

# ARTSANS BAKERY

# Show Prospectus

October 16-17, 2022 Atlantic City Convention Center <u>ArtisanBakeryExpo.com</u>

# A bakery show like you've never seen before

Artisan Bakery Expo East (ABEE), open from October 16-17, 2022, is an annual event curated to bring the booming artisan bakery community and their suppliers together.

With its long-standing history of over 40 years, Artisan Bakery Expo East is the oldest and most successful baking industry trade show on the East Coast. With associated events including the International Pizza Expo and Pizza & Pasta Northeast, along with the leading magazine for pizza professionals - Pizza Today - ABEE is an important part of Emerald's Food portfolio. This year, the expo's co-location with Pizza & Pasta Northeast means a wider range of products for attendees to explore, and a larger audience for exhibitors to generate leads from.



#### In Partnership With:



New York State Bakers Association



New Jersey Bakers Board of Trade

#### In Association With:









# **Audience At-A-Glance**



Attendees come to the show to research new suppliers for their ingredients, equipment, and services. If this is an audience you are looking to sell to, there's no better place than the Artisan Bakery Expo East to showcase your brand! Artisan Bakery Expo East is the premier destination for vendors to connect with buyers, celebrate the industry, showcase new products, equipment and services, and share best business practices all under one roof.

Representing the variety within the artisan retail bakery industry, Artisan Bakery Expo East provides a place to discover and explore the latest baking trends and techniques. Previous artisan bakery shows brought in hundreds bakery professionals — featuring specialty, full-line, foodservice, intermediate wholesale, frozen dough, and discount warehouse attendees from all over the United States and several other countries.

# Learn Why Artisan Bakers Attend Our Shows



**Find New Products** 



Keep Up with Industry



Find New & Existing Suppliers



**Access Education & Training** 

See Who Has Attended in the Past

Attend A Tradeshow Solely Focused on Bakery



# Who Attends

ARTISAN BAKERY EXPO EAST SHOW PROSPECTUS

Over 75% of those in attendance are owners, CEOs, presidents, managers, or corporate officers from:



A CONTRACT





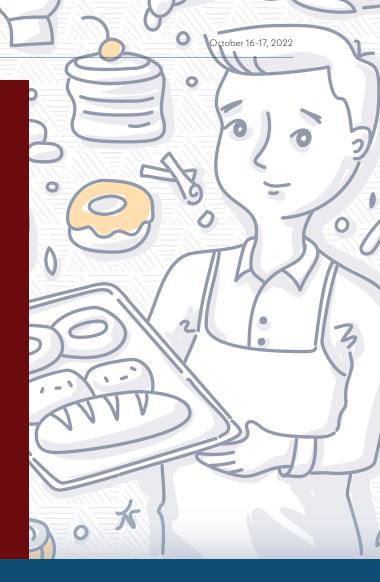
Full-Line Bakeries

**In-store Bakeries** 

Manufacturer Suppliers

Intermediate Wholesalers

Distributors



### **Top Product Categories at the Show**



Equipment



Ingredients & Dairy Products

**Candied Fruit** 

& Chocolate



Pastries & Confectionery



Packaging

Sweet Cereals

& Snacks



Services & Technology



Sweet Products Biscuits & Fine Breadmaking

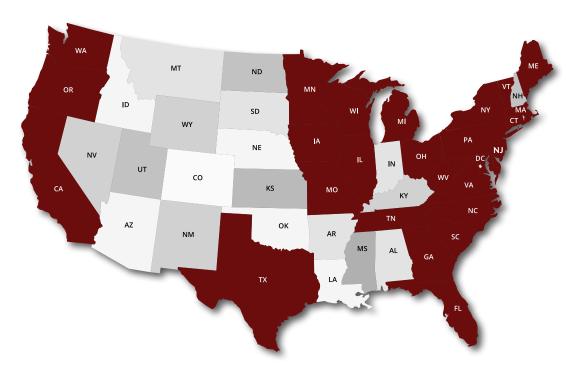


Plant Based



Ice Cream & Sorbets

## Artisan Bakery East Expo is comprised of exhibitors and attendees from across the United States



## **International Audience**

**North America** Canada

South America Costa Rica

#### **Europe** Denmark Italy Norway Ukraine United Kingdom Russia

**Africa** Nigeria Uganda **Asia/Pacific** China Mongolia Phillippines



US Regions in Attendance

Northeast - 89% Southeast - 6% New England - 3% Central Pacific - 2%



New Jersey New York Pennsylvania Maryland Delaware Virginia Massachusetts Connecticut California \_\_\_\_ Ohio

# **Showcase Your Brand**

The bakery industry is projected to grow by over \$165 billion by 2025. This means a lot more interested buyers from bakeries, bakery cafes and other food-service operations are increasingly on the market looking for products like the ones you sell. Reach buyers where they are - at ABEE.

#### **VIEW FLOORPLAN**

### **Booth Information**

Base rate is \$26.50 per square foot, with corner and island rates, and premium buyers boardwalk rates priced slightly higher. Standard booths are 10'x10' (unless otherwise noted) and corner charges or signed peninsulas are additional (prices range based on booth size).

1	Standard Booth
	\$26.50
2	Island
::	\$28.50
3	Corner Charge
	\$200.00







**Signed Peninsula** \$1,550.00



#### 2022 SHOW DATES

Artisan Bakery Expo East October 16 - 17 Atlantic City Convention Center

#### **2023 SHOW DATES**

**Artisan Bakery Expo East** TBD Atlantic City Convention Center

# What's Included



Your company and products listed in the Show Directory.

Your company listed among exhibitors in the free mobile show app for all smartphones and tablets, as well as on the ArtisanBakeryExpo.com website.



Anchor booth floor design to increase traffic flow to all booth locations. Draped back wall and side rails. Exhibitor identification sign. 24-hour security.



Exhibitor badges and show registrations will be allotted based upon the total square footage of exhibit space (5 badges per 100 NSF of exhibit space - limit 30 badges.)



"New Product" recognition & "New Exhibitor" recognition.



10 free guest badges to invite your company's prospects or customers.

Additional Services Available: Utilities including electricity, gas, compressed air, refrigeration and freezer storage, water and drainage, and telecommunications. Lead retrieval systems to capture and track sales leads.

# **Online Booth Opportunities**

#### **Basic Listing**

FREE

\$199

\$499

Already included in Exhibitor Profile

Company name, address, website URL, Email and booth number 300 character company description Access to leads of attendees who have "Favorited" your profile 2 press releases in your online profile Share your company's news with attendees and media

#### **Enhanced Listing**

Exhibitor profile upgrades include:

Company logo added to your listing Expanded 500 character description added to your profile 1 product showcase: engage attendees with detailed product description and image 1 video: tell your story with a promotional video upload 1 additional press release

#### Gold Listing

Premium Package Includes.

Company logo added to your listing
Expanded 500-character description added to your profile
Premium company position at the top of the exhibitor list
Expand listing categories to 10
3 Product Showcases: engage attendees with detailed product description and image
3 Videos: tell your story with 3 promotional video uploads
3 Show Specials: spotlight special deals like giveaways and discounts
50 personal Emails to attendees that meet your criteria pre-event via Portal
25 meeting invitations to attendees that meet your criteria pre-event via Portal

# What Attendees Are Saying

"An amazing resource for Artisan Bakers. Thank you!" - Tom Gumpel, Speaker/Demonstrator, Panera Bread Company

"Comprehensive slate of well-attended seminars & demonstrations. Another blockbuster annual event!" - Stanley Ginsburg, Chef & Author, Bread Bakers Guild of America

"It was an AWESOME show! The team did a phenomenal job. I can't wait to see what you will come up with for the next show!" - Jorg Amsler, Master Pastry Chef, Food Network "Baker for the Stars"

"The event was a huge success. From an incredible lineup of presenters to overall buzz in the halls, this is an impressive event that connects bakery suppliers and industry owners/operators." - Troy Ashby, Bake Magazine

# **Contact Us**

Enjoy the extensive opportunity to meet interested buyers looking for the solutions you're offering!

For more information or questions please reach our to a member of our team or visit us @ <u>artisanbakeryexpoeast.com</u>



**Colleen Truman** 

**VP, Food Group** (502) 901-2530

colleen.truman@emeraldx.com



Leo Squatrito

Senior Sales Director (774) 278-8632 Leo.Squatrito@emeraldx.com



**Bill Oakley** 

**Group Show Director** (502) 599-4650

boakley@pizzatoday.com



Jordan Gil

Sales Manager (770) 291-5492 Jordan.Gil@emeraldx.com