FORMULATION FLOOR ONSITE DATES

Blend.Bake.Bond

Wednesday, February 18, 2026
10:30am - 12:30pm
4:15pm - 5:30pm
Thursday, February 19,2026
10:15am - 1:00pm

Sheraton Grand Chicago Riverwalk
Chicago, Illinois
Note: times subject to change

ASB 's Formulation Floor 2026 - Table Top Space Application & Contract
Blend.Bake.Bond

PRIMARY CONTACT: *(Primary contact will receive all table top logistical information.)*

Name: _____ Title: _____

Phone: _____ Email: _____

ASB uses the data we collect to process memberships; verify, provide, and process member benefits; perform analytics on individual trends within the industry; to inform individuals of events, products or news that may be of interest to them.

ASB shares data with 3rd party vendors to verify member benefits; process registrations and other individual requests; inform individuals of their products or services which may be of interest to them; perform analytics on behalf of ASB.

☐ I agree and accept these terms. Authorized by: _____

Section 1: Table Top Fees

		After Jan. 9
Member	$4,650	$5,150
NonMember		$6,150

Table top fee includes

- 8'x30" draped table with two chairs
- Identification sign with company name
- One full conference delegate registration *(all access pass to include all BakingTECH events and access to the Formulation Floor.)*
- Company and table top number on Baker's Row display *(deadline to be feature on Baker's Row is November 14)*

To obtain the member rate, one individual with the company must be an ASB member, with membership current and up to date on membership dues.

Section 2: Registration

Please list the full name and e-mail address of the one conference delegate registration. Your table top fee covers a full conference registration for one person. Registration provides access to educational sessions, luncheons, networking receptions and the Formulation Floor. For additional delegate registrations, please visit asbe.org/bakingtech2026/registration.

Name: _____ Title: _____

Phone: _____ Email: _____

Will the attendee participate in group dinners on Tuesday, February 17? ☐ YES ☐ NO

Group dinners will be held on the event of Tuesday, February 17. ASB will coordinate dinner reservations at restaurants throughout Chicago and individuals will be paired with up to 10ppl for dinner. Individuals will be responsible for dinner expenses and transportation to dinner.

Name badge changes to the table top complimentary delegate registration will be received through **November 14**. Any name changes received **after November 14 will incur a $50 fee per change; after January 9 changes will incur at $75 fee.**

Section 3: Company Information

Company: _____

Address: _____

City: _____ State: _____ Postal Code: _____ Country: _____

Phone: _____ Website: _____

Company Description/Profile: Please provide a 50-word description of your company's products, services & technologies for listing in the event app and website.

☐ Please use our company profile from BakingTECH 2025.

Section 4: Products & Services Listing for Website

Equipment

- ☐ Baking
- ☐ Cutting
- ☐ Conveyors & Belting
- ☐ Cooling
- ☐ Decorating (Pre & Post Bake)
- ☐ Depanning & Handling
- ☐ Depositing/Forming/Sheeting
- ☐ Filling & Topping
- ☐ Freezing
- ☐ Ingredient Handling
- ☐ Laminating
- ☐ Mixing & Dough Handling
- ☐ Packaging
- ☐ Postbake (cooling conveyors/shingling)
- ☐ Post Packaging
- ☐ Proofing
- ☐ Seasoning/Spraying
- ☐ Slicing
- ☐ Topping

Ingredients

- ☐ Dairy & Dairy Alternatives
- ☐ Eggs & Egg Replacements
- ☐ Fats & Oils (Butter, Margarine, Shortening, Oils)
- ☐ Fillings & Inclusions (Fruits, Nuts & Seeds, Chips, Chunks, Coatings)
- ☐ Flavoring Agents (Spices, Extracts, Zest)
- ☐ Flours & Grains (Wheat Flour, Alt. Flour, Whole Grains)
- ☐ Functional Ingredients (Emulsifiers, Enzymes, Hydrocolloids)
- ☐ Improvers & Stabilizers (Dough Conditioners, Stabilizers for batters & Icings)
- ☐ Leavening Agents (Yeast, Baking Power, Baking Soda)
- ☐ Nutritional & Texture Additives (Fortifiers, Protein Powders, Fiber Sources)
- ☐ Pre-Mixes & Bases (Cake, Muffin, Pancake, Bread, Pizza, Cookie)
- ☐ Preservatives & Mold Inhibitors (Vinegar, Calcium Propionate, Sorbic Acid)
- ☐ Primary Ingredients
- ☐ Specialty & Allergen Free Ingredients (Gluten Free, Vegan Substitutes, Allergen Friendly Alternatives (soy-free, nut-free, etc)
- ☐ Sweeteners (Sugars, Syrups, Sugar Substitutes)
- ☐ Toppings & Glazes (Icings, Frostings, Sprinkles, Seeds)

Emerging Trends

- ☐ High Protein ☐ High Fiber
- ☐ Keto-Friendly ☐ Clean Label
- ☐ Gluten Free ☐ Plant-Based
- ☐ Sodium Reduction
- ☐ Sugar Reduction/Alt Sweeteners
- ☐ Sustainable Ingredients
- ☐ Functional Ingredients (Probiotics, Prebiotics, Omega-3)
- ☐ Flavoring-Enhancing (Ancient Grains, Fermented Ingredients, Natural Flavor Extracts, Umami Boosters)

Services

- ☐ Architecture & Engineering
- ☐ Bakeware (Pans, Blades, Trays)
- ☐ Coating & Spraying
- ☐ Consulting
- ☐ Controls
- ☐ Internet/Technology/IoT
- ☐ Logistics & Supply Chain Services
- ☐ Maintenance & Technical Support
- ☐ Maintenance & Utility Supplies
- ☐ Quality Assurance & Control
- ☐ Sustainability & Environmental

☐ **Trade Media/Press/Publication**
☐ **Nonprofit Organization**

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Section 5: Table Top Selection

1st Choice: _____ 2nd Choice: _____ 3rd Choice: _____

4th Choice: _____ 5th Choice: _____ 6th Choice: _____

Table Top locations will be assigned on a first-come, first-served basis. We understand that ASB cannot guarantee our table top choices and authorize ASB to assign table top space as appropriate. If the same table top is requested simultaneously or your selections are no longer available, ASB staff will contact you to coordinate additional selections. Once your registration form is received, your table request will be reviewed and assigned. As soon as we assign your table top, we will confirm your location via email. We will update and post an updated Formulation Floor map for your reference on our website to assist you in selecting an available table top location.

List any exhibitor you wish to be near *(Every effort will be made to accommodate your request):*

_____

List any exhibitor you do not wish to be near *(Every effort will be made to accommodate your request):*

_____

Section 6: Payment Information

	After Jan. 9
☐ Member Table Top	$5,150
☐ NonMember Table Top	$6,150

Beverage Tickets

	Qty	Subtotal
☐ Tickets: Packets of 5 @ $75/ea		

Total Payment $ _____

Return to:
American Society of Baking
4231 W. 96th Street
Indianapolis, IN 46268
Phone: 800.713.0462
Fax: 888.315.2612

Questions:
Contact Tawnee Brydebell at tbrydebell@asbe.org

Terms of Payment

Exhibitor applications will be accepted in the order they are received with full payment. No refunds will be made after an application has been accepted and registration has been confirmed. **IMPORTANT NOTE: The table top space reservation is <u>not</u> secured until <u>full payment</u> is remitted, and this Table Top Space Application & Contract is accepted by ASB.**

❑ Check enclosed or choose card type:
❑ Visa ❑ MasterCard ❑ Discover ❑ American Express

Card Number _____ CVC _____ Expiration Date _____

Billing Address _____

City, State, Zip _____

Card Holders Name _____

Cardholders Signature _____

Section 7: Onsite Contract Acceptance & Authorization

The exhibiting company does hereby apply for the reservation of table top space at Formulation Floor 2026 in Chicago, IL. ASB agrees to review your Application and Contract and assign your company a table top space (if available) consistent with show eligibility requirements, policies, and at the discretion of ASB. Cancellations, in whole or in part, must be made in writing, and are subject to cancellation fees outlined in the Terms of Payment.

Contract Acceptance: This Application and Contract shall become effective when it has been submitted by the exhibiting company in the manner described in this section and accepted by a duly authorized representative of ASB. To submit this Contract to ASB, the exhibiting company must check the "I agree and accept these terms" box below. By the name listed below, the individual represents and warrants that he/she is duly authorized to execute this binding Contract on behalf of the exhibiting company. By checking the "I agree and accept these terms" box, the exhibiting company agrees to be bound by the Terms and Conditions Formulation Floor 2026 in Chicago, Illinois on February 16 – 19, 2026, the online Exhibitor Services Kit and/or any other rules issued prior to the Formulation Floor. This Application and Contract will then constitute a binding offer, which ASB may accept by online submission, or email. The exhibiting company agrees that upon acceptance of this Application and Contract by ASB, with or without appropriate payment of the table top fee and further action by the exhibiting company, this Application and Contract shall become legally binding, enforceable against the exhibiting company in accordance with its terms.

☐ I agree and accept these terms. Authorized by: _____

Section 8: Onsite Terms and Conditionals Governing Formulation Floor 2026 Rules & Regulations

Terms & Conditions: By signing the ASB Formulation Floor Table Top Space Application & Contract the undersigned agrees to abide by all rules (Terms), requirements, restrictions, and regulations as set forth in the Formulation Floor Registration Information and Rules and Regulations enclosed herewith and any regulations especially designated by the ASB or the Renaissance Orlando Resort at SeaWorld®. Failure to abide by such rules and regulations may result in forfeiture of all monies paid or due the ASB under the terms of this agreement. No Exhibitor may assign or sublet the whole or any part of the space allotted, nor exhibits therein any goods other than those manufactured or handled by the Exhibitor in the regular course of business.

General: All matters and questions not covered by these regulations are at the discretion of ASB management. ASB may amend these regulations at any time, and all amendments that may be made shall be equally binding, upon publication on all parties affected by them as the original regulations.

Violations: Violation of any of these regulations on the part of the Exhibitor, its employees, or agents shall annul the right to occupy the space and such Exhibitor will forfeit to ASB all monies, which have been paid. Upon evidence of violation, ASB may re-enter and take possession of the space occupied by the Exhibitor and may remove all persons and goods at the Exhibitor's risk. The Exhibitor shall pay all expenses, or damages, which ASB may incur.

Assignment of Space: Space will not be assigned without full payment. All assignments will generally be made on a "first-come, first served" basis, with an attempt to accommodate Exhibitors' preference requests. ASB does not guarantee any particular assignment or preference, or the availability of table top or space for assignment. ASB has the right, in its sole discretion, to change Exhibitor's table top assignment. In the event of such re-assignment, ASB will make all reasonable efforts to move Exhibitor to their next-most preferable location. If the re-assigned Exhibitor is dissatisfied with their new table top assignment, that Exhibitor may, at the time of notice of the re-assignment, decline to attend or further attend the Formulation Floor and will be refunded their payment.

Payment Policy: To secure table top space for the Formulation Floor, a completed Table Top Space Application & Contract must be submitted along with 100% table top payment. Applications not accompanied by 100% payment or incomplete applications will be considered invalid and will not be processed.

Paying by Check (Payable to ASB or American Society of Baking)
You may submit your application electronically (email or fax) without payment to obtain priority table top selection However, check payments must be received within 10 business days of application and contract submission. If payment is not received by the ASB office within 10 business days any exhibit space previously assigned shall be forfeited and table top will not be assigned until 100% payment is received.

Conduct of Exhibitors: The rights and privileges of an Exhibitor shall not be infringed upon by any other Exhibitor. Interviews, demonstrations, distribution of literature, etc., must be made inside the Exhibitor's area. Canvassing, solicitation of business, or the use of advertising materials or signs by firms other than those who have contracted for space is prohibited. ASB has the right to decline or prohibit any display or portion thereof, which in the opinion of ASB is not proper or in keeping with character of the exhibition. ASB may restrict displays, which, because of noise, acts, odors, costumes, gimmicks, method of operation, materials, or for any other reason, may be objectionable to the exhibition. In the event of such restriction or eviction, ASB is not liable for any refunds of rentals or their exhibit expenses.

Table Top Displays: Permitted on the table top are educational literature; samples of ingredients, additives, or food products; sales premiums, souvenirs, handouts, etc.; displays that fit on the top of the table, NOT TO EXCEED 36 inches in height above the table, and computer/DVD/video equipment. **All food and ingredient samples are for display purposes only and NOT for attendee consumption**. All equipment and displays must fit on the table top, which is 8'x30", and not exceed 36 inches above the table. No materials are to be placed behind, aside, or in front of the table.

Not permitted at the table top are free standing displays; displays that are higher than 36 inches above the table or obstruct the view of adjoining exhibits; any materials placed behind, aside or in front of table; and mechanical, electrical or other devices, which produce sounds that prove disturbing to other Exhibitors.

Food Product Display Policy: Formulation Floor 2026 will enforce the following food sampling policy: Tabletop participants may only distribute non-perishable food samples they manufacture, process, or distribute, limited to bite-sized portions no larger than 2 oz. All items must fit within the assigned 8'x30" space, with no access to cold or hot storage, and participants must supply their own service ware. No additional storage, equipment, or tables will be provided. Proof of $1,000,000 liability insurance (naming Sheraton Grand Chicago Riverwalk and ASB as additional insured) and a completed food sampling authorization form are required by January 10, 2026. Compliance with local health and safety regulations is mandatory. For additional information and authorization form click here (insert link).

Subletting Space: The subletting, assignment, or appointment of whole or any part of space by any Exhibitor is prohibited. No Exhibitor may permit any other party to exhibit in the space any goods other than those manufactured or handled by the contracting Exhibitor or permit solicitation of business by others within the space.

One Table Top Regulation: Each table top space may only be occupied by one company. Companies with multiple divisions or brands operating under different names must purchase separate table tops for each brand. There is no limit to the number of table tops a company may purchase, provided each table top represents a distinct brand. Each table top must clearly represent the brand for which it was purchased and may not be used to promote the parent company.

If a company reserves table tops for its independent operating divisions or brands, those table tops may not be placed directly across from or diagonally opposite one another. However, table tops may be positioned beside one another or directly behind one another.

Registration Requirements & Admission: Entrance to the exhibit area is by ASB BakingTECH conference badge only. Everyone, including representatives of Exhibitors, must register and wear his or her own ASB BakingTECH conference badge. Conference badges are not transferable.

Exhibitor Breach – Non-Payment: If an Exhibitor fails to make required payments as described in this Contract, or is otherwise in breach of this Contract, ASB may terminate the Exhibitor's participation in the Formulation Floor without further notice and without obligation to refund moneys previously paid. To qualify for and retain the original reserved rate for table top space, full payment for the space must be remitted be submitted with the Table Top Space Application & Contract. If full payment is not received by the deadline, any rate discounts obtained at the time of original booking will become void, the space will be subject to current posted rates, Exhibitor will be responsible for the new adjusted total, and full payment must be remitted before space is officially assigned to Exhibitor. Until payment is made in full, the space is not secured and ASB may release the space to make it available to other interested parties who are ready to commit with full payment and retain any payments made to it by Exhibitor. Exhibitors may not move-in until full payment is received. Any violations may impact Exhibitor's ability to exhibit in future ASB exhibitions.

Exhibitor Breach – Membership Lapse: If table top space is reserved at the member rate and the membership lapses after the Contract is submitted, the individual membership must be renewed within 30 days of the membership renewal date, or the table top space fee will be adjusted to the current non-member rate and the additional table top space fee must be paid within 30 days of invoice. Failure to pay the additional space fee invoice within 30 days of issuance, will result in the forfeiture of assigned table top space and all payments.

Cancellation of Exposition/Formulation Floor/BakingTECH: If ASB cancels the Formulation Floor or BakingTECH for any reason including due to circumstances beyond the reasonable control of ASB (such as Acts of "God," Act of War, governmental emergency, labor strike, unavailability of the exhibit facility, or any of the force majeure events outlined below in Section 11), ASB shall refund to each Exhibitor its table top registration payment previously paid, minus a share of costs and expenses incurred in full satisfaction of all liabilities.

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Force Majeure: Neither party shall be held responsible for delays or non-performance caused by activities or factors beyond its reasonable control, including without limitation, war, weather, epidemics/pandemics, strikes, lockouts, fires, acts of God, threats of acts of terrorism or similar acts, curtailment of interruption of transportation facilities, cancellation of the Event, resolutions and regulations (including, but not limited to, those regarding travel, self-quarantine and gathering size) imposed by any state within the United States of America, State Department or other governmental closure, prohibition or limitation of travel by any government employees, corporate and educational institution travel restrictions, civil disturbance, or any other activities or factors beyond its control that makes it inadvisable, impractical or impossible to hold the Event, whether similar or dissimilar to any of the foregoing. If the Event is cancelled through no malfeasance of Exhibitor, Exhibitor shall be entitled to a refund of any exhibit space fees paid. It shall not, however, be entitled to reimbursement for out-of-pocket expenses incurred in connection with the Event.

No Show Policy: In the event that an exhibiting company has not arrived on the Formulation Floor by 8:00 am on Monday, February 17, 2025, and has not been granted pre-approval for late set-up, the ASB reserves the right to use the vacant table top space as it sees fit, with no obligation to issue a refund. Any table top materials, either in the vacant table top space or on the loading dock, for that table top space, will be placed in storage at the Exhibitor's expense. Substitute table top space will be available at the discretion of the ASB. The Exhibitor is responsible for all fees associated with removing freight from storage.

Table Top Staffing: Exhibitor personnel must be representative(s) of the contracting company. Contracting company must be company exhibiting. Each exhibiting company must have an authorized representative present at the Formulation Floor throughout display hours and during the set-up and dismantling their display. **Exhibitors may staff their table with a maximum of four (4) people. Individuals registered as spouses/guests of BakingTECH cannot staff tables.**

Exhibitors are prohibited from soliciting customers in other Exhibitors' table tops.

Exhibitor Activities: Display or demonstration items outside the Exhibition area or scheduling of private functions, cocktail parties, special events, etc., during the period of set up, Exhibition days, dismantle days, or education sessions will be permitted only with the written permission of ASB.

Conflicting Events: The Exhibitor agrees not to extend invitations, call meetings, host hospitality events, or otherwise encourage the absence of industry professionals from the exhibit hall and meeting rooms during the hours of all education and conference activities and official evening events. All requests for meeting rooms, hotel suites and special function rooms must be approved by ASB. If an Exhibitor cancels their exhibit space, they will automatically lose the opportunity to use any approved meeting rooms, hotel suites or special function rooms.

Listing and Promotional Materials: By exhibiting at the Formulation Floor, Exhibitors grant ASB a fully paid, perpetual non-exclusive license to use, display and reproduce the name, logo and contact information of Exhibitors in any directory listing the exhibiting companies at the Formulation Floor and to use such names and logos in promotional materials. ASB shall not be liable for any errors in any listing or descriptions or for omitting any Exhibitor from the directory or other lists or materials. Exhibitors may not use the ASB corporate logo but, with permission, may use the show logos only to indicate their status as an Exhibitor at the show and not to imply any endorsement by ASB.

Copyrighted Materials: Exhibitors shall not play or permit the playing or performance of, or distribution of any copyrighted materials at the Formulation Floor unless it has obtained all necessary rights and paid all required royalties, fees, or other payment.

Alcoholic Beverages: The serving of alcoholic beverages by Exhibitors in the Formulation Floor is prohibited.

Cooking: Cooking is prohibited at the Formulation Floor.

Contests, Games, Raffles, and Lotteries: Contests, lotteries, raffles and games of chance are permitted. All "giveaways" shall be of nominal monetary value, **not to exceed $25**, and in keeping with the nature of an educational and professional meeting.

Building Requirements and Fire Protection: Exhibitors and their agents must comply will all federal and local fire and building codes that apply to places of public assembly. Fire-fighting and emergency equipment may not be hidden or obstructed, including fire extinguishers, strobes, fire hose cabinets, Public Emergency Report Systems (PERS) stations and standpipes. Table top construction shall not block access to any fire/life safety equipment and shall not impede exit access, exit doors or aisles. All table coverings, skirts or any materials used in exhibits must be flame-retardant to meet Orlando Fire Department requirements and have flameproof certificate or tag. Certificates or tags must be prominently attached to the material used so they may be easily seen by facility Fire Marshal.

Contract Obligations and Liability: The Exhibitor agrees to protect, save, and keep the ASB and the occupied hotel forever harmless from any damage or charges imposed for violation of any law or ordinance by the Exhibitor, their employees or agents as well as to strictly comply with the applicable terms and conditions contained in the agreement between the ASB and the occupied hotel regarding exhibition premise. Furthermore the Exhibitor shall at all times protect, indemnify, save, and keep harmless the ASB and the occupied hotel against and from any and all loss, cost, damage, liability, or expenses which arises out of or from, or by reason any act or omission by the Exhibitor, his employees, or agents.

Insurance: Exhibitors wishing to insure their exhibit materials, goods and/or wares against theft, damage by fire, accident, or loss of any kind must do so at their own expense. The ASB does not carry insurance of any sort on exhibit or other property of Exhibitors and the ASB assumes no liability for loss or damage thereto from any cause. Each exhibiting company is responsible for obtaining insurance (Liability and Fire/Theft) in such amounts as deemed appropriate to comply with its obligations hereunder and for its own protection.

Security: Peripheral watchmen shall be furnished by ASB Management to be on duty in the exhibit area when exhibits are closed, but the safekeeping of the Exhibitor's property shall remain the responsibility of the Exhibitor. The ASB, Sheraton Grand Chicago Riverwalk or the City of Illinois will not be responsible for loss of any material by or for any reason. Each Exhibitor is recommended to purchase a portal-to-portal rider available at a nominal cost on their own insurance policy, protecting them against loss through theft, fire, damage, etc.

Table Top Relocation Policy: ASB reserves the right to relocate an Exhibitor's table top space due to modifications of exhibit facility, fire marshal regulations or any other reason in the best interest of the overall the Formulation Floor. Every effort will be made not to relocate an Exhibitor's table top. However, should relocation be necessary, the exhibitor will be notified and offered to relocate their table top or cancel with no further penalty.