

NEW Look!
NEW Location!
FREE Parking!

may **16-18**

INTERNATIONAL CENTRE
6900 Airport Rd (Airport Rd & Derry Rd)
Toronto, Mississauga, ON Canada

PRODUCED BY



bakery showcase

2010

EXHIBITOR PROSPECTUS



Canada's National Baking Trade Show and Convention Event

- Meet with over 4,250 industry professionals including bakers (retail, wholesale, commercial), grocery and foodservice head office and outlets
- Over 35,000 sq.ft. of exhibit space available to showcase ingredients, equipment, services, technology and baked goods (fresh, proof & bake, par-baked, freezer-to-oven, thaw & serve, etc)
- Event format combines a trade show with Exhibitor produced New Product Presentations and will feature several baking competitions
- Located in the greater Toronto area, a world-class city, the facility is easily accessible by major highways, public transit, 5 minutes from the Toronto International Airport and provides plenty of free parking

Held every other year, it is the largest baking specific event produced in Canada

Contact us for more information:

Baking Association of Canada

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Mississauga, ON L5S 1V9

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bakery showcase

2010

BAKERY SHOWCASE 2010

*is the place of business for
Canada's baking industry*

For the allied trades it's simple. **Bakery Showcase 2010** will provide the best selling opportunity of the year. For attendees, the decision is just as clear – when all the best ingredients, products, equipment, services and innovations are in one place, at one time, there's no better place to shop around. That's why hundreds of allied trades and thousands of bakers rely on **Bakery Showcase 2010** for the complete picture of the latest trends.

As an exhibitor you can:

- meet with more than 4,250 industry professionals from across Canada and around the world.
- do business... book orders, make new deals, develop new markets all to a qualified audience – buyers in the baking industry.
- sample your products to show how good they taste or demonstrate how well your equipment and services work.
- launch new products, new merchandising programs and new promotions to get sales moving.
- attract new customers, cater to existing customers and win back former customers.
- raise your corporate profile, size up the competition, take a measure of new trends.
- hold your annual sales meeting during **Bakery Showcase 2010** and your whole staff benefits from Canada's most important industry event.

BAKERY SHOWCASE 2010

is more than just a trade show

It will also feature Exhibitor produced New Product presentations that will be held each morning before the trade show. As well, several baking competitions will be conducted on the trade show floor.

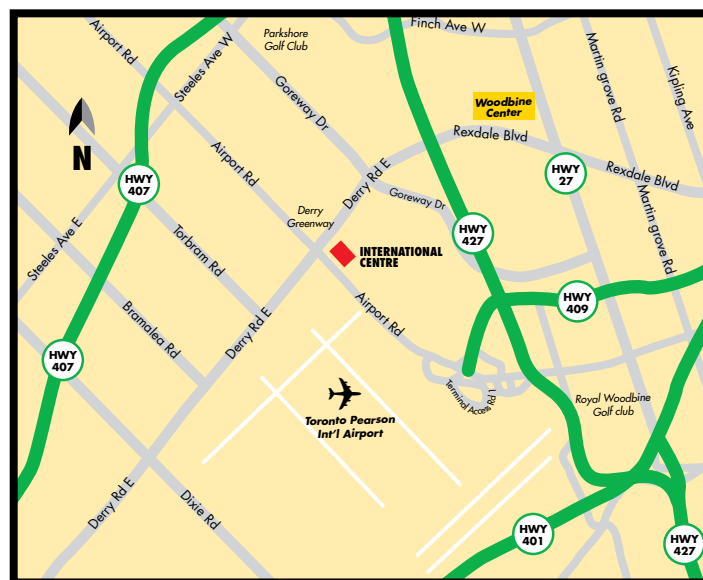


EXPERIENCE TORONTO

and the International Centre

For three days on May 16-18, the eyes of the baking industry are on Toronto. The site of **Bakery Showcase 2010** was carefully chosen to ensure ease of access for local attendees while providing plenty of pre and post event options for out-of-town attendees.

- Toronto, a world-class city renowned for its entertainment and cultural activities.
- The International Centre is easily accessible by major highways, public transit, 5 minutes from the Toronto International Airport and provides plenty of free parking.



PROVIDING AN AUDIENCE

of quality and quantity

- **Bakery Showcase 2010** will be aggressively promoted regionally, nationally and internationally through an extensive attendance campaign directed at key industry segments.

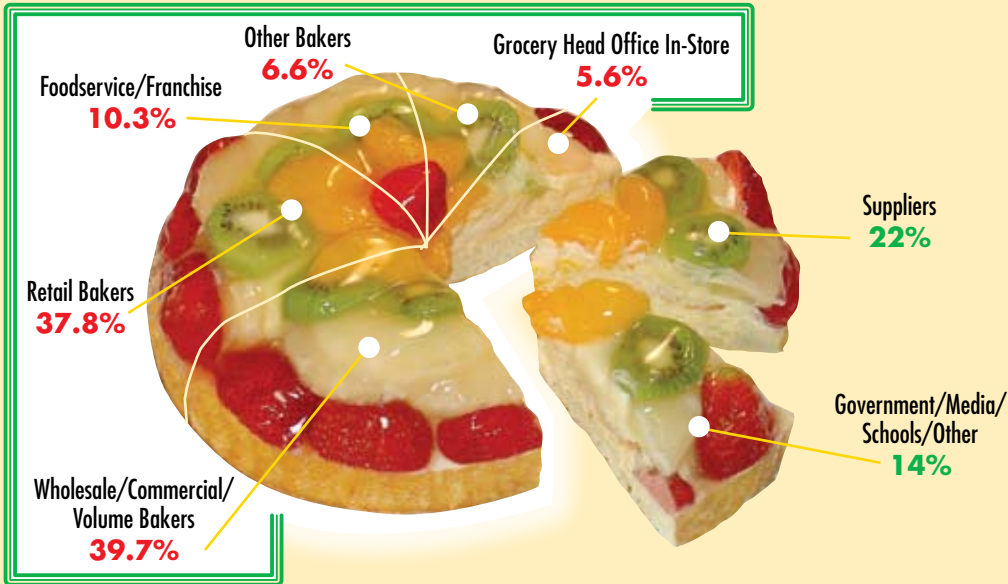
Event promotional coverage will be achieved through:

- direct mail promotions, fax broadcasts, e-mail broadcasts and telemarketing campaigns against key industry segments
- media and trade journals such as Bakers Journal will receive timely press releases and a targeted advertisement campaign will be implemented
- networking through BAC Chapter meetings
- communication through allied sales teams

2008

AUDIENCE PROFILE - % by business

**Bakers/
Retailers/
Foodservice**
64%

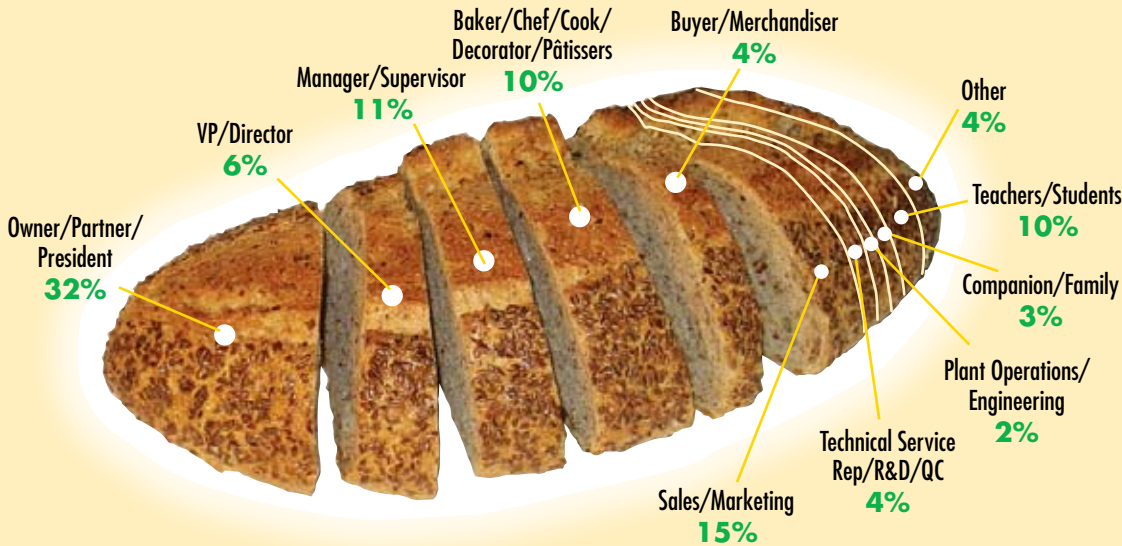


In 2010 over 4,250 industry professionals will come directly to you



2008

AUDIENCE PROFILE - % by occupation

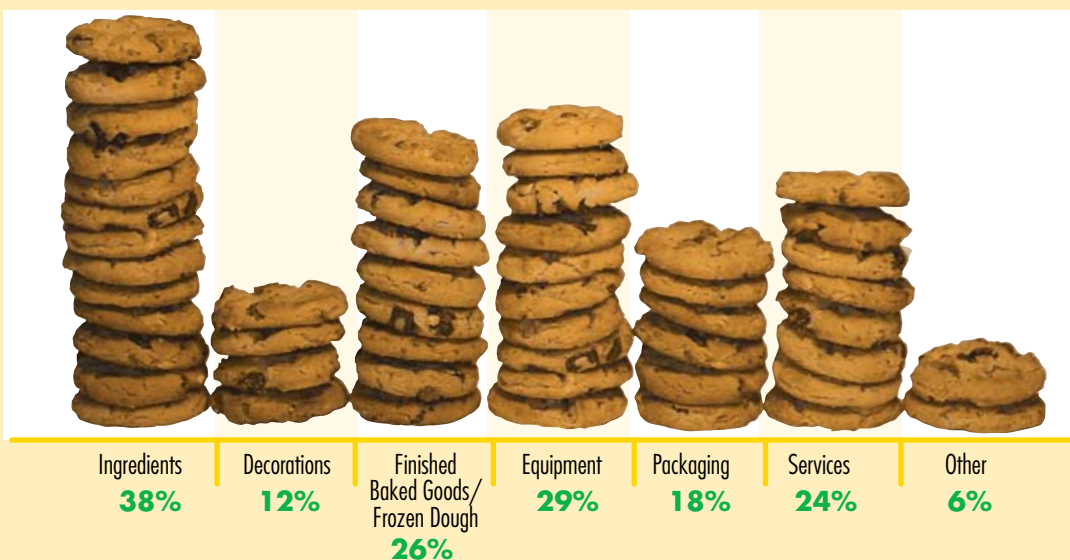


A highly qualified audience with authority, influence and most importantly, buying power – 84% of registrants indicated they had a role in the purchasing decisions for their company



2008

EXHIBITOR PROFILE - % by product category



In 2010 the leading allied trades will use Bakery Showcase to deliver their message directly to bakers

Note: Exhibitor Profile exceeds 100% total due to some company product ranges being represented in more than one category



BEFORE YOU DECIDE

to exhibit, ask yourself these questions:

- do you want to meet retail bakers, in-store bakers, foodservice bakers or wholesale bakers?
- does your company do business or are you considering doing business in Canada?
- does your ingredient, product, service or equipment provide bakers with the tools to compete efficiently and effectively?
- is your company concerned about the rising costs of maintaining a sales force or are you finding it increasingly difficult to speak with bakers on a regular basis?
- If you can answer YES to any of these questions, bakers will want to meet with you on the exhibit floor of **Bakery Showcase 2010**

RAISE THE PROFILE

of your company through sponsorship opportunities

Increase your visibility at Bakery Showcase with an event sponsorship. It's a reliable cost effective way to increase traffic to your booth and enhance your company image before, during and after the event. Sponsorship also helps to differentiate you from the competition and is an ideal way to reinforce your significant presence and contribution to our industry.

Sponsorship information will be available in the Fall of 2009 and all exhibitors will receive the information when it becomes available. Sponsorships are sold on a first come, first served basis.

THE UNITED STRENGTH

behind Canada's baking industry

Baking Association of Canada (BAC) has something for each sector of the baking industry. It is through a strong network of bakers and allied trades that customer relationships will ultimately be strengthened. Allied membership in BAC is available on a national or provincial basis.

BENEFITS INCLUDE:

- Discounts on **Bakery Showcase 2010's** exhibit space, BAC social events, seminars and correspondence courses
- Additional discounts and items included in Bakery Showcase Exhibit Booth Package
- Preferred exhibit booth placement at **Bakery Showcase 2010**
- Increased promotional opportunities through use of the BAC logo
- Subscription to The Bulletin, published 10 times a year and inserted into Bakers Journal magazine for distribution across Canada
- Access to BAC's Educational Video Library
- Savings on supplier services such as travel, car rental and vehicle maintenance

**CONTACT THE BAC OFFICE
FOR A MEMBERSHIP APPLICATION**

Bakery Showcase 2010 is produced by the Baking Association of Canada (BAC), the industry association representing Canada's \$5 billion baking industry.

BAC's mandate is to further the interests of Canadian retail, in-store and wholesale bakers through advocacy and effective programs at the regional and national level.



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