemable for cash credits.
- Limited Liability: The liability of ASB for any act, error, or omission for which it may be legally responsible shall not exceed the cost of any cash payment. ASB will not, in any event, be liable for consequential damages, including, but not limited to lost income or profits.
- Change, Cancellation, or Substitution of Benefits: ASB reserves the right to change, cancel, or substitute any promotional opportunity and/or advertising opportunity or benefit at any time.

## AUTHORIZATION

I am an authorized company representative with the full power and authority to sign and deliver this Sponsorship Application. I understand that this document represents the entire understanding and contract between parties.

By signing this agreement, I agree to abide by all rules and pay the amount for the sponsorship in full upon receipt of the invoice.

\_\_\_\_\_  
Name

\_\_\_\_\_  
Title

\_\_\_\_\_  
Phone number

\_\_\_\_\_  
Email address

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

**SEND COMPLETED AGREEMENTS TO:** Tawnee Brydebell, CMP, DES | [tbrydebell@asbe.org](mailto:tbrydebell@asbe.org)