



BakingTECH 2027

February 21 - 24

Hyatt Regency Atlanta
Atlanta, Georgia

Early Registration Deadline:

November 13, 2026

Register online at www.ASBE.org/bakingtech2027

Please print or type. Information for Group Registration is on the backside.

Personal Information

☐ ASB Membership # _____ ☐ Non-Member

Last Name _____ First Name _____

Company/Organization _____

Street Address _____

City _____ State/Province _____ Zip/Postal Code _____

Telephone _____

E-mail _____

Spouse/Guest Name, if registering _____

☐ New address. Please change my ASB mailing information.

Birthdate (month/day/year, 01/01/1980): _____

*Required for Young Professional Member Discount of \$50

☐ New Member ☐ First Time Attendee
☐ Would you like to be an ambassador to a new member/first time attendee?

Privacy Policy

Your data privacy and security are important to us. When you register for this event, ASB will process your data in accordance with our legitimate interests for hosting an industry event and for being a community-based organization. Please review our privacy policy, including how to exercise your rights under GDPR.

☐ I confirm that I agree to this statement

Media Waiver

ASB intends to take photographs and video of this event for use in ASB news and promotional material, in print electronic and other media, including the ASB website. By attending the event, you waive and release any claims you may have related to the use of recorded media of you at the event, including, without limitation, any right to inspect or approve the photo, video or audio recording of you, any claims for invasion of privacy, violation of the right of publicity, defamation, and copyright infringement or for any fees for use of such recorded media.

☐ I confirm that I agree to this statement.

Code of Conduct

We value the participation of each member of the community and endeavor to deliver an enjoyable and fulfilling experience. Conference participants are expected to conduct themselves with integrity, courtesy and respect for others and maintain the highest level of professionalism at all conference programs and events, whether officially sponsored by ASB or not. All attendees, speakers, organizers, volunteers, guests, partners, vendors and staff at any ASB event are required to observe the following Code of Conduct. ASB is dedicated to providing a harassment-free conference experience for everyone, regardless of gender, sexual orientation, disability, physical appearance, body size, race or religion. We do not tolerate harassment of conference participants in any form. All communication should be appropriate for a professional audience including people of diverse backgrounds and cultures. Sexual language and imagery are not appropriate for the conference. Be kind to others. Do not insult or defame participants. Harassment in any form, sexist, racist, or exclusionary jokes are not condoned at ASB Events. Participants violating these rules may be asked to leave the conference and all related events at the sole discretion of ASB and may be restricted from attending future ASB events.

☐ I confirm that I agree to this statement.

Sponsor Opt-In

I agree that ASB may share my contact detail, along with other personal data that I provide in this registration form [and in pre-event surveys] with event sponsors, as listed in the Sponsors' section of the event website, for the purposes of post-event follow-up communication. This consent is granted for one-off communication from each Sponsor.

☐ I agree
☐ I do not agree

Sponsor Opt-In Liability Waiver & Be Well Agreement

I hereby release, waive and forever discharge any and all liability, claims, and demands of whatever kind or nature against the ASB and its affiliated partners and sponsors, including in each case, without limitation, their directors, officers, employees, volunteers, and agents (the "Released Parties"), either in law or in equity, to the fullest extent permissible by law, including but not limited to damages or losses caused by the negligence, fault or conduct of any kind on the part of the Released Parties, including but not limited to death, bodily injury, illness, economic loss or out of pocket expenses, or loss or damage to property, which I, my heirs, assignees, next of kin and/or legally appointed or designated representatives, may have or which may hereinafter accrue on my behalf, which arise or may hereafter arise from my participation in the event. I hereby knowingly assume the risk of injury, harm and loss associated with my participation in the event, including any injury, harm and loss caused by the negligence, fault or conduct of any kind on the part of the Released Parties.

☐ I confirm that I agree to this statement.

Registration Changes & Cancellation Policy

Conference cancellations must be submitted to ASB in writing via email at events@asbe.org or mail. All refunds are assessed a \$150 processing fee. Once ASB has received your written cancellation, all credit card refunds will be processed promptly. For check refunds, please allow 2 - 4 weeks after the meeting has ended. Refunds will not be granted after **January 13, 2027** nor will they be given for no-shows or Society membership fees.

Membership Information

Join ASB now and pay the member registration rate!

Member Type	Rate
☐ JOIN or RENEW Professional Membership	\$365
☐ JOIN or RENEW Young Professional Membership	\$315
☐ JOIN or RENEW Student Membership	\$25
Membership Subtotal	\$ _____

Conference Registration

*Note: your ASB membership must be current at the time of registration to qualify for ASB Member Rates. **Renew or Join in the membership section above.**

All full delegate registrations include full individual access to ALL BakingTECH 2027 events including receptions, luncheons, Formulation Floor, general sessions & technical breakout sessions. The fee does not include the spouse events.

MEMBER Registration Fees (all registration fees are full delegate)	Early By Nov. 13	Advance By Jan. 13	After By Jan. 13
☐ Baker	\$750	\$950	\$1,250
☐ Supplier - Exhibitor/Sponsor Personnel	\$950	\$1,150	\$1,450
☐ Supplier - Non-Exhibitor/Non-Sponsor	\$1,200	\$1,400	\$1,700
☐ Student	\$160	\$160	\$160
☐ Lifetime	\$125	\$125	\$125

NONMEMBER Registration Fees

(all registration fees are full delegate)

☐ NonMember	\$1,700	\$1,900	\$2,200
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Spouse Registration

☐ Spouse Registration (Spouse Registration is for individuals not employed by the wholesale baking industry.)	\$300	\$300	\$300
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Preconference Workshops

(all workshops will be held Monday, February 22)

	Member	Non-Member
☐ Insight Discover	☐ \$100	☐ \$150
☐ Art & Science of Baking	☐ \$100	☐ \$150

Special Events

☐ Group Dinners (Mon. 2/22)	No Fee - Individual Pay Own Dinner
☐ RBA Bakery Tour (Thurs. 2/25)	\$185

Conference Registration Subtotal + \$ _____

Membership Subtotal = \$ _____

TOTAL ENCLOSED OR CHARGED U.S. \$ _____

Method of Payment

☐ Check or money order enclosed, payable to American Society of Baking
☐ Visa ☐ MasterCard ☐ American Express ☐ Discover

Card Number _____ CVC# _____ Expiration Date _____

CC Card Billing Address (If different from registrant information) _____

City, State, Zip Code (If different from registrant information) _____

Cardholders Name _____

Cardholders Signature _____

Return to: American Society of Baking

4232 W 96th Street

Indianapolis, IN 46268

Phone (800) 713-0462 ● Fax (888) 315-2612

