

LARGE-SCALE TRADE SHOW INSTALLATION & LIVE OPERATIONS



IBIE 2022 Exhibit Rendering.

Functional Focus:

Installation Readiness & Live Operations

Project Overview

At IBIE 2022, the Western Hemisphere's largest baking-industry trade show, I coordinated installation readiness and live operations for AMF Bakery Systems' approximately 20,000-square-foot presence spanning five connected booth spaces. I aligned Marketing, Engineering, Sales, Shipping, field technicians, and other partners across freight, utilities, booth construction, equipment staging, meeting-space readiness, and bakery operations. The completed environment supported 10+ commercial bakery machines and 90+ on-site teammates, including 25+ international sales representatives, from installation through four days of live operations, teardown, and return freight.

Project Scale

Approx. 20,000 Sq. Ft. Total Installation Footprint	5 Connected Booth Spaces	10+ Commercial Bakery Machines
90+ On-Site Teammates	4 DAYS Live Event Operations	1 Working Bakery Café

OPERATIONAL CHALLENGE

Transform five connected booth spaces into a fully operational, customer-ready environment within a fixed convention installation window. The build required tightly sequenced freight, booth construction, utilities, equipment staging, kitchen readiness, and meeting-space setup across multiple internal teams and external partners, with every dependency affecting opening-day readiness.

Project Execution

INSTALLATION & LOGISTICS

Coordinated advance freight, utilities, on-site services, and equipment staging, with Freeman, Motif, and internal teams. Monitored setup progress on site and supported teardown and return freight.

OPERATIONAL READINESS

Prepared meeting spaces, bakery-café requirements, ingredient replenishment, catering needs, and participant schedules for demonstrations, meetings, and daily operations.

LIVE ISSUE RESOLUTION

Served as an on-site coordination point throughout the four-day show, resolving time-sensitive logistics and operational needs for booth functionality and scheduled activity.

Project Outcomes

OPENING DAY READY

Supported on-schedule transition from active installation to a functioning environment across five booth spaces.

LIVE OPERATIONS MAINTAINED

Sustained readiness for equipment demonstrations, bakery-café production, scheduled meetings, and hospitality activities throughout the show.

1,000+ LEADS CAPTURED

The completed environment supported four days of customer engagement and the capture of more than 1,000 leads.