

# WHY EXHIBIT AT COFFEE FEST?

COFFEE FEST IS A B2B SPECIALTY COFFEE, TEA, AND BEVERAGE TRADESHOW THAT DELIVERS THE MOST CONCENTRATED AUDIENCE OF FOOD AND BEVERAGE DECISION MAKERS.

## WHO ATTENDS COFFEE FEST?

3 out of 4 buyers attend Coffee Fest to meet with current and new suppliers.

### Do business with:

- Owners & Operators
- Start-up Business Owners
- Baristas
- Hospitality Managers & Buyers
- Managers
- Roasters
- Restaurateurs
- Coffee & Tea Retailers



### From a variety of business types:

- Regional Coffee Chains
- Wholesale Roasting Companies
- College & Universities
- Food & Coffee Distributors
- Independent Cafes
- Restaurants & Drive-thrus



## WHY COFFEE FEST?

### Our exhibitors love:

- Connecting with qualified buyers they can't see anywhere else
- Higher quality new leads than other sales/marketing options
- Having the best venue for launching new products

## INCREASE YOUR REACH

- 80% of our attendees give their contact information to exhibitors while at Coffee Fest.
- The exhibit floor is a buzz with most attendees spending 2-4 hours daily on the floor visiting an average of 10-15 exhibitors.

## ENHANCE ENGAGEMENTS

- 85% of consumers are likely to purchase a product at or after participating in an event.
- ¾ of buyers have purchasing authority and have an average annual budget of \$10,000-\$49,000 for products and services seen at Coffee Fest.

## DRIVE SALES

- Coffee Fest delivers the opportunity for exhibitors to influence the Top 3 purchase decision factors for consumers: getting a sample or product demo, gaining a better understanding of a product and receiving a coupon.
- 47% of consumers have bought a product they sampled, used or saw a demonstration of at an event.

## COFFEE FEST IS SPECIAL

- 4 out of 5 of our attendees agree that Coffee Fest is important to their business or organization.
- 54% of brands say their organizations are more confident about the value of live events compared to before the pandemic.

## BUYERS ARE PAYING ATTENTION VIRTUALLY TOO!

Access thousands via the Coffee Fest social audiences:



54.5K+ followers



23.8k+ followers



11.6k+ followers



8k+ followers

### Website Traffic (30 days pre-show, 3 days at show, 3 days post show)

	PRE-SHOW	DURING SHOW	POST-SHOW
PAGE VIEWS	69,025	14,566	48,249
SESSIONS	25,144	5,554	18,423
USERS	16,755	4,006	12,532



## GETTING INVOLVED IN EDUCATION

We curate over 80 hours of content for Coffee Fest and our education program per show which:

- Drives attendees to the show
- Engages attendees in a deeper way
- Offers collaboration opportunities for exhibitors to get involved with thought leadership

Sources:

• Post-Event Surveys in Explori (2018-2022)

• <https://www.coffeefest.com/coffee-fest-exhibitor-hub>

• <https://www.eventmarketer.com/wp-content/uploads/2022/08/event-marketer-eir-summer-2022.pdf>

• <https://www.eventmarketer.com/wp-content/uploads/2018/06/eventtrack2018execsumm.pdf>