



Using Your 50 FREE Guest Passes

From the provided dashboard link, go to your customized Partner dashboard.

Review the dashboard details and refer back as needed.

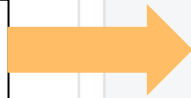
All of the FREE materials you collect from this dashboard will include your FREE code to share with customers, prospects and industry friends.

If you have questions or need assistance, please email marketing@artisanbakeryexpo.com.

START HERE

Complete “Edit My Information”

To begin, scroll to the bottom of the page. Look for “Edit My Information” on the lower left. Now you’re ready to build a landing page, send out email invitations and retrieve your custom digital banners.



Thank you for exhibiting at Artisan Bakery Expo East 2023! The Northeast retail bakery community is ready to buy, learn, network, & compete! Easily **invite up to 50 guests to the show for FREE** with your unique promo code. This is the best offer for attendees this year and we've reserved it just for exhibitors!

Your free customized marketing tools include:

- A custom landing page
- A custom email template
- Custom graphics and banners

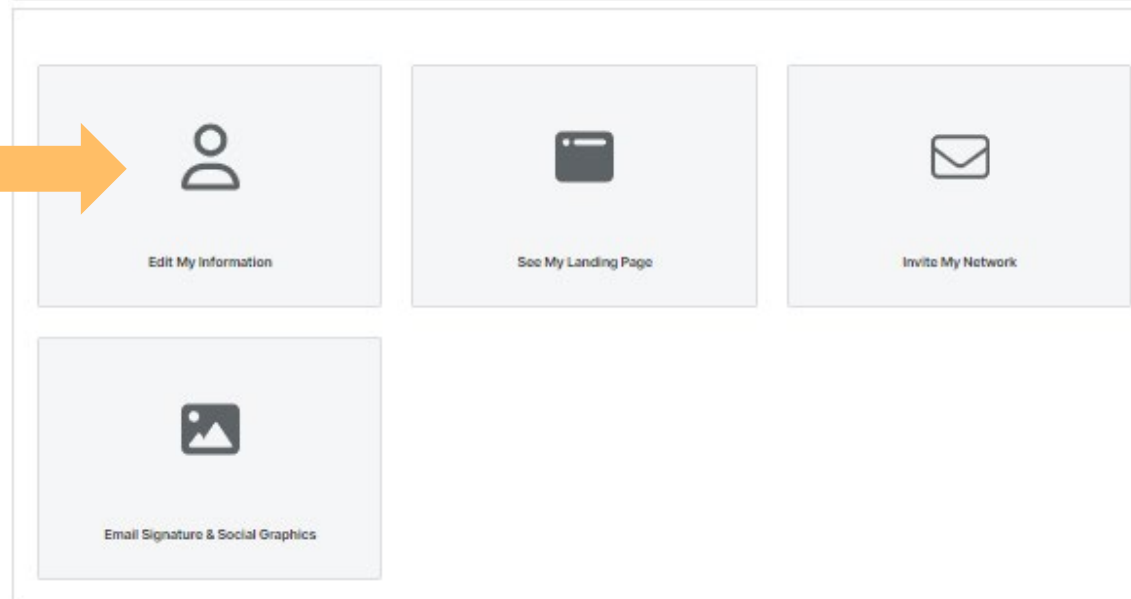
Your **PROMO CODE** can be found on any of these graphics.

Next Steps:

1. Click on Edit My Information to upload your logo and verify your information.
2. Click on See My Landing Page to share on social media platforms or link to your website.
3. Click on Invite Customers to email clients, prospects & industry friends.
4. Click on Get My Banners to download your custom graphics and banners to use on your website, social media channels, etc.

QUESTIONS? Please contact us at marketing@artisanbakeryexpo.com.

Once again, thank you for being a part of Artisan Bakery Expo East 2023. We are looking forward to a GREAT show!



Quick Access Links

Click on the buttons below to jump to that section in this document.

[Edit My Information](#)

[See My Landing Page](#)

[Invite My Network](#)

[Email Signature & Social Graphics](#)

START HERE

Edit My Information

Click arrow to go back to your dashboard

Complete Fields

None of these fields are required, however what you complete here will fill in on the Landing Page, the email invitation and the banner ads.

Click "Upload Logo/Image" to add your logo

Click "Update" to save

A screenshot of a web form titled 'Edit My Information'. The form includes a back arrow in the top left, a title, a subtitle 'Update your company information below to customize your unique marketing materials.', and several input fields: 'Name' (filled with 'Emerald Baking Supply Company'), 'Email' (filled with 'holly.barrett@emeraldix.com'), 'Website' (filled with 'www.bakingsupplycompany.com'), and 'Description' (filled with 'We make baking ingredients so you can make the best bakery items!'). Below the description is a 'Logo' section showing a green 'EMERALD' logo and an 'Upload Logo/Image' button. At the bottom right is a blue 'Update' button. Orange arrows from external text boxes point to the back arrow, the 'Name' field, the 'Upload Logo/Image' button, and the 'Update' button.

See My Landing Page



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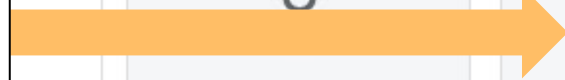
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Complete "See My Landing Page"

To begin, scroll to the bottom of the page. Look for "See My Landing Page" in the middle.



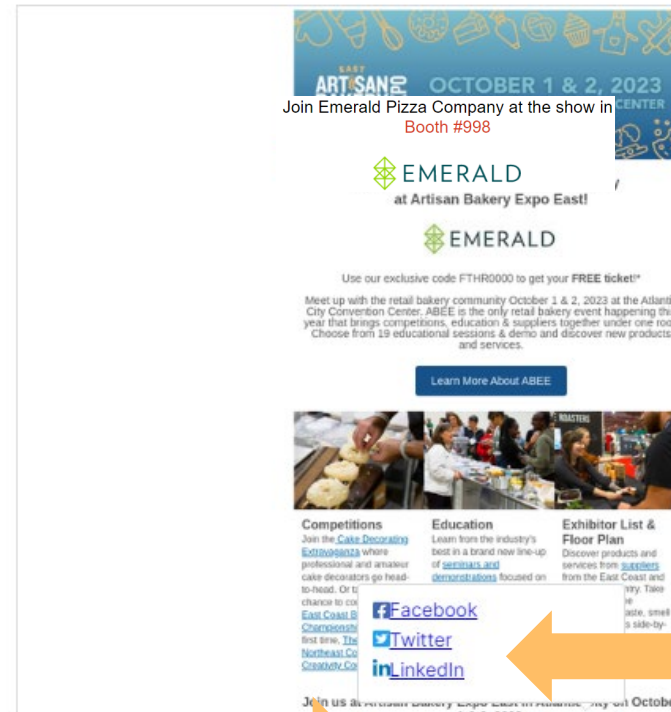
See My Landing Page

Click arrow to go back to your dashboard



See My Landing Page

Share your **FREE** code from your customized landing page with customers and prospects. Click on the preview image below to preview your customized landing page.



Join Emerald Pizza Company at the show in
Booth #998

EMERALD

at Artisan Bakery Expo East!

EMERALD

Use our exclusive code FTHR0000 to get your **FREE** ticket!*

Meet up with the retail bakery community October 1 & 2, 2023 at the Atlantic City Convention Center. ABEE is the only retail bakery event happening this year that brings competitors, education & suppliers together under one roof. Choose from 19 educational sessions & demo and discover new products and services.

Learn More About ABEE



Competitions

Join the **Cake Decorating** **Contest** where professional and amateur cake decorators go head-to-head. Or to chance to win **East Coast's** **Champion** first time. The **Northeast Co** **Cooking Co**

Education

Learn from the industry's best in a brand new line-up of **seminars and demonstrations** focused on

Exhibitor List & Floor Plan

Discover products and services from **suppliers** from the East Coast and

Facebook

Twitter

LinkedIn

Join us at Artisan Bakery Expo East in Atlantic City on October 1 & 2, 2023

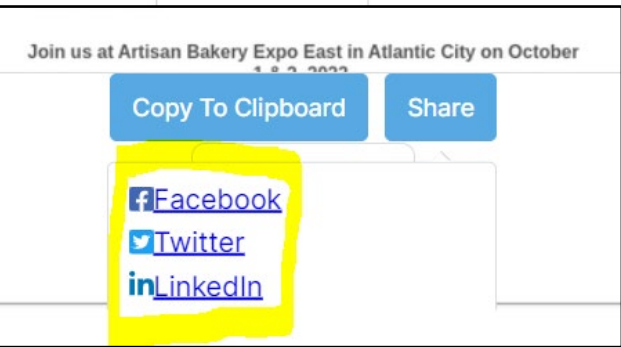
Copy To Clipboard

Share

Views Clicks

2

2



Share straight to social

Click Share to view social channels.

To View Custom Landing Page

Click Copy to Clipboard to display preview. Click on the LP preview image to review the entire page and get your Landing Page URL.

See My Landing Page

<https://l.feathr.co/abee-2023-customer-invitation-program-page-emerald-baking-supply-company>

To link to your custom landing page, copy the URL in the preview to link up to from social posts, emails or website pages. To close, X out of the browser window and return to your custom dashboard.



Join Emerald Baking Supply Company
at Artisan Bakery Expo East!



Use our exclusive code FTTHR0000 to get your **FREE ticket!***

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[Learn More About ABEE](#)



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Join the [Cake Decorating Extravaganza](#) where

Education
Learn from the industry's best in a brand new line up

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Discover products and

Invite My Network



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A grid of four light gray buttons with icons and text. The first row contains three buttons: "Edit My Information" (person icon), "See My Landing Page" (laptop icon), and "Invite My Network" (envelope icon). The second row contains one button: "Email Signature & Social Graphics" (image icon). An orange arrow points from the right towards the "Invite My Network" button.

Complete “Invite My Network”
To begin, scroll to the bottom of the page. Look for “Invite My Network” on the right.

Invite My Network

Click arrow to go back to your dashboard

Click Send Invites button to preview email and set up sending parameters. Make sure pop-ups aren't blocked in your browser.



Invite My Network

Share your **FREE** code and Invite your customers and prospects by email. Click the Send Invites button below to preview the email, enter email addresses and send. You can even schedule emails ahead of time!



YOU'RE INVITED!

Emerald Baking Supply Company
will see you at Artisan Bakery Expo East!



Booth Number #12345

Send invites

Sent	Opens	Clicks
0	0	0

Invite My Network

Send to a Single Email Address

Send Invites


Subject
Join us at Artisan Bakery Expo East 2023!

From Address
Emerald Baking Supply Company
<holly.barrett@emeraldtx.com>

Scheduled Date to Send
July 27, 2023 5:00 PM PDT
July 28, 2023 12:00 am UTC


Who are you sending this email to?
Send single invite Send to list

To Address
their@email.com



YOU'RE INVITED!

Emerald Baking Supply Company
will see you at Artisan Bakery Expo East!



Booth Number #12345

Cancel OK

Set subject line, set date and time to send for a single email address. Send to a single address by entering the complete email address in the To Address box. **NOTE:** You can only send one email at a time using this method.

Invite My Network

Send to a List

Who are you sending this email to?

Send single invite

Send to list

This list will not be shared with anyone.

You may upload a list of email addresses to send to. An uploaded list must be a **.xlsx**, **.csv**, or **.tsv** file. The list file must include exactly two columns. The first row should be used as the header for each column. One column must have the header **Name** and the other must have the header **Email**.

Downloadable example list file: [template.xlsx](#)

Upload



Follow us for event updates



Click OK to close the pop-up and finalize the email send. Select Cancel if you don't wish to send an email. NOTE: You must click ok to ensure that the email sends.

Send to List by uploading a list using the parameters defined on the page. Select Upload when you're ready to submit your list.

Cancel

OK

Email Signature & Social Graphics



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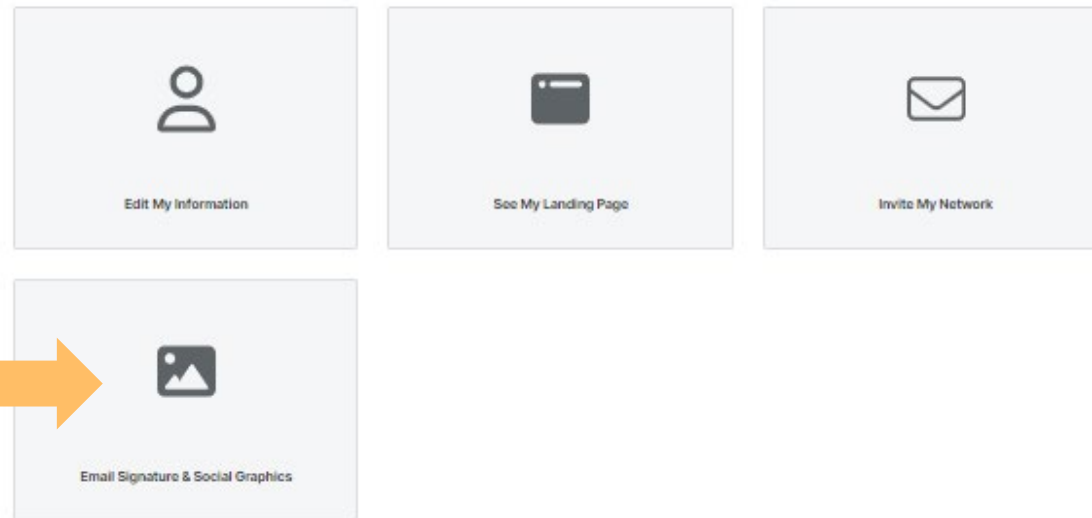
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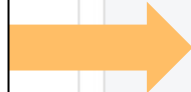
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Complete "Email Signature & Social Graphics"

To begin, scroll to the bottom of the page. Look for "Email Signature & Social Graphics" on the lower left.



Email Signature & Social Graphics

Click arrow to go back to your dashboard



Email Signature & Social Graphics

Share your **FREE** code with customized banners - ideal for websites, social media, and emails. Click the refresh button below each banner preview (arrows) to set up your customized banners. Then click download to save in PNG, JPG, or PDF formats.

Size guide:

- 1200x628px - For Facebook or LinkedIn post
- 1080x1080px - For Instagram post
- 1024x512px - For Twitter
- 300x250px - Banner for websites
- 728x90px - Leaderboard banner for websites

Preview Dimensions 300px x 250px Views Clicks 0 0

Preview Dimensions 728px x 90px Views Clicks 0 0

Preview Dimensions 1200px x 628px Views Clicks 0 0

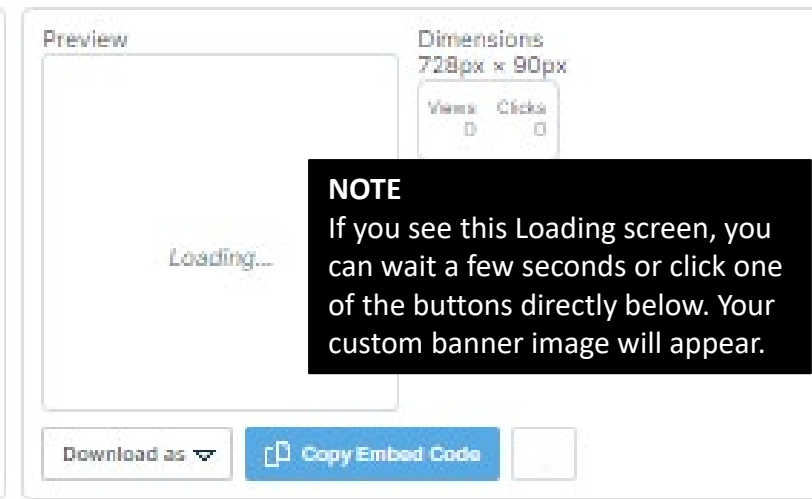
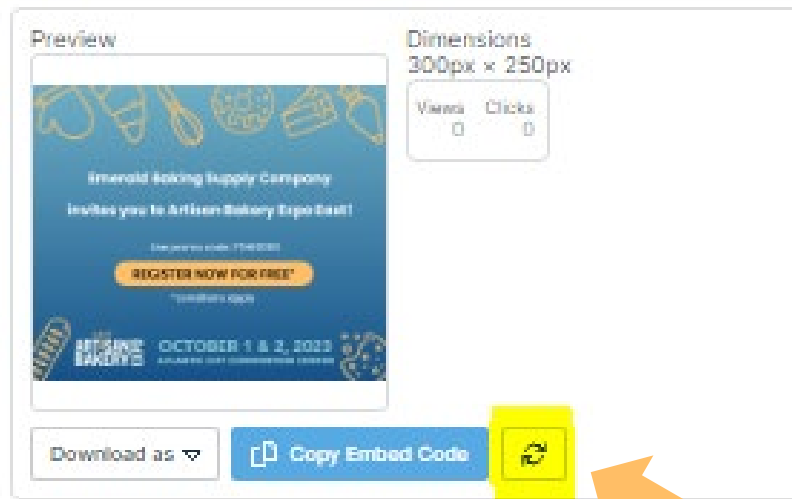
Preview Dimensions 1200px x 628px Views Clicks 0 0

Preview Dimensions 1080px x 1080px Views Clicks 0 0

Each preview includes a "Download as" dropdown menu, a "Copy Embed Code" button, and a refresh icon.

Sizes Available
Social sizes are here for your reference.
These are the sizes of graphics available.

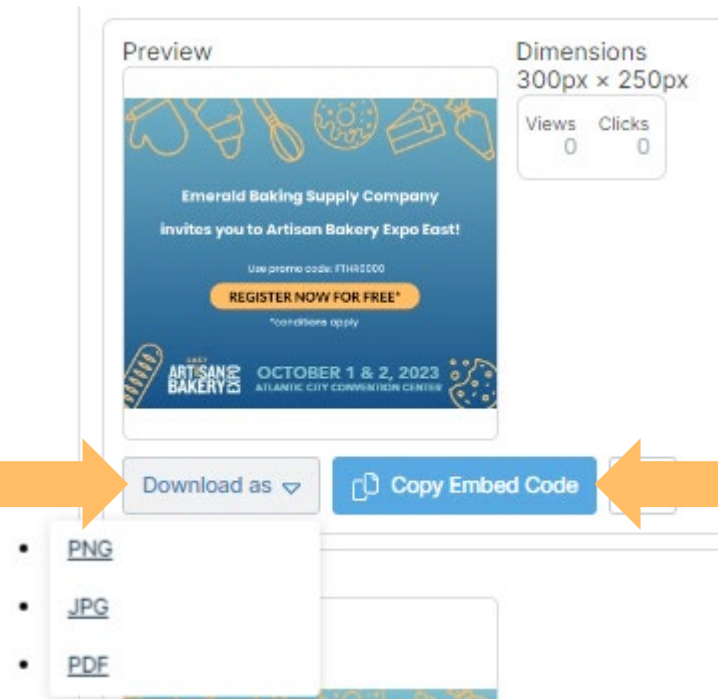
Email Signature & Social Graphics



START HERE

Click the refresh button to populate the banner ad with the information you entered on the "Edit My Information" page

To save, click Download as and select file type to download.



To save HTML code to insert on a webpage or email, click here.



Customer Invitation Program

If you have questions or need assistance,
please contact your Account Executive or
email marketing@artisanbakeryexpo.com.