

IDDBA 2027

Atlanta, GA | June 6 - June 8

EXHIBIT AT IDDBA!

The IDDBA show is the largest industry-only show for the dairy, deli, bakery, and foodservice industries.

IDDBA 2027 Show Hours:

- Sunday, June 6, 2027 — 11 am – 5:30 pm
- Monday, June 7, 2027 — 11 am – 5:30 pm
- Tuesday, June 8, 2027 — 10 am - 2 pm



Scan here to learn more about exhibiting at IDDBA 2027

IDDBA 2026 HIGHLIGHTS

- + Largest industry-only trade show in North America
- + Over **10,000** IDDBA 2026 Registrations
- + **81%** of attendees represent buyers and key decision makers
- + **Over 1,600** retail attendees representing **250** retail companies
- + More than **1000** exhibiting companies/**187** New Companies
- + Attendees representing **40+** countries

IDDBA Show Overview

- IDDBA caters directly to retail professionals in grocery and supermarket channels
- IDDBA attracts a high concentration of decision-makers, including category managers and executives from major grocery store chains
- The show features leading brands and innovative companies in refrigerated, perishable, and specialty food categories
- IDDBA includes high-profile speakers and trend forecasting sessions that influence product development and retail strategy.

Who Attends IDDBA

- Supermarket Executives
- Sales & Marketing Managers
- Buyers
- Trade Press
- Merchandisers
- Wholesalers
- CEOs/Presidents
- Consultants
- Directors
- Distributors
- Department Managers
- Brokers
- Category Managers
- Industry Professionals
- Vice Presidents
- Food/Packaging Mfr

Spend three days growing your business by meeting decision makers from around the globe face-to-face and building relationships!

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EXHIBIT HALL BOOTHS INCLUDE

To receive items at no charge, complete the form in the exhibitor service kit and turn in by deadline.

- Shelf in the New Product Showcase Area (first-come, first-serve)
- Sanitary dishwashing facilities
- General overhead lighting
- Booth Materials
 - o Drape backwall and sidewalls*
 - o Booth sign with company name and booth number
 - o Carpet*
 - o One 6' skirted table per 10'x10'*
 - o Two chairs per 10'x10'
 - o One wastebasket per 10'x10'
 - o One 4'x4'x4' pallet of refrigerated or freezer storage**

**Show colors only; other colors can be ordered through GES at exhibitor's cost;
Pipe and Drape not included with Island Booths (20'x20' and larger)*

*** (per company and delivery fees apply)*



NEW PRODUCT SHOWCASE

The New Product Showcase is the destination location capturing the attention of retail decision makers seeking new products, flavors, and innovative trends.

NEW EXHIBITOR PAVILION

The New Exhibitor Pavilion is the highly sought-after space by first-time exhibitors. Companies can showcase their products and innovation to IDDBA 2027 attendees in this dedicated space for first time exhibitors only*. **Restrictions apply.*



WHAT'S IN STORE LIVE SPONSORSHIP

Be a part of IDDBA 2027 What's in Store Live! An immersive and innovative marketplace showcasing sponsored products through inspiring merchandising ideas brings IDDBA's What in Store Data and Guiding Trends to life. Food Influences everyone, every day.



- IDDBA reserves the right to approve or reject any exhibit space application and to make any changes at any time to the exhibit space assignment

WE LOOK FORWARD TO SEEING YOU AT IDDBA 2027!

FOR MORE INFO: email exhibits@iddba.org or call 608-310-5000, option 1