

EAST
ARTISAN
BAKERY **EXPO**

October 16-17, 2022
Atlantic City Convention Center



EVENT
REPORT
2022



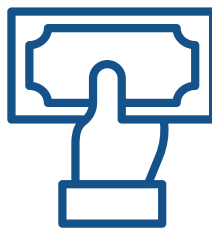
ATTENDEE PROFILE

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

ATTENDANCE TRENDS



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



19 buyers
per exhibiting company



72% attendees
were satisfied with ABEE

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 touch!"

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



WHAT ATTENDEES SAY

83%

attendees say ABEE is
important to their business

TOP REASONS WHY ATTENDEES COME TO ABEE



74%
Sourcing new
products and
services



64%
Finding new
vendors



52%
Taking
advantage of
educational
opportunities



38%
Connecting
with existing
vendors

WHAT EXHIBITORS SAY



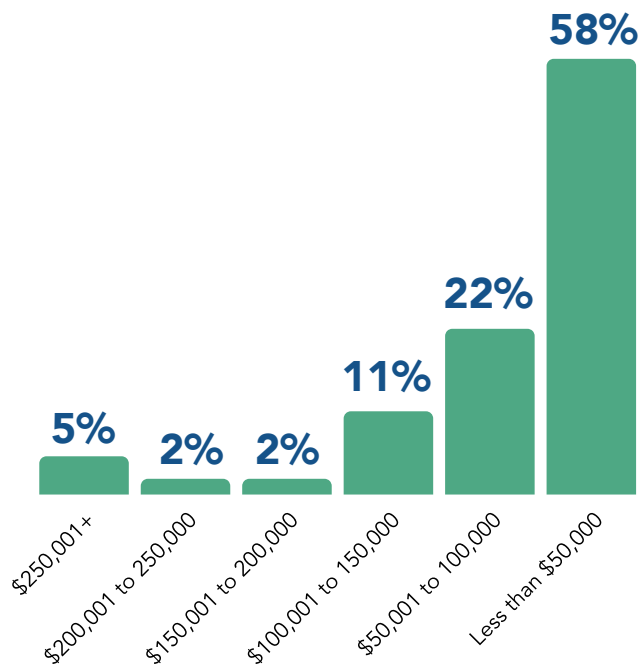
83% exhibitors
were satisfied with the
overall event



68 lead scans
generated on average
per exhibiting company

ATTENDEE PROFILE

ANNUAL SALES VOLUME BY UNIT



JOB TITLE



84%

attendees are decision makers
with job title Owner, CEO/
President, Corporate Officer,
Manager, and Purchasing Manager

TOP STATES IN ATTENDANCE



39%
New Jersey



22%
Pennsylvania



18%
New York

99%

attendance from the United States





SHOW HIGHLIGHTS



EAST ARTISAN BAKERY EXPO

Explore opportunities with ABEE to reach an interested audience of bakery buyers. Reach out today.



Bill Oakley

Group Show Director
(502) 901-2534
bill.oakley@emeraldx.com



Colleen Truman

VP, Food Group
(502) 901-2530
colleen.truman@emeraldx.com

