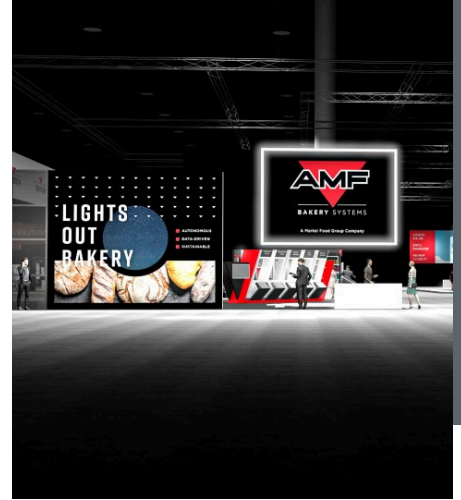


# LARGE-SCALE INTERNATIONAL TRADE SHOW INFRASTRUCTURE DEPLOYMENT IBIE 2022 (Case Study)

## AMF BAKERY SYSTEMS | RICHMOND, VIRGINIA

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### PROJECT SCOPE

As part of a marketing-led initiative directed by the AMF Marketing Director, I led execution across internal teams and external vendors for AMF Bakery Systems' presence at IBIE 2022, the largest baking industry trade show in the Western Hemisphere.

I managed aspects of the delivery of a fully operational, multi-zone booth featuring live equipment demonstrations, customer meetings, and a functioning bakery café. Supported 90+ teammates onsite, including 25+ international sales representatives, aligning schedules and operations for seamless execution across the four-day event.

### AT A GLANCE

#### Installation Footprint & Partners

Supported the delivered a ~20,000 sq ft multi-level booth installation spanning five connected spaces, requiring a coordinated build, utilities, equipment staging, and a working kitchen. Partnered with Freeman for convention logistics and infrastructure (freight, utilities, on-site services) and Motif for booth design, build, and installation, ensuring seamless execution from empty floor to fully operational environment.

#### Booth Environment

- ✓ Custom bi-level booth structure
- ✓ 10+ bakery machines for live demonstrations
- ✓ Operational bakery café producing baked goods during the show
- ✓ Conference rooms for scheduled customer meetings
- ✓ A hospitality area drove over 1,000 captured leads

### OBJECTIVES

IBIE was one of AMF Bakery Systems' largest marketing initiatives, requiring a complex booth to showcase multiple sub-brands and demonstrate large commercial bakery equipment in operation.

The booth included both working production equipment and a functioning bakery-café where master bakers produced fresh-baked goods throughout the event.

Delivered this environment by coordinating internal teams in marketing, engineering, sales, and shipping, along with external vendors for booth construction and convention logistics.

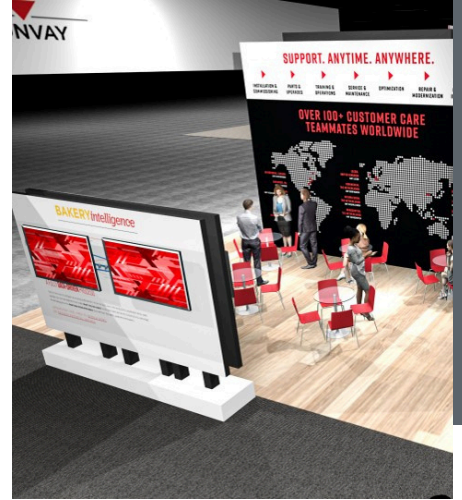
### EXECUTION

Orchestrated close coordination across vendors, field technicians, and internal stakeholders before and during the event.

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## INSTALLATION COORDINATION

- Executed convention logistics with Freeman, managing advanced freight shipping, booth utilities, and infrastructure services such as electricity, water, internet, seating, and kitchen utilities.
- Partnered with booth builder Motif for scheduling, verifying booth construction progress, and coordinating teardown planning.
- Remained on-site during installation and assisted with booth breakdown and return freight following the show.

## OPERATIONAL MANAGEMENT

- ✓ Oversaw conference room scheduling and ensured meeting space readiness during the four-day event.
- ✓ Managed operational readiness of the live bakery kitchen, ensuring ingredient supply and refill orders with convention center catering teams and on-site master bakers.
- ✓ Resolved real-time operational issues to uphold booth functionality and demonstration schedules.

## EVENT COORDINATION

- ✓ Organized and directed a freelance photographer to conduct teammate headshots during the show.
- ✓ Directed internal communications and scheduling to secure participation and schedule adherence.
- ✓ Coordinated logistics for executive client meetings, curating seating charts, itineraries, and event preparations for AMF leadership.

## OUTCOME

Achieved seamless transition from setup to live operations, delivering consistent demonstrations and engagement.

### The deployment supported:

- Equipment demonstrations of AMF Bakery Systems technology
- Daily live baking in the Lights Out Bakery Café
- Executive and customer meetings across four days of programming
- Engagement with customers, partners, and industry leaders

Generated 1,000+ leads; recognized among the largest IBIE 2022 booth experiences by Commercial Baking.