

INTELLIGENT MARKETING STARTS HERE



CoffeeFest™
A COMMUNITY WITH COFFEE AT HEART

EXPAND YOUR BRAND BROADEN YOUR REACH

Partnered With



Maximize your presence with
trackable and quantifiable
digital exposure.





Overview

We know Coffee Fest 2023 is important to you and your business. As we continue our mission is to bring what is new and what is next for specialty coffee business, we are excited to offer you a new opportunity surrounding Coffee Fest; a Digital Retargeting sponsorship.

With a Digital Retargeting sponsorship, you have the ability to reach Coffee Fest's members, and thousands of qualified leads when they are online. Reach Coffee Fest's site traffic, wherever they go after visiting the website. Now, your audience can see your ads, running for the duration you choose. Reach this site traffic and continue to nurture your audience via Coffee Fest 2023.

CONTACT:

Company Names Beginning A-K: Hailey Hayes | hailey.hayes@clarionevents.com | (253)617-4278

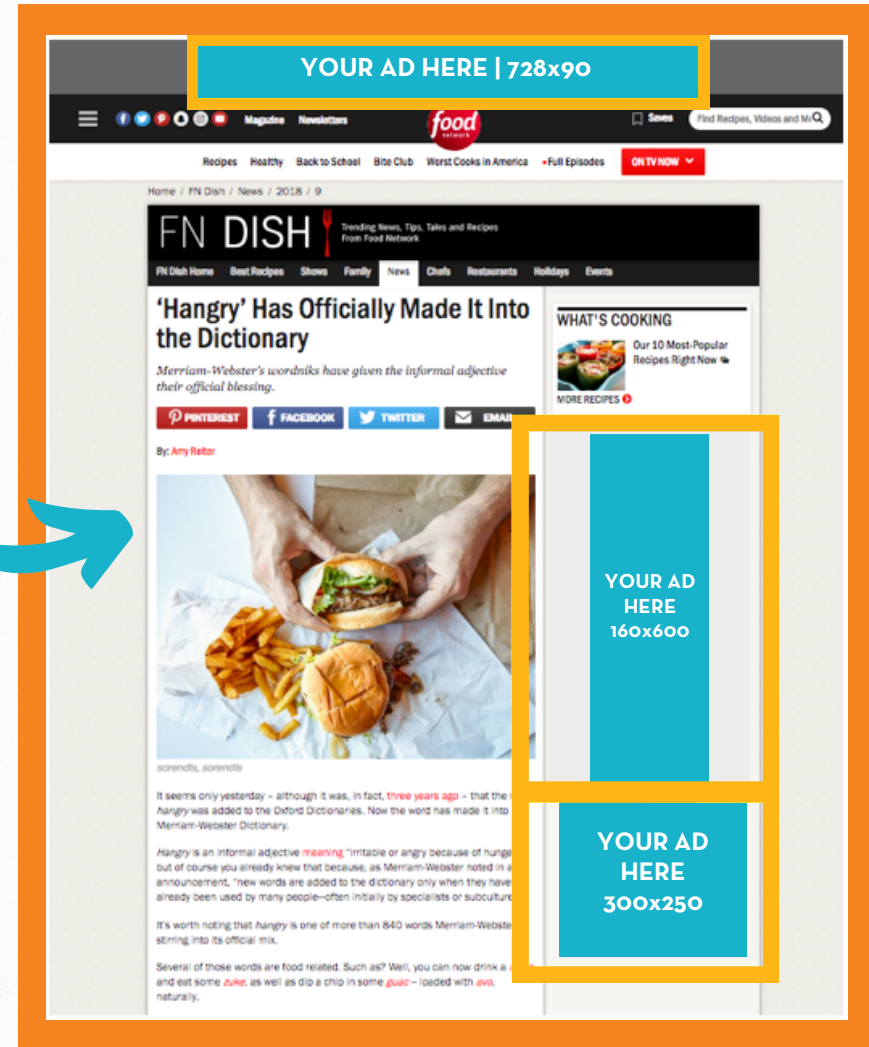
Company Names Beginning L-Z: Anya Falcone | anya.falcone@clarionevents.com | (253)999-5698

Why Retargeting?

Our audience becomes your audience with retargeting. Get exclusive direct access to Coffee Fest website visitors and retarget them with your company's ads. Retargeting will showcase your brand, anywhere they visit online.

Quality Audience

Don't rely on broad, generic targeting on common ad platforms to market your company. Stand out with Coffee Fest's uniquely qualified audience that will showcase your business to those who need you the most.



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We're offering you...

An advertising opportunity employing digital ad retargeting

What is ad retargeting?

Ever look at a pair of shoes online, or a potential vacation spot, and then for the next couple weeks you notice ads for those same shoes or that same vacation spot seem to be following you around the internet? That's ad retargeting. Retargeting uses cookies to track visitors of one website and then reach those same visitors with ads on other websites, such as looking up recipes on the Food Network or reading the news in The Wall Street Journal.

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HOW DOES IT WORK?

Step 1

Internet users
visit the Coffee Fest
website



Step 2

The user exits
the website



Step 3

Your ad will be
displayed on other
websites the user
visits



Your ads will appear on multiple major websites and mobile apps, following Coffee Fest website visitors wherever they go.

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3 Months Package

\$5,000*

**100,000
Impressions**

***\$2000 Discount**

For exhibitors on
contract for a 2023 event

728x90

300x250

160
x
600

Ad Sizes & Specs
.jpg or .gif static
images only; no
flash ads

All sizes include:

Leaderboard
728x90

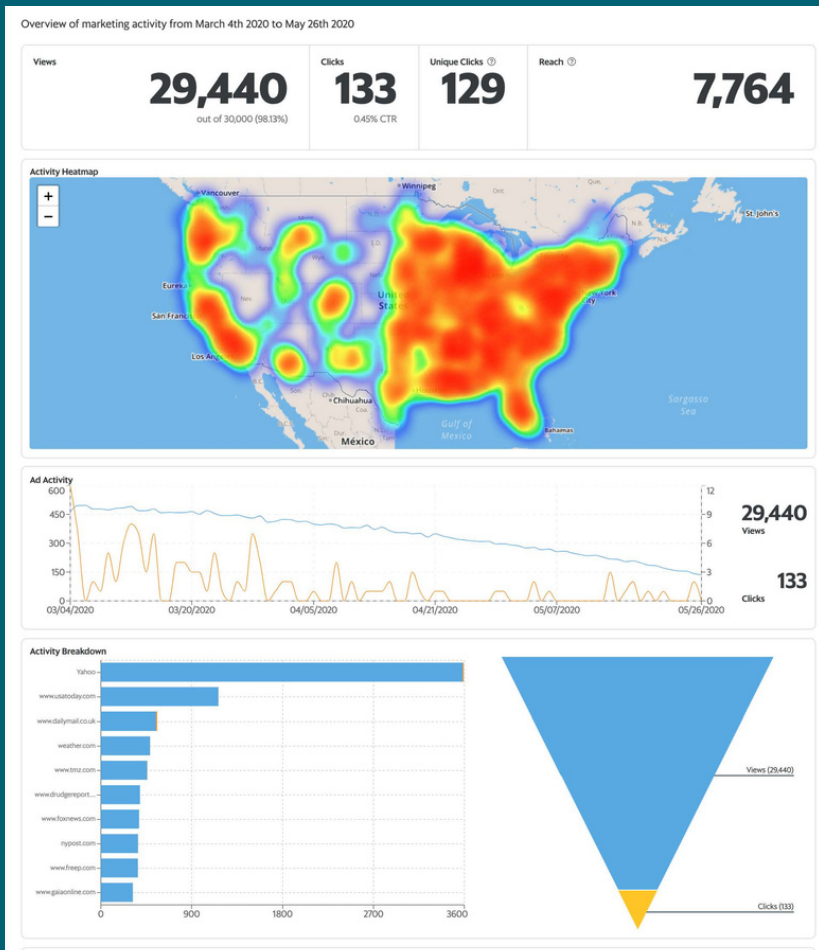
Wide Skyscraper
160x600

Square Pop-Up
300x250

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CoffeeFest
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Quantifiable
Results With

 **Feathr**



Receive detailed reports that allow you to see your campaign results in real-time, including impressions, clicks, and geographical locations of ads served.

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