

A BAKERY SHOW LIKE YOU'VE NEVER SEEN BEFORE

Artisan Bakery Expo East, formerly Atlantic Bakery Expo, returns to Atlantic City October 1 & 2, 2023. As an annual event, ABEE brings together the thriving bakery community with networking, education, competitions, and suppliers.

The Artisan Bakery Expo East has a longstanding history of over 40 years and is the longest-running 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 event for bakery professionals & business owners. The co-location with Pizza & Pasta Northeast means a wider range of products for attendees to explore, and exhibitors will be able to to generate leads from a larger audience.



In Partnership With:



New York State Bakers Association



New Jersey Bakers Board of Trade

In Association With:











AUDIENCE AT-A-GLANCE



The #1 reason attendees come to ABEE is to find 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 ABEE to showcase your brand!

VIEW FLOORPLAN

TOP REASONS WHY ATTENDEES CHOOSE ABEE

74% Sourcing new products and services

64% Finding new vendors

52%Taking advantage of educational opportunities

38%
Connecting with existing vendors



ATTENDEE PROFIILE

Hundreds of East Coast qualified buyers gathered at the Atlantic City Convention Center to learn, network and buy at Artisan Bakery Expo East 2022.



1 in 2 attendees are artisan bakery operators with more than \$500k in



19 buyers per exhibiting company



72% attendees were happy they attended ABEE



53% attendees were first-time visitors



83% attendees say ABEE is important to their business

3

TOP STATES IN ATTENDENCE

39%

New Jersey



22%

Pennsylvania



18%

TOP PRODUCT CATEGORIES AT THE SHOW



Equipment



Ingredients & Dairy Products



Packaging



Services & Technology



Plant-Based Ingredients



Pastries & Confectionery



Candied Fruit & Chocolate



Sweet Cereals & Snacks



Sweet Products
Biscuits &
Fine Breadmaking



Ice Cream & Sorbets

SHOWCASE YOUR BRAND

With over 22,000 artisan bakery companies in the region, buyers from bakeries, bakery cafes and other foodservice operations are increasingly on the market looking for products from suppliers like you. Reach qualified buyers right where they are - at ABEE.

VIEW SAMPLE ATTENDEE LIST

2023 SHOW DATES

Artisan Bakery Expo East October 1 & 2, 2023 Atlantic City Convention Center

2024 SHOW DATESArtisan Bakery Expo East
TBD

BOOTH INFORMATION

Base rate is \$30.80 per square foot, with corner and island 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 \$30.80



2

ISLAND \$37.40



3

CORNER CHARGE \$200.00





SIGNED PENINSULA \$1,600.00



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 for Purchase:

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

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 prouct 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



\$199

IN THEIR OWN WORDS

"It is a good opportunity to meet suppliers and other people in business, networking."

-John Pluta, President Kyj's Bakery, Inc.

"Good speakers and new products for us to expand our business."

-Michael Leon, Co-owner, Noshes by Sherri

"We were able to explore vendors and products. We even found some new vendors that we can make a relationship with! The seminars were an amazing idea, nice touch!"

-Toni Moshen, Owner/Cake Artist, Sweet T's Bakeshop

