



EAST **ARTISAN** **BAKERY** **EXPO**

**SPONSORSHIP
BROCHURE**

EAST
ARTISAN
BAKERY**EXPO**

OCTOBER 16-17, 2022

To find out about exhibit opportunities,
contact an event representative:

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ARTISAN BAKERY EXPO EAST SPONSORSHIP OPPORTUNITIES

Opportunity	Available	Cost	Description
REGISTRATION & EDUCATION PROGRAM			
Registration Lanyards	1	\$1,500	Brand every attendee with a custom lanyard worn and seen throughout the entire show! As the official lanyard sponsor, you'll also receive sponsorship recognition and an enhanced listing in the Show Guide, onsite map, online and mobile app directories. *Production not included, lanyards must be double-clip.
Registration Bag	1	\$1,500	Put your company and/or product in front of every attendee with this exclusive opportunity to provide registration bags.
Individual Seminar	4	\$750	Sponsors of individual seminars will be recognized in pre-show promotions and will have prominent recognition in the seminar room and in the Show Guide.
Registration Handouts Bag Insert	10	\$500	Put your marketing messaging directly into the hands of attendees with a registration handout. Sponsored handouts will be distributed inside show bags given to all registered attendees. Limited to 10 sponsors, 1 handout per sponsor.
Registration - Attendee & Exhibitor Badges	1	\$2,000	Make a huge impact as the exclusive sponsor of the ABEE badge. Sponsor receives custom branding and booth number on top of the badge plus custom message on the back of the badge. All attendees and exhibitors receive a badge — can you think of a better way to promote your brand?
Online Registration Banner Ad	1	\$1,000	Be front and center in the ABEE 2022 registration process and reach every attendee with this impactful digital sponsorship. Your company's logo/banner will appear at the bottom of each Online Registration Page within the attendee registration process. This is an exclusive opportunity for one company to engage buyers prior to the show
Digital Confirmation / Reminder Letter Display Ad	1	\$1,000	Your brand will be part of an integral step in the registration process with this impactful digital sponsorship. Build impressions with your company's logo/ banner that will appear on the attendee confirmation and reminder emails. This is an exclusive opportunity for one company to leverage premium space prior to the event.
Aisle Floor Decal	1per aisle (6 aisles)	\$1,000	Direct buyers to your booth with aisle Floor Decal. Sponsor's logo will be placed on three circular carpet decals, 36" diameter to be affixed to the aisle carpet in the front, rear and closest cross aisle to your booth location.



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SPECIAL EVENTS			
Cake Decorating Extravaganza Title Sponsor	1	\$3,000	Sponsoring company will be the exclusive sponsor of the Cake Decorating Extravaganza. Your company logo will be front and center at the show on the Cake Decorating Extravaganza signage, big check and award presented to the competition winner. Sponsor also has the opportunity to speak before award presentation. Sponsor's logo will be included in all email communications to registered attendees and contestants regarding the contest, on one website 300W x 250H banner ad and on one mobile app rotating banner ad.
Cake Extravaganza Silver Sponsor	Unlimited	\$1,250	Attach your brand to the Cake Decorating Extravaganza. Sponsoring companies will be recognized in advertisement of the of the Cake Extravaganza online, in the Show Guide and on-site in the competition area.
Keynote Address & Special Presentations	2 Per Key-note	\$1,500	Sponsoring companies will be recognized in pre-show and on-site promotions, including signage, Show Guide and the Artisan Bakery Expo website. Sponsor logo and/ or single-screen advertisement (approved by show management) will be projected on the screens prior to the start of the address. Sponsoring companies will also have the opportunity to distribute a sample (chair-drop), brochure or promotional item to the audience.
Dash for Cash	20	\$500	Your booth will be an integral stop for attendees on their quest to win the \$2,022 Dash for Cash giveaway. Drive buyers to your booth and gain additional exposure through program promotions online, in print and at the show. Each participant will receive a bingo card listing participating sponsors and booth locations to visit to complete their game-card and earn a chance to win the cash. \$1,011 will be given away each day to a lucky attendee.
Artisan Bakery East Preferred Products/ Equipment	Unlimited	\$750	Put your product in front of a crowd with a Preferred Product sponsorship of our Demonstration areas. Be at the center of the action as your ingredients are available for use on International Artisan Bakery's live stage. Opportunity includes co-branded logo recognition in all Demo areas.

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SPECIAL EVENTS

Exhibitor Presentation Segment	1	\$3,500	This is an exclusive opportunity to cross-promote your products. Each sponsor will be granted the use of a ABEE show floor space for their exclusive use during selected time slots for a 45-minute presentation of your choice (subject to show management approval). Your demonstration and time will be promoted in the attendee brochure, show guide, addendum, on-site signage and mobile app push message.
Northeast Bagel Competition	1	\$3,000	Sponsoring company will be the exclusive sponsor of the Artisan Bakery Expo East Northeast Bagel Competition. Your company logo will be front and center in the Demonstration Area on one floor graphic leading attendees into the space, on the entrance unit and on the demonstration stations. Opportunity to provide ingredient or equipment for use by demonstrators. Opportunity to display product or promotional materials in demonstration area.

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EXTERIOR, LOBBY & EXHIBIT HALL

Aisle Sign Dangler	1	\$5,000	Attach your unique branding to Pizza Expo's aisle signs for high impact visibility across the show floor.
Bathroom Advertising Mirrors	1	Starting at \$500	Place your message where everyone will eventually visit. Promote products and service or simply let everyone know where they can find your booth.
Convention Center Front Entrance Window Clings	2	\$4,000	Make an impact on each attendee, as they walk in the door! Sponsor can have their graphic on 6 doors and 3 windows leading into the convention center grand lobby.
Escalator Graphics	1	\$1,500	Make a big impression with larger than life escalator graphics. Take advantage of the exposure this opportunity offers by putting your marketing message directly in front of every attendee that takes the escalator to the ABEE exhibit hall.
Hand Sanitizer Stations	1	\$3,500	Pizza Expo is all about making connections and sampling delicious food. Everyone will appreciate access to antibacterial hand sanitizer. Each sponsor will be recognized on floor decals surrounding the stations.

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Lobby Floor Decal	2	\$1,500	Floor decals are a great way to make a BIG first impression and inform attendees where your booth is located and what you're promoting before they hit the show floor with a 4' x 6' floor decal. You'll receive great exposure in the lobby that is used by virtually every attendee multiple times each day.
Artisan Bakery Expo East Bakery Demonstration Area Sponsor	1	\$3,000	Sponsoring company will be the exclusive sponsor of the Artisan Bakery Expo East Demonstration Area. Your company logo will be front and center in the Demonstration Area on one floor graphic leading attendees into the space, on the entrance unit and on the demonstration stations. Opportunity to provide ingredient or equipment for use by demonstrators. Opportunity to display product or promotional materials in demonstration area.
On-site Signage - Meterboard	2	\$1,250 Standard \$1,500 Premium	Drive traffic and extend your branding beyond your booth with a 38" x 96" double sided meterboard placed in the lobby or equivalent high-traffic area of the show floor. These large, visually stunning billboards are both informative and impactful.
Artisan Bakery Expo East Seminar Area and Exhibit Hall Sponsor of the Day	1 each day	\$3,500	This package includes a minimum of two double-sided meterboard signs placed in high traffic areas of the show, a 4' x 8' hall entrance floor graphic, your logo on daily seminar schedule signage and the opportunity to distribute promotional products inside the show hall entrance and seminar rooms.
Sidewalk Decal	1	\$2,000	Be one of the first brands to get in front of attendees with this exclusive opportunity to place two 48" x 72" concrete decals outside the entrances to the convention center. Sponsoring company will receive prominent exposure in high-traffic areas and entrances used by attendees to enter the convention center.

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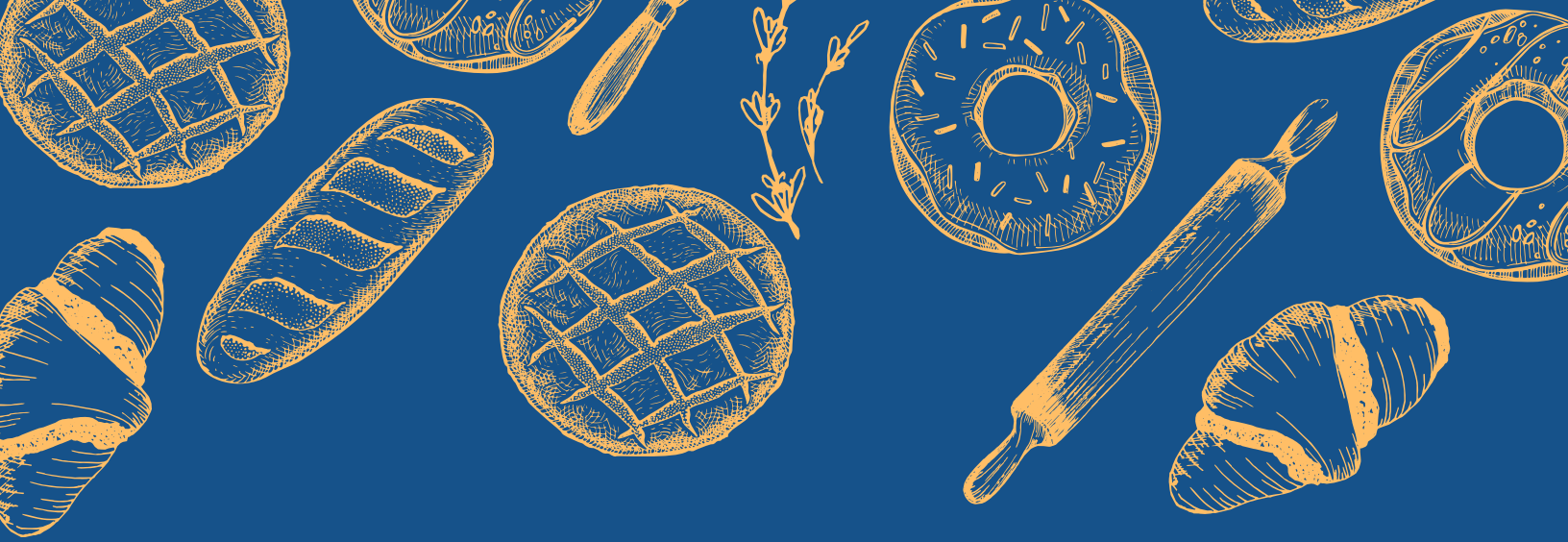
WEBSITE AND MOBILE APP

Artisan Bakery Expo East Mobile App Title Sponsor	1	\$5,000	Become the exclusive Artisan Bakery Expo East 2022 Mobile App Title Sponsor and make a strong, bold and effective move to get maximum exposure with our mobile app. Keep your company in the spotlight the whole show. As a Title Sponsor, your package includes the top banner ad, splash screen and sponsor information on the landing page, as well as your company mentioned in all e-mails related to the mobile app. You will also receive exclusive promotion on all onsite signage in high-traffic areas promoting the Artisan Bakery Expo East 2022 mobile app, and the company logo listed on ArtisanBakeryExpoEast.com.
Mobile App Rotating Banner Ads	8	\$750	455W x 80H rotating banner ads that can link to a webpage or the sponsor's eBooth profile. Limited to eight companies and includes enhanced listing in printed show directory.

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DIGITAL MARKETING ENHANCEMENTS (SEE YOUR EXHIBITOR CONSOLE)

Enhanced Listing	\$199	<ul style="list-style-type: none"> • 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	\$499	<ul style="list-style-type: none"> • 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



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TO FIND OUT ABOUT EXHIBIT OPPORTUNITIES, CONTACT
AN EVENT REPRESENTATIVE:



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