



**AMERICAN  
BAKERS  
ASSOCIATION**

THE VOICE OF THE  
BAKING INDUSTRY  
SINCE 1897

**ALLIED  
MEMBERSHIP**

# Suppliers build relationships and benefit from industry resources with an ABA Allied Membership.

Grow your company's connections and brand awareness throughout the industry with ABA's relationship-focused membership community.



## ALLIED MEMBERS RECEIVE

### CONNECTIONS AND THOUGHT LEADERSHIP

Meet key decision makers from the country's top baking companies with ABA's conferences and networking events held throughout the year.

- Understand the issues and topics that are top-of-mind for bakery customers by participating in ABA Professionals Groups.
- Receive valuable industry insights through ABA's research presentations, webinars, and white papers.

### EXCLUSIVE RECOGNITION

- Be recognized as a supporter of the baking industry on the ABA website, at ABA events, and through other ABA communications.
- Exclusive access to a wide variety of sponsorship investment options that are only available to ABA Allied Members.
- Promote your company's engagement by incorporating ABA's logo on corporate sales and marketing materials.
- Receive special member benefits when exhibiting at the International Baking Industry Exposition (IBIE), including discounts, priority exhibit space selection, and access to other ABA member branding opportunities at the show.



### WORKFORCE SOLUTIONS

- Professional development opportunities for your rising leaders and training resources that sales professionals can utilize to better understand the ins-and-outs of the business of baking.
- Significant discount member pricing for posting new employee openings on BakingWorks.org, the baking industry's job board.

**"Absolutely join, and be ready to become an active Member. Come in and be at the table, really be a Member and participate. Then you'll get the full benefit."**

- DENNIS GUNNELL, PRESIDENT, FORMOST FUJI CORPORATION