



Commercial Engagement Committee Charter

MISSION

The overall goal of all committee is to support the mission, goals and strategies of the Society.

The Commercial Engagement Committee fosters meaningful networking opportunities and stronger business relationships amongst the membership which includes bakers, suppliers, exhibitors, and non-member guests. Also enhancing the overall attendee experience through dynamic activations, strategic engagement opportunities, and thoughtful programming - during the Formulation Floor and throughout the year creating lasting value.

- Formulation Floor - Identify the needs of exhibitors and **attendees** and recommend the development of services strategies, and activations that enrich **the overall experience, foster engagement, and create lasting value for both bakers and exhibitors.**
Increasing Exhibitor Participation - Recommend strategies for growing ASB's exhibitor base and strengthening exhibitor engagement through visibility, networking, and participation in key features such as Baker's Row.
Year-Round Engagement and Partnerships - Support the development, stewardship, and renewal of strategic relationships with supplier members, in collaboration with staff, to increase engagement and mutual value for ASB, and its collective membership.

RESPONSIBILITIES

Be the voice of all exhibitors, supplier members and baker attendees/members by communicating concerns and ideas for improvements to the Board and staff. Advise the Board and staff in the effective and efficient planning and management of the Formulation Floor and related commercial engagement activities.

Develop ideas for building traffic and enhancing the exhibiting experience on the Formulation Floor

Assist in the communicating of policies and procedures to the Formulation Floor/Exhibitor community.

Act as mentors to first-time exhibitors by advising them before Formulation Floor and assisting them onsite.

Develop ideas for enhancing BakingTECH attendee engagement and social networking activities to attract a diverse audience in the baking industry, including structured options that encourage meaningful exhibitor-baker interactions.

Facilitate meaningful connections between bakers and allied members to strengthen relationships and drive commercial value.

Collect and synthesize feedback from bakers, supplier members, and exhibitors, and recommend data-informed improvements and innovations to enhance engagement and outcomes.

Attend at least one annual in-person event, such as BakingTECH, serving in a hospitality or volunteer capacity.

Participate in committee teleconferences or virtual meetings, averaging 60 minutes, typically scheduled at least once per month (with additional working sessions as needed to deliver the committee workplan).

Assume responsibility for all expenses related to travel and registration, where applicable, for meetings and conferences.

Review the Committee Charter annually and recommend any amendments to the ASB Board of Directors.

DELIVERABLES AND PERFORMANCE MEASURES

The committee will develop and maintain an annual workplan (aligned to ASB strategy) that includes planned activities. Specific deliverables may include:

- A year-round supplier member partnership engagement plan (touchpoints, listening, recognition, activation concepts).
- Recommendations for sponsorship/partnership packages and engagement activations (including Formulation Floor-related activations).
- A first-time exhibitor onboarding/mentorship approach (pre-event and onsite).
- A post-event debrief and improvement recommendations for the next cycle.

GOVERNANCE, DECISION AUTHORITY, AND COMPLIANCE

- Advisory role: The committee serves in an advisory capacity to ASB leadership and staff and does not have independent authority to bind ASB contractually or financially unless explicitly delegated by the ASB Board through appropriate processes.
- Financial commitments: Any proposed sponsorship, partnership, or programmatic commitments requiring financial approval must follow ASB's established approval processes.
- Quorum/voting: Committee governance should follow ASB bylaws/board policy where applicable.
- Compliance: Committee discussions and recommendations will be conducted consistent with ASB policies and applicable legal/compliance expectations (including antitrust principles).

- Confidentiality: As appropriate, committee members should treat non-public ASB, member, sponsor, and exhibitor information as confidential and use it only for committee work.

TERMS & COMPOSITION

The term of service is three years. Committee Members may not serve a consecutive term, but may re-join the committee at a future date after two years.

The Committee should represent a diverse mix of the target audience (consisting of suppliers exhibiting in the Formulation Committee) with the goal to include 6-8 supplier-member representatives and 2-4 baker-member representatives.

The Committee Chair term is one year, unless filling an unexpired term. A second consecutive term may be served based on the goals and objectives of the committee and the broader Society. The Committee Chair will serve on the BakingTECH planning committee for their term as Chair.

The Vice Chair term is one year, unless filling an unexpired term. The Vice Chair should ascend to the Committee Chair position the year following his/her/their year as Vice Chair. In the absence of a Chair or Vice Chair, the Committee may appoint a representative to preside over the meetings as Chair Pro Tem until another individual is appointed by the ASB Chairman of the Board.

The chair and vice chair may serve a two-year term if the strategic objectives of the committee and the society indicate that consistent leadership is needed to achieve ongoing goals.

The ASB 2nd Vice Chair is an ex-officio member of this committee during his/her/their term as the ASB Board of Directors Chair.

The ASB BakingTECH program chair will serve on the committee during their term as program chair.

The staff liaison is the individual serving in the Deputy Executive Director role. Given the strategic importance of the Committee's work, the Executive Director regularly participates in committee meetings.