# 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
- HospitalityManagers
- Roasters
- Restauranteurs
- 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



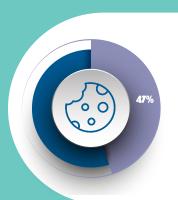
#### **INCREASE YOUR REACH**

- 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.



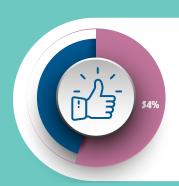
#### **ENHANCE ENGAGEMENTS**

- 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



## **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