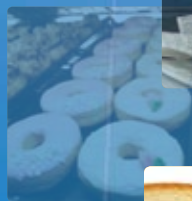
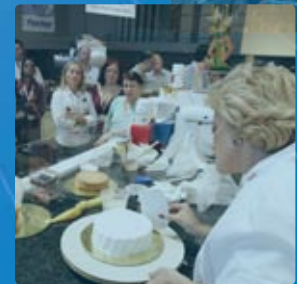
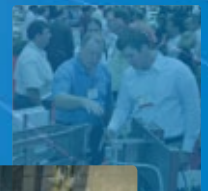


WHERE THE INDUSTRY UNITES



Join thousands of professionals from every segment of the grain-based food industry as they converge for the largest, most comprehensive baking event of the year. This is your once-in-three-years' chance to preview the newest technology, shop and compare the full range of baking products and services and acquire the strategies, solutions and know-how needed to secure your future in a changing marketplace.

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To prosper in today's changing marketplace, be where your industry unites—at the largest, most comprehensive baking event in 2010. IBIE is your best opportunity to:

PREVIEW THE LATEST BAKING TECHNOLOGY.

Tour 500,000 net square feet of exhibit space showcasing the newest industry advancements for every product category, including: rolls, cookies, sweet goods, tortillas, snack foods, cereals, biscuits and crackers and more.

SHOP AND COMPARE THE FULL RANGE OF PRODUCTS AND RESOURCES.

Meet with 700 leading manufacturers and suppliers who provide production equipment and baking supplies, ingredients, packaging materials and systems, refrigeration systems, sanitation equipment, computerized technologies, transportation and distribution equipment.

ACQUIRE NEW STRATEGIES, SOLUTIONS AND KNOWLEDGE.

Take advantage of the professional conference and networking opportunities to stay ahead of the curve, acquire expert advice and discuss problem-solving strategies with colleagues.

JOIN BAKING PROFESSIONALS FROM ALL MARKET SEGMENTS.

Be among the 15,000 bakery professionals expected to attend. Participants represent the entire industry, including wholesale bakery plants; retail outlets; in-house supermarkets; catering companies; restaurants/hotels; and artisan bakeries.

NEW IN 2010!



The Retail Bakers of America (RBA) will join forces with IBIE, in lieu of holding a stand-alone event in 2010, giving you access to new suppliers, more networking opportunities and creative inspiration from the educational program and demonstrations for which RBA is famous.

FPO

Watch baking's best as they compete against each other (and the clock) at the Louis Lesaffre Cup. Judged on their Baguette and Specialty Breads, Viennoiserie and Artistic Design, eight teams from North and South America will vie for a spot at the 2012 Coupe du Monde de la Boulangerie in Paris.



Back in Las Vegas, the world's favorite tradeshow destination, IBIE promises to be bigger and better than ever. With an unrivaled variety of world-class amenities and built-in excitement, convenience and affordability, Las Vegas has something for every taste and budget.



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