

PARTNERS IN EDUCATION

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WHO WE ARE & WHO WE REPRESENT

The American Society of Baking (ASB) is celebrating 100 years of serving the baking industry. For a century, we've fostered a full range of opportunities in continuing education and professional development dedicated to individuals in grain-based foods. Our network of bakers, engineers, service providers, food technologists and equipment/ingredient suppliers has stood the test of time – proving to be an invaluable resource to baked goods manufacturers of all sizes and facilitating growth of our $87-billion-dollar industry.

Grain-based food production employs more than 330,000 hard-working Americans at more than 10,000 commercial baking facilities and high-volume retail bakeries. That's why we make it our duty to advance baking knowledge and innovation to our members and the industry at large. With our members' interest always at heart, ASB is proud to celebrate 100 years of service.

ASB is on the rise. We invite you to join us in celebrating our history while investing in our future.

WHY INVEST WITH ASB

We represent the bakers in the commercial baking industry. The people who make the bread, oversee the production, manage the teams, research, and develop the new products, evaluate and taste-test as new packaging is rolled out, solve quality issues, plan logistics, purchase equipment and ingredients… all the ins and outs of modern food manufacturing.

ASB membership isn't limited to only bakers, but rather we are inclusive to all who serve the commercial and retail baking industry. But those who bake are at the heart ASB's membership.

We are collaborative. Bring us your ideas on how to engage with the members and audiences involved with ASB and let us partner with you to make it happen.

We are innovative. Our history is integral to who we are today, but we are poised for growth and innovation. Fresh ideas and passion for what we do inspires our work in service to our members and the partners we serve.

We are focused on education. ASB's role in the industry has always been defined by representing the bakers and providing a community for learning and networking, one based in science and practice. The Bakers' Creed established in 1924 when ASB was founded defined our mission then and guides our vision as we look to the future.

Learn more About Us
Learn more about ASB Members

PREMIER SPONSORSHIP LEVELS

Calculation for levels includes annual sponsorship investment (BakingTECH and other).

Platinum Level Sponsor Benefits | $25,000+ Investment

- Recognition in BakingTECH Opening Presenting Sponsors Video
  - Example: Opening Presenting Sponsors video
- One (1) Custom Individual Sponsor Video provided to ASB as MP4 file
  - Example: Custom Individual Sponsor Video
- Recognition on ASB Homepage with logo (full color)
- Recognition in monthly ASB Newsletter – 12 issues, 8K+ (full color)
- Invitation to VIP Sponsor Reception with Baker Leadership during BakingTECH for up to four (4) sponsor representatives.
- Additional benefits based on specific sponsorship package.

Gold Level Sponsor Benefits | $17,500 - $24,999 Investment

- Recognition in BakingTECH Sponsor Recognition Call-out Video
  - Example: Sponsor Call Out
- Recognition on ASB Homepage with logo (grey)
- Invitation to VIP Sponsor Reception with Baker Leadership during BakingTECH for up to three (3) sponsor representatives.
- Additional benefits based on specific sponsorship package.

Silver Level Sponsor Benefits | $10,000 - $17,499 Investment

- Recognition on ASB Homepage (company name, no logo)
- Invitation to VIP Sponsor Reception with Baker Leadership during BakingTECH for up to two (2) sponsor representatives.
- Additional benefits based on specific sponsorship package.

Bronze Level Sponsor Benefits | $3,500 - $9,999 Investment

- Invitation to VIP Sponsor Reception with Baker Leadership during BakingTECH for up to one (1) sponsor representatives.
- Additional benefits based on specific sponsorship package.

Supporter Level Sponsor Benefits | $500 - $3,499 Investment

- Additional benefits based on specific sponsorship package.

MENTORSHIP PROGRAM PARTNER

$25,000 Recognition as a Premier Sponsor, Platinum Level

Join ASB as we mentor generations of bakers, engineers, product developers, and researchers in the commercial baking industry. Rated as the #1 highest interest new program to be offered by ASB in our focus group and market research, this new program will deliver high-value services to ASB's growing membership. More than 20% of ASB members are under the age of 40 and are looking for an industry mentor. The ASB membership community is generous and wants to give back to the next generation. The Award-winning software platform will provide mentors and mentees with a robust experience to engage, connect, and manage the relationship. Associate your brand with an outstanding new program powered by The Art of Mentoring *software.*

Details

- Recognition in the mentoring platform as the sponsor with logo placement on every page of the digital platform where relationship engagement between mentor/mentee occurs.
- Fully brandable communications featuring sponsor logo, message, and links.
- Ability to provide branded swag to those involved in the mentoring program.
- Press and industry media recognition whenever mentoring program is discussed.
- Sponsor-branded onsite lounges at BakingTECH for Mentor Meet-ups.

PRODUCT DEVELOPMENT COMPETITION – SOLD THROUGH 2028

$25,000 Recognition as a Premier Sponsor, Platinum Level

The purpose of ASB's Product Development Competition (PDC) is to facilitate the development of innovative baked goods for the wholesale manufacturing industry. Join us in spotlighting the emerging talent in the baking industry through the PDC program. If you are an ingredient supplier, reach out to us to discuss options for making your product a featured element of the recipe requirements in the sponsoring year's competition.
Sponsorship promotion will run from March (following BakingTECH) to February (execution of BakingTECH) during the sponsorship commitment period.

Benefits Throughout the ASB Community

- Inclusion on all communications, marketing, and press or social media mentions about the annual PDC.
- One each Facebook, LinkedIn, and Twitter post promoting sponsor. Sponsor to provide context and social image.
- Sponsor recognition on the PDC website throughout the year.
- Special Video Recognition: Link to Example Award Video with Sponsor Call Out
- Designate one representative from sponsoring company to serve on the PDC Committee and/or a judge on the competition panel.
- All additional benefits of Platinum-level Premier Sponsorship packages.

Benefits Connected to BakingTECH Annual Conference:

- Exclusive speaking opportunity during PDC presentations and awards ceremony
- Acknowledgement on conference signage
- Acknowledgement on event specific signage
- Acknowledgement (logo or company name) in one pre-event newsletter and promotion in a special Know Before You Go e-blast
- Company logo and link on conference website
- Acknowledgement in event app and in session description within event app schedule
- Logo placement and link on session description section on the schedule events on the conference website.
- Two live push notifications via event app to all attendees promoting Product Development Competition
- Access to final event attendee contact list (approved contacts only).
- Acknowledgement (logo or company name) in post-event newsletter.
- Thank you post on Social Media channels to include Facebook, LinkedIn, and Twitter

MEMBERSHIP DIRECTORY

$15,000 Recognition as a Premier Sponsor, Silver level

Show your support of the baking community through ASB's online Membership Directory. Your company name and logo will appear on the main navigation page and throughout the directory when accessing member contact information. Enhance your company brand with a summary of services introduction paragraph on the Member Directory home page. As part of this sponsorship package, we will feature a Headshot Lounge at ASB's annual member gathering, BakingTECH. As the sponsor, you will have the opportunity to engage with members and bakers as they prepare for their personalized professional photography session (photographer and set-up services provided by ASB). Location and style of the lounges may vary annually based on the hotel/conference location.

EVENT CALENDAR (including newsletters inclusion)

$10,000 Recognition as a Premier Sponsor, Silver Level

ASB's monthly newsletter reaches 10,000+ readers each month with high click-thru rates and unique views. Help spread the word of upcoming member meet-ups, training, and educational offerings by supporting a joint industry calendar delivered to inboxes each month and viewed online.

Details

- Sponsor logo included in monthly newsletter distribution in the Upcoming Events section
- Add placement in each newsletter (at least 1200 px wide) – see example 1920x1631
- Opportunity to add sponsor-hosted events and activities, including presence at upcoming tradeshows with booth number listed
- Updated Google analytics provided at the time of discussion for the most up-to-date information and traffic

Per Month placement in newsletter: $2,500

INDUSTRY INSIGHTS (website/blog/etc.)

$10,000 Recognition as a Premier Sponsor, Silver Level

Reach out to us to discuss further.

NATIONAL DONUT DAY WITH MEET-UPS

$10,000 Recognition as a Silver Sponsor

Sponsorship of National Donut Day with regional meet-ups in select cities.

Details:

- Sponsor assists in identifying cities or locations
- Logo placement on promotion
- Access to attendee list
- Option to provide branded swag or merchandise to all participants
- Option to help host the day-of activities featuring interaction and networking

ONLINE COMMUNITY SPONSOR

$10,000 Recognition as a Premier Sponsor, Silver Level

Bakers are seeking resources and sharing expertise. ASB's online communities are a secure, member-only space where they can connect and share solutions. As a sponsor you would have the opportunity to add subject-matter expertise, foster discussions, and make connections. Sponsorship of online community and content contributor; ability to show subject matter expertise and showcase thought leadership. Help ASB build community and tap into the shared knowledge and resources with peer insights and connections shared via the Online Community via our member portal.

Details

- Sponsor logo in the community
- Discussions featured in Education and other digital Newsletters with sponsor logo recognition

FAST PITCH INNOVATION WEBINAR

$5,000 Recognition as a Premier Sponsor, Bronze Level

Ready to showcase new innovations or product launches? Access the brand equity of ASB as a trusted resource in the baking industry and tap into the baker audience by sharing content via an online webinar. You pick the content and speaker; we help you market it and get the attention you seek for your brand from our audience.

Details

- One each Facebook, LinkedIn, and Twitter post promoting sponsor's session/content. Sponsor to provide context and social image.
- Acknowledgement (logo or company name) in email promotions
- Acknowledgement (logo or company name) included in attendee registration confirmations sent via email.
- Company logo and link on Education Hub website pages
- Logo placement and link on session description section on the webinar pages
- Recognition on Social Media channels to include Facebook, LinkedIn and Twitter when promoting webinar series.
- Access to final event attendee contact list (approved contacts only).

COFFEE BREAK WEBINAR

$2,500 Recognition as a Premier Sponsor, Bronze Level

Hosted webinar based on a topic identified by the sponsor and led by a sponsor's Subject Matter Expert (SME) with guidance from the ASB staff or Education Committee. Limit to one per month. Advance calendar scheduling required (minimum 60 days before hosted webinar).

Details

- One each Facebook, LinkedIn, and Twitter post promoting sponsor's session/content. Sponsor to provide context and social image.
- Acknowledgement (logo or company name) in email promotions
- Acknowledgement (logo or company name) attendee registration confirmations
- Company logo and link on conference website
- Logo placement and link on session description section on the session website
- Thank you post on Social Media channels to include Facebook, LinkedIn and Twitter
- Access to final event attendee contact list (approved contacts only).

TABLE OF TEN SPONSORSHIP

$2,500 Recognition as a Premier Sponsor, Bronze Level (series of three)

Sponsor of young professionals hosted table of ten virtual series. ASB's "Table of 10" mentoring series offers young professional and student members the opportunity to enjoy virtual meetings with the wholesale baking industry's top leaders and business professionals. These 3-part events provide younger members exclusive access to industry leadership in an informal setting that promotes open conversation.

Details

- Logo on event pages and included in event registration confirmation
- One each Facebook, LinkedIn, and Twitter post promoting sponsor's session/content. Sponsor to provide context and social image.
- Acknowledgement (logo or company name) in email promotions
- Acknowledgement (logo or company name) attendee registration confirmations
- Company logo and link on conference website
- Logo placement and link on session description section on the session website
- Thank you post on Social Media channels to include Facebook, LinkedIn and Twitter
- Access to final event attendee contact list (approved contacts only).

REGIONAL MEET-UPS – 2027 SPOTS AVAILABLE

$7,500 Recognition as a Premier Sponsor, Bronze level (food/beverage expenses assumed by sponsor

$15,000 Recognition as Premier Sponsor, Silver Level if ASB assumes expense for food/beverage event management)

ASB's regional meet-ups are designed to connect the baker community locally while also showcasing your facility and expertise. We help create the experience and you provide the venue for members to connect. Newly launched in 2023, the regional meet-ups are a popular way to bring peers, colleagues, and industry partners together. Host at a location of your choosing with your subject-matter-experts leading the education. It's an innovative way to bring people together through the shared brand equity of ASB's events.

Details

- Host at a location of your choosing.
- Acknowledgement (logo or company name) in email promotions
- Acknowledgement (logo or company name) attendee registration confirmations
- Company logo and link on event website pages
- Thank you post on Social Media channels to include Facebook, LinkedIn and Twitter
- Access to final event attendee contact list (approved contacts only).

MONTHLY NEWSLETTER – Sold through March 2027

$7,500 Recognition as a Premier Sponsor, Bronze level

Full year exclusive sponsorship of ASB's monthly newsletter distributed to approximately 10,000+ qualified baking industry representatives.
Link to Example

Details

- Recognition in the monthly distribution
- Sponsor-designed artwork (dimensions 9885px. x 697px.) included in each monthly distribution with the option to change artwork up to four times per year (quarterly)
- Ability to include messaging and ad retargeting to reach key bakery personnel

MONTHLY NEWSLETTER – MEMBER SPOTLIGHT

$2,000 Recognition as a Premier Sponsor, Supporter Level

Show your support for the ASB Members and Volunteer Leaders in the organization by sponsoring the monthly recognition of those who give of their time, talents, and resources for the betterment of the ASB Community.

Details

- Logo placement in Member Spotlight section of newsletter.

BakingTECH SPECIFIC OPTIONS

Welcome Reception Sponsorship: OPENING BASH

$15,000 (Exclusive) recognized as Silver Sponsor; or $7,500 (Co-sponsor) recognized as Bronze Sponsor – 1 Sold

Make a strong first impression where connections begin and relationships grow. Sponsorship of the Opening Reception positions your company at the center of The Best Week in Baking—the moment everyone comes together to kick off the event.
Support this high-visibility celebration to showcase your commitment to the industry, boost your brand recognition, and start the week by connecting directly with decision-makers in a fun, social setting.

Pre-Conference

- One each Facebook, LinkedIn, and Twitter post promoting sponsor's session/content.
- Acknowledgement (logo or company name) in one pre-event newsletter
- Company logo and link on conference website
- Logo placement and link on session description section on the schedule events on the conference website.
- Thank you post on Social Media channels to include Facebook, LinkedIn and Twitter

Conference

- Acknowledgement on conference e place strategically throughout meeting space and registration area.
- Acknowledgement on event specific signage
- Acknowledgement in event app and in session description within event app schedule
- One live push notification via event app to all attendees promoting Opening Reception

Post-Conference

- Access to final event attendee contact list (approved contacts only).
- Acknowledgement (logo or company name) in post-event newsletter
- Thank you post on Social Media channels to include Facebook, LinkedIn and Twitter

Session Recording & On-Demand Education Sponsor

$15,000 (Exclusive) Recognition as a Premier Sponsor, Silver Level

BakingTECH ends on a Thursday. Your visibility doesn't have to. Seven of the conference's highest-value sessions will be professionally recorded with synchronized slides and housed in ASB's Learning Management System, available to members year-round — for the bakers who couldn't get out of the plant that week, the teams sending three people instead of ten, and the members who come back to a technical session six months later when the problem actually lands on their desk. This is the only BakingTECH sponsorship that keeps working after the room clears: your brand opens every recording, and stays in front of a member audience that is deliberately seeking out education. Recording and capture provided by SlideSpiel.

Pre-Conference

- One each Facebook, LinkedIn, and Twitter post promoting sponsor's support of BakingTECH education
- Acknowledgement (logo or company name) in one pre-event newsletter and promotion in a special Know Before You Go e-blast
- Company logo and link on conference website
- Logo placement and link on session description section for recorded sessions on the conference website
- Thank you post on Social Media channels to include Facebook, LinkedIn and Twitter

Conference

- Acknowledgement on event specific signage in recorded session rooms
- Acknowledgement in event app and in session description within event app schedule for all seven (7) recorded sessions
- One live push notification via event app to all attendees promoting on-demand session access
- Invitation to VIP Sponsor Reception with Baker Leadership during BakingTECH for up to two (2) sponsor representatives

Post-Conference / Year-Round

- Sponsor logo and link on the BakingTECH on-demand course pages within ASB's Learning Management System.
- Recognition in ASB communications promoting on-demand education and continuing education.
- Access to final event attendee contact list (approved contacts only)
- Acknowledgement (logo or company name) in post-event newsletter
- Thank you post on Social Media channels to include Facebook, LinkedIn and Twitter

Keynote Speaker

$10,000 Recognition as a Silver Sponsor

Pre-Conference

- One each Facebook, LinkedIn, and Twitter post promoting sponsor's session/content
- Acknowledgement (logo or company name) in one pre-event newsletter and promotion in a special Know Before You Go e-blast
- Company logo and link on conference website
- Logo placement and link on session description section on the schedule events on the conference website.
- Thank you post on Social Media channels to include Facebook, LinkedIn and Twitter

Conference

- Exclusive executive speaking opportunity: 90- second Keynote introduction
- Acknowledgement on conference signage place strategically throughout meeting space and registration area.
- Acknowledgement on event specific signage
- Acknowledgement in event app and in session description within event app schedule
- One live push notification via event app to all attendees promoting session

Post-Conference

- Access to final event attendee contact list (approved contacts only).
- Acknowledgement (logo or company name) in post-event newsletter
- Thank you post on Social Media channels to include Facebook, LinkedIn and Twitter

Lanyards

$10,000 Exclusive, Recognition as a Silver Sponsor

Elevate your brand with exclusive sponsorship of the attendee badge lanyard! This prime opportunity allows your organization to collaborate with ASB to design a lanyard that meets all badge setup and attachment requirements. Imagine your logo or tagline prominently displayed around the neck of every attendee, ensuring maximum visibility and a lasting impression throughout the event. Don't miss out on this unique chance to showcase your brand to a captive audience!

Pre-Conference

- One each Facebook, LinkedIn, and Twitter post promoting sponsor's session/content.
- Acknowledgement (logo or company name) promotion in a special Know Before You Go e-blast

Conference

- Acknowledgement on conference signage
- Acknowledgement on event specific signage in high-traffic area of hotel lobby
- Acknowledgement in event app

Post-Conference

- Access to final event attendee contact list (approved contacts only).
- Acknowledgement (logo or company name) in post-event newsletter.

AI Transcription & Translation – Session Accessibility Sponsor

$10,000 (Exclusive) Recognition as a Premier Sponsor, Silver Level

Every attendee, every session, in their own language. BakingTECH 2027 will deliver live AI captioning, transcription, and real-time translation across approximately 29 sessions – Main Stage general sessions, BakeTALKS, live Podcast Stage recordings, Technical Breakout sessions, and Pre-Conference Workshops. Your brand sits inside the tool they use to understand the content, in front of them for the length of every session they attend. Technology provided by Wordly, supporting 60+ languages and 3,000+ language pairs.

Pre-Conference

- One each Facebook, LinkedIn, and Twitter post promoting sponsor's support of session accessibility
- Acknowledgement (logo or company name) in one pre-event newsletter and promotion in a special Know Before You Go e-blast
- Company logo and link on conference website
- Recognition on the conference web page created specifically for session translation and captioning access
- Thank you post on Social Media channels to include Facebook, LinkedIn and Twitter

Conference

- Exclusive sponsor logo displayed within the transcription and translation application viewed by attendees throughout all participating sessions (approximately 29)
- Recognition on any on-screen caption display used in session rooms
- Acknowledgement on conference signage placed strategically throughout meeting space and registration area
- Acknowledgement in event app.
- One live push notification via event app to all attendees promoting how to access live captions and translation
- Invitation to VIP Sponsor Reception with Baker Leadership during BakingTECH for up to two (2) sponsor representatives

Post-Conference

- Sponsor recognition on post-event session transcripts and summaries made available to attendees
- Access to final event attendee contact list (approved contacts only)
- Acknowledgement (logo or company name) in post-event newsletter
- Thank you post on Social Media channels to include Facebook, LinkedIn and Twitter

ASB NEXT! Stage

$8,500 Exclusive, Recognition as a Bronze Sponsor

The ASB Next! Stage combines two of BakingTECH's most popular features – the Podcast Stage and BakeTALK Stage – into one dynamic experience. Centrally located in the lobby near ASB registration, this new stage will serve as a hub for connection, insight, and live content throughout the event. As a sponsor, your brand will be prominently positioned alongside the industry's most forward-thinking voices, driving conversations that inspire progress across the baking community.

Pre-Conference

- One each Facebook, LinkedIn, and Twitter post promoting sponsor's session/content.
- Acknowledgement (logo or company name) in one pre-event newsletter and promotion in a special Know Before You Go-Eblast
- Company logo and link on conference website
- Thank you post on Social Media channels to include Facebook, LinkedIn and Twitter
- Sponsor recognition in promotion emails highlighting podcast & BakeTalk schedule

Conference

- Branded stage (singular logo usage only)
- Acknowledgement on conference signage
- Acknowledgement on event specific signage in high-traffic area of hotel lobby
- Acknowledgement in event app and in session description within event app schedule
- Two live push notifications via event app to all attendees promoting podcasts and BakeTALKs
- Invitation to VIP Sponsor Reception with Baker Leadership during BakingTECH for up to one (1) sponsor representatives.

Post-Conference

- Access to final event attendee contact list (approved contacts only).
- Acknowledgement (logo or company name) in post-event newsletter.
- Thank you post on Social Media channels to include Facebook, LinkedIn and Twitter

Event App – SOLD THROUGH 2028

$8,500 (exclusive) Recognition as Bronze Sponsor

Conference attendees use the mobile app to access daily schedules, general session materials, networking and social event information, maps, and exhibitor information. High visibility with this featured technology for information and networking.

Pre-Conference

- One each Facebook, LinkedIn, and Twitter post promoting sponsor's session/content.
- Acknowledgement (logo or company name) in one pre-event newsletter and promotion in a special Know Before You Go-Eblast
- Recognition on the conference web page created specifically for event app

- Company logo and link on conference website
- Thank you post on Social Media channels to include Facebook, LinkedIn and Twitter

Conference

- Acknowledgement on conference signage place strategically throughout meeting space and registration area.
- Company logo on signages that includes instructions on downloading event app
- Invitation to VIP Sponsor Reception with Baker Leadership during BakingTECH for up to one (1) sponsor representatives.

Post-Conference

- Access to final event attendee contact list (approved contacts only).
- Acknowledgement (logo or company name) in post-event newsletter.
- Thank you post on Social Media channels to include Facebook, LinkedIn and Twitter
- Event app data analytics

Attendee Wifi - Sold

$7,500 (exclusive) Recognition as Bronze Sponsor

Sponsor the one thing that keeps everyone connected during the event. Wi-Fi access areas will include all the BakingTECH public areas and meeting rooms throughout the conference facilities.

Pre-Conference

- Acknowledgement (logo or company name) in one pre-event newsletter and promotion in a special Know Before You Go-Eblast
- Company logo and link on conference website
- Thank you post on Social Media channels to include Facebook, LinkedIn and Twitter

Conference

- Your logo on the splash page when participants first log into access the internet
- Acknowledgement on conference signage place strategically throughout meeting space and registration area.
- Company logo on signage that includes Wi-Fi login instructions.
- Invitation to VIP Sponsor Reception with Baker Leadership during BakingTECH for up to one (1) sponsor representatives.

Post-Conference

- Access to final event attendee contact list (approved contacts only).
- Acknowledgement (logo or company name) in post-event newsletter.
- Thank you post on Social Media channels to include Facebook, LinkedIn and Twitter.

Closing General Session

$7,500 (Exclusive Sponsorship), Recognition as Bronze Sponsor

Sponsoring this high-visibility session positions your brand at the forefront of thought leadership and innovation—aligning you with a respected expert and giving your company exclusive recognition as the event's closing voice.

Pre-Conference

- One each Facebook, LinkedIn, and Twitter post promoting sponsor's session/content
- Acknowledgement (logo or company name) in one pre-event newsletter and promotion in a special Know Before You Go e-blast
- Company logo and link on conference website
- Logo placement and link on session description section on the schedule events on the conference website.
- Thank you post on Social Media channels to include Facebook, LinkedIn and Twitter

Conference

- Acknowledgement on conference signage place strategically throughout meeting space and registration area.
- Acknowledgement on event specific signage
- Acknowledgement in event app and in session description within event app schedule
- One live push notification via event app to all attendees promoting session
- Invitation to VIP Sponsor Reception with Baker Leadership during BakingTECH for up to one (1) sponsor representatives.

Post-Conference

- Access to final event attendee contact list (approved contacts only).

Acknowledgement (logo or company name) in post-event newsletter
Thank you post on Social Media channels to include Facebook, LinkedIn and Twitter

Closing Event Sponsorship: Theme TBA

***$7,500 (exclusive)* Recognition as Bronze Sponsor**

End The Best Week in Baking on a high note! Sponsorship of the Closing Event offers your company premium visibility during one of the most anticipated social gatherings of the week. Your sponsorship helps create a memorable sendoff for attendees while highlighting your company's support of ASB and its members. Join us in bringing the industry together one last time before the week wraps up—your brand will be part of the night everyone talks about long after the event ends.

Pre-Conference

- One each Facebook, LinkedIn, and Twitter post promoting sponsor's session/content.
- Acknowledgement (logo or company name) in one pre-event newsletter and Know Before You Go E-blast
- Company logo and link on conference website
- Logo placement and link on session description section on the schedule events on the conference website.
- Thank you post on Social Media channels to include Facebook, LinkedIn and Twitter

Conference

- Acknowledgement on conference e place strategically throughout meeting space and registration area.
- Acknowledgement on event specific signage
- Acknowledgement in event app and in session description within event app schedule
- One live push notification via event app to all attendees promoting Closing Event

Post-Conference

- Access to final event attendee contact list (approved contacts only).
- Acknowledgement (logo or company name) in post-event newsletter
- Thank you post on Social Media channels to include Facebook, LinkedIn and Twitter

Morning Coffee Break - SOLD

$6,500 (Exclusive) Recognition as Bronze Sponsor

Support attendees who show up early to get to the opening general session with morning coffee. Let them see your company name as the supporter of this important service. Sponsor a morning coffee break to get your brand out to attendees, exhibitors and speakers while they take a break from their courses and have refreshments.

Pre-Conference

- Acknowledgement (logo or company name) in one pre-event newsletter and promotion in a special Know Before You Go-Eblast
- Company logo and link on conference website
- Thank you post on Social Media channels to include Facebook, LinkedIn and Twitter

Conference

- Your logo on the splash page when participants first log into access the internet
- Acknowledgement on conference signage place strategically throughout meeting space and registration area.
- Invitation to VIP Sponsor Reception with Baker Leadership during BakingTECH for up to one (1) sponsor representatives.

Post-Conference

- Access to final event attendee contact list (approved contacts only).
- Acknowledgement (logo or company name) in post-event newsletter.
- Thank you post on Social Media channels to include Facebook, LinkedIn and Twitter.

Formulation Floor Made-to-Order Beverage Break

$6,500 (Exclusive) Recognition as Bronze Sponsor

(2-available – Tuesday & Wednesday Formulation Floor Hours)

Help us bring the crowd to the Formulation Floor with a made-to-order coffee experience including pour-over, espresso, and drip coffees served up near the CoMan Lounge. This is an interactive way to share your brand message and drive activity to your booth or tabletop (if applicable) or begin a conversation while enjoying a freshly brewed latte. Standard brewed coffee, tea, and fruit-infused water will also be available via a self-serve kiosk.

Pre-Conference

- Acknowledgement (logo or company name) in one pre-event newsletter and promotion in a special Know Before You Go-Eblast
- Company logo and link on conference website
- Thank you post on Social Media channels to include Facebook, LinkedIn and Twitter

Conference

- Your logo on the splash page when participants first log into access the internet
- Acknowledgement on conference signage place strategically throughout meeting space and registration area.
- Invitation to VIP Sponsor Reception with Baker Leadership during BakingTECH for up to one (1) sponsor representatives.

Post-Conference

- Access to final event attendee contact list (approved contacts only).
- Acknowledgement (logo or company name) in post-event newsletter.
- Thank you post on Social Media channels to include Facebook, LinkedIn and Twitter.

Event Information/Registration Desk - SOLD

$5,000 (exclusive sponsorship) Recognition as Premier Sponsor, Bronze level

Place your company logo in a high-traffic location near all the conference activities with this new sponsorship opportunity. Help us welcome attendees in style with visibility throughout the conference in a high-traffic area.

Pre-Conference

- Company logo and link on conference website
- Thank you post on Social Media channels to include Facebook, LinkedIn and Twitter

Conference

- Logo placement and QR code on branded registration desk.
- Acknowledgement on conference signage place strategically throughout meeting space and registration area.
- One live push notification via event app to all attendees reminding attendees where to pick up pre-registered name badges.

Post-Conference

- Thank you post on Social Media channels to include Facebook, LinkedIn and Twitter

Welcome Bag

$5,000 (exclusive sponsorship) Recognition as a Premier Sponsor, Supporter level

Exclusive sponsorship of the BakingTECH 2027 welcome bag. Welcome bags will be distributed to registered attendees and guests at BakingTECH 2027 registration. Bag contents will be products supplied by ASB baking company members.

Pre-Conference

- Company logo and link on conference website
- Thank you post on Social Media channels to include Facebook, LinkedIn and Twitter

Conference

- Logo placement on hospitality bag
- Acknowledgement on conference signage place strategically throughout meeting space and registration area.

Post-Conference

- Thank you post on Social Media channels to include Facebook, LinkedIn and Twitter

VIP Reception

$5,000 (exclusive sponsorship) Recognition as Premier Sponsor, Bronze level

Designed for high-level networking allow a chance for our sponsors to engage with Baker Leadership and ASB Board Members. The reception is held Thursday, February 19 which features hors d'oeuvres and libations.

Pre-Conference

- Company logo and link on conference website
- Thank you post on Social Media channels to include Facebook, LinkedIn and Twitter

Conference

- Sponsor will receive two additional invitations to attend the VIP reception for a total of three invites
- Acknowledgement on conference signage place strategically throughout meeting space and registration area.
- One live push notification via event app to all attendees reminding attendees where to pick up pre-registered name badges.

Post-Conference

- Thank you post on Social Media channels to include Facebook, LinkedIn and Twitter

Main Stage Countdown Clock

$3,500 Recognition as a Premier Sponsor, Bronze level

Be recognized on the Mainstage (general session) countdown clock. Logo placement on the general session clock which will be prominently displayed on-screen counting down to the official start of the session.

Pre-Conference

- Company logo and link on conference website
- Thank you post on Social Media channels to include Facebook, LinkedIn and Twitter

Conference

- Acknowledgement on conference signage place strategically throughout meeting space and registration area.

Post-Conference

- Thank you post on Social Media channels to include Facebook, LinkedIn and Twitter

Baking Hall of Fame Luncheon & Induction Ceremony

$2,500 | Recognition as Supporter Sponsor

The Baking Hall of Fame is an initiative of the American Society of Baking to recognize industry innovation and entrepreneurial spirit. Individuals inducted into the Baking Hall of Fame are recognized for their achievements in organizational growth and development, equipment design and innovation, advancements in ingredient technology and processing, or services related to the commercial baking industry.

Pre-Conference

- Company logo and link on conference website
- Acknowledgement (logo or company name) in one pre-event newsletter and promotion in a special Know Before You Go-Eblast
- Thank you post on Social Media channels to include Facebook, LinkedIn and Twitter

Conference

- On-screen recognition during the Baking Hall of Fame Ceremony.
- Acknowledgement on conference signage place strategically throughout meeting space and registration area.
- Reserved table of ten (10) for selected VIP guests to be extended by sponsor
- Company logo on event specific signage
- One live push notification via event app to all attendees promoting luncheon

Post-Conference

- Thank you post on Social Media channels to include Facebook, LinkedIn and Twitter

Networking Lunch

$2,500 (5 available) Recognition as Supporter Sponsor

Help nourish our attendees as a networking lunch co-sponsor. Networking lunch will be available to all conference attendees for engaging discussions, casual connections, and a much-needed mid-day break.

Pre-Conference

- Company logo and link on conference website
- Acknowledgement (logo or company name) in one pre-event newsletter and promotion in a special Know Before You Go-Eblast
- Thank you post on Social Media channels to include Facebook, LinkedIn and Twitter

Conference

- Verbal acknowledgement during the luncheon from the podium and on screen.
- Acknowledgement on conference signage place strategically throughout meeting space and registration area.
- Reserved table of ten (10) for selected VIP guests to be extended by sponsor
- Company logo on event specific signage
- One live push notification via event app to all attendees promoting luncheon

Post-Conference

- Thank you post on Social Media channels to include Facebook, LinkedIn and Twitter

Young Professionals Event Supporter

$750 (Unlimited) Recognition as a Supporter Sponsor

The Young Professionals host a couple events throughout BakingTECH to provide YPs within the industry with timely, informative, and educational content, as well as networking opportunities. Annually BakingTECH features a Networking event on Day 2 of the event each year and your investment keeps this special event free for all YP and Student members.

Pre-Conference

- Company logo and link on conference website
- Logo placement on session description section on the schedule events on the conference website
- Thank you post on Social Media channels to include Facebook, LinkedIn and Twitter.

Conference

- Acknowledgement on conference signage
- Acknowledgement on event specific signage
- Acknowledgement in event app and in session description within event app schedule
- One live push notification via event app to all attendees promoting session

Post-Conference

- Thank you post on Social Media channels to include Facebook, LinkedIn and Twitter

Contributor

$500 (Unlimited) Recognition as a Supporter Sponsor

Extend your brand identity and show your support of ASB with a General Conference Sponsorship. Your support assists in providing a quality networking and educational conference for everyone.

Pre-Conference

- Company logo and link on conference website
- Thank you post on Social Media channels to include Facebook, LinkedIn and Twitter

Conference

- Acknowledgement on conference signage

Post-Conference

- Thank you post on Social Media channels to include Facebook, LinkedIn and Twitter