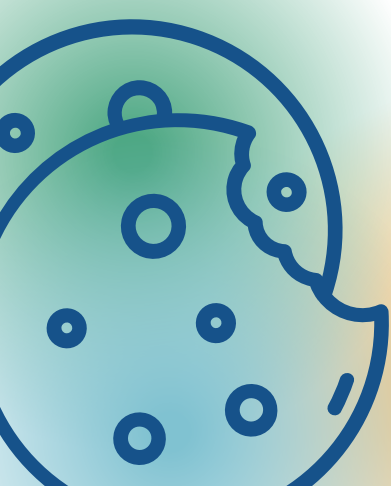




# SPONSORSHIP BROCHURE



**EAST  
ARTISAN  
BAKERY EXPO**

OCTOBER 1-2, 2023  
ATLANTIC CITY CONVENTION CENTER

# ARTISAN BAKERY EXPO EAST SPONSORSHIP OPPORTUNITIES

## REGISTRATION & EDUCATION PROGRAM

OPPORTUNITY	AVAILABLE	COST	DESCRIPTION
<b>Registration Lanyards</b>	<b>1</b>	<b>\$1,500</b>	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 onsite map, online and mobile app directories. *Production not included, lanyards must be double-clip.
<b>Official Show Bag</b>	<b>1</b>	<b>\$1,500</b>	Put your company and/or product in front of every attendee with this exclusive opportunity to provide registration bags.
<b>Show Handouts</b>	<b>10</b>	<b>\$500</b>	Put your marketing messaging directly into the hands of attendees with a show handout. Sponsored material or product will be made available to attendees for grab and go.
<b>Registration - Attendee &amp; Exhibitor Badges</b>	<b>1</b>	<b>\$2,000</b>	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?
<b>Online Registration Banner Ad</b>	<b>1</b>	<b>\$1,000</b>	Be front and center in the ABEE 2023 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
<b>Digital Confirmation / Reminder Letter Display Ad</b>	<b>1</b>	<b>\$1,000</b>	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.
<b>Individual Seminar</b>	<b>See Description</b>	<b>\$750</b>	Sponsors of individual seminars will be recognized in preshow promotions and will have prominent recognition in the seminar room. Available sponsorships: 8 demos and 8 seminars

# ARTISAN BAKERY EXPO EAST SPONSORSHIP OPPORTUNITIES

## SPECIAL EVENTS

OPPORTUNITY	AVAILABLE	COST	DESCRIPTION
<b>Cake Decorating Extravaganza Title Sponsor</b>	<b>1</b>	<b>\$3,000</b>	<p>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 banner ad and on one mobile app rotating banner ad.</p>
			
<b>Cake Decorating Extravaganza Silver Sponsor</b>	<b>Unlimited</b>	<b>\$1,250</b>	<p>Attach your brand to the Cake Decorating Extravaganza. Sponsoring companies will be recognized in advertisement of the Cake Extravaganza online and on-site in the competition area.</p>
<b>The Great Northeast Cookie Art &amp; Creativity Competition Sponsor</b>	<b>1</b>	<b>\$1,000</b>	<p>Sponsoring company will be the exclusive sponsor of The Great Northeast Cookie Art &amp; Creativity Competition. Your company logo will be featured on one floor graphic in a high-traffic area inside the entrance to the competition area, as well as in the mobile show app, and Artisan Bakery Expo East website. Opportunity to provide ingredient or product for possible use by competitors, as well as the ability to distribute promotional materials within</p>
			
<b>Keynote Address</b>	<b>1 Per Keynote</b>	<b>\$1,500</b>	<p>Sponsoring companies will be recognized in pre-show and onsite promotions, including signage, and the Artisan Bakery Expo East 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 (chairdrop), brochure or promotional item to the audience.</p>
<b>Dash for Cash</b>	<b>10</b>	<b>\$500</b>	<p>Your booth will be an integral stop for attendees on their quest to win the \$2,023 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. \$1,011.50 will be given away each day to a lucky attendee.</p>

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## SPECIAL EVENTS

OPPORTUNITY	AVAILABLE	COST	DESCRIPTION
<b>Preferred Products/ Equipment</b>	<b>Unlimited</b>	<b>\$750</b>	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 Artisan Bakery Expo East's live stage. Opportunity includes co-branded logo recognition in all Demo areas.
<b>Northeast Bagel Competition</b>	<b>1</b>	<b>\$3,000</b>	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.

## EXTERIOR, LOBBY & EXHIBIT HALL

OPPORTUNITY	AVAILABLE	COST	DESCRIPTION
<b>Aisle Floor Decal</b>	<b>1per aisle (5 aisles)</b>	<b>\$1,000</b>	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.
<b>Convention Center Front Entrance Window Clings</b>	<b>1</b>	<b>\$7,500</b>	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.
<b>Escalator Graphics</b>	<b>1</b>	<b>\$3,000</b>	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.
<b>Hand Sanitizer Stations</b>	<b>1</b>	<b>\$3,500</b>	Artisan Bakery Expo East 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.

# ARTISAN BAKERY EXPO EAST SPONSORSHIP OPPORTUNITIES

## EXTERIOR, LOBBY & EXHIBIT HALL

OPPORTUNITY	AVAILABLE	COST	DESCRIPTION
<b>FLEX Bathroom (Bakery side)</b>	1	\$10,000	8 stalls total; suggest sticking with 8 mirror decals. Men's – 10 Urinals, 15 Stalls, 3 Sink stations with (9) faucets, and 5 Mirrors (3 big and 2 small). Women's – 13 Stalls, 3 sink stations with (9) faucets, and 5 Mirrors (3 big and 2 small).
<b>Hall C Bathroom (PPNE side)</b>	1	\$10,000	20 stalls total; suggest sticking with 8 mirror decals total. Men's – 8 Urinals, 11 Stalls, 2 sink stations with (7) faucets, and 3 Mirrors. Women's- 9 Stalls, 2 sink stations with (7) faucets, and 3 Mirrors.
<b>Lobby Floor Decal</b>	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.
<b>Bakery Demonstration Area Sponsor</b>	1	\$3,500	Sponsoring company will be the exclusive sponsor of the 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.
<b>On-site Signage - Meterboard</b>	2 Standard 2 Premium	\$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.
<b>Seminar Area and Exhibit Hall Sponsor of the Day</b>	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.
<b>Sidewalk Decal</b>	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.

# ARTISAN BAKERY EXPO EAST SPONSORSHIP OPPORTUNITIES

## WEBSITE AND MOBILE APP

OPPORTUNITY	AVAILABLE	COST	DESCRIPTION
<b>Mobile App Title Sponsor</b>	<b>1</b>	<b>\$5,000</b>	Become the exclusive Artisan Bakery Expo East 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 mobile app, and the company logo listed on ArtisanBakeryExpoEast.com.

<b>Mobile App Rotating Banner Ads</b>	<b>8</b>	<b>\$750</b>	Rotating banner ads that can link to a webpage or the sponsor's eBooth profile. Limited to eight companies and includes enhanced listing.
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## DIGITAL MARKETING ENHANCEMENTS

### SEE YOUR EXHIBITOR HUB

OPPORTUNITY	COST	DESCRIPTION
<b>Enhanced Listing</b>	<b>\$199</b>	<ul style="list-style-type: none"><li>• Company Logo Added to Your Listing</li><li>• Expanded 500 Character Description Added to Your Profile</li><li>• 1 Product Showcase: Engage Attendees with detailed Product Description and Image</li><li>• 1 Video: Tell your story with a promotional video upload</li><li>• 1 Additional Press Release</li></ul>
<b>Gold Listing</b>	<b>\$499</b>	<ul style="list-style-type: none"><li>• Company Logo Added to Your Listing</li><li>• Expanded 500 Character Description Added to your profile</li><li>• Premium Company Position at the Top of the Exhibitor List</li><li>• Expand Listing Categories to 10</li><li>• 3 Product Showcases: Engage Attendees with detailed Product Description and Image</li><li>• 3 Videos: Tell your story with 3 Promotional Video Uploads</li><li>• 3 Show Specials: Spotlight Special Deals like Giveaways and Discounts</li><li>• 50 Personal Emails to Attendees that Meet Your Criteria Pre-Event via Portal</li><li>• 25 Meeting Invitations to Attendees that Meet Your Criteria Preevent via Portal</li></ul>

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