



# Coffee Fest™

A B2B TRADE SHOW  
FOR THE SPECIALTY  
COFFEE INDUSTRY



**81%**

PURCHASING  
DECISION-MAKERS &  
INFLUENCERS



## CORE AUDIENCE

**38%**  
OWNERS

**21%**  
BARISTAS &  
MANAGERS



## CORE BUSINESS TYPES

**22%** RETAIL CAFE +  
COFFEE ROASTER

**18%** SPECIALTY  
COFFEE RETAIL  
(NO ROASTING)

**14%** COFFEE ROASTER  
(NO CAFE OR  
RETAIL)



**81%**

OF ATTENDEE BASE IS  
NEW TO COFFEE FEST  
EVERY SHOW



## HOW MANY LOCATIONS

• **16%** NOT YET OPEN/  
NO RETAIL SPACE

• **44%** 1 LOCATION

• **19%** 2-5 LOCATIONS

• **5%** 6+ LOCATIONS



## TOP PRODUCTS SOURCING

• BEVERAGES  
• EQUIPMENT

• COFFEE/TEA IMPORTER/  
DISTRIBUTOR/GROWER

• COFFEE ROASTERS -  
WHOLESALE

• ESPRESSO MACHINES

• BUSINESS SERVICES

• PACKAGING/TAKE OUT  
SOLUTIONS



## HOW LONG IN BUSINESS

NOT OPEN YET **17%**

LESS THAN A YEAR **10%**

OVER 1 YEAR **60%**

## BOOTH SIZES + OPTIONS

### 2025 PRICING

**\$30.50/SQFT**

5X10	\$1,525
10X5	\$1,800
10X10	\$3,050
10X20	\$6,100
10X30	\$9,150
20X20	\$12,200
CORNER FEE	+ \$550
ZONE 1 FEE	+ \$550
FURNITURE PACKAGE (6' DRAPED TABLE & CHAIR)	+ \$250

HOSTED IN 4  
REGIONAL MARKETS  
ACROSS THE US

**NEW YORK**  
MARCH 23-25

**PORTLAND**  
JUNE 13-14

**LOS ANGELES**  
AUGUST 22-23

**ORLANDO**  
OCTOBER 24-25

Visit [www.coffeefest.com](http://www.coffeefest.com) for more information