



MarketPlace Committee Committee Charter

MISSION

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

The MarketPlace Committee fosters meaningful networking opportunities and stronger business relationships between supplier members and bakers, while also enhancing the overall attendee experience through dynamic activations, strategic engagement opportunities, and thoughtful programming - particularly during the Formulation Floor - designed to create 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.

RESPONSIBILITIES

Be the voice of all exhibitors and baker attendees by communicating concerns and ideas for improvements to the Board and staff. Advise the Board and staff in the effective and efficient planning and managing of the Formulation Floor.

Develop ideas for building traffic and enhancing the exhibiting experience.

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.

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.

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.

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 Chairman 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 Chairman will serve on the BakingTECH planning committee for their term as Chairman.

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 Chairman is an ex-officio member of this committee during his/her/their term as the ASB Board of Directors Chairman.

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.