

## A B2B TRADE SHOW FOR THE SPECIALTY COFFEE INDUSTRY



81%

PURCHASING DECISION-MAKERS & INFLUENCERS



81%

OF ATTENDEE BASE IS NEW TO COFFEE FEST EVERY SHOW

## CORE

**38%** 

21%

OWNERS BARISTAS & MANAGERS

27%

20%

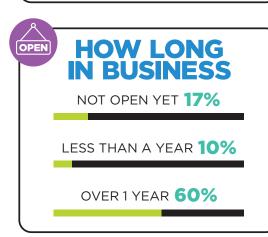
ROASTERS STARTUPS



22% RETAIL CAFE + COFFEE ROASTER

18% SPECIALTY COFFEE RETAIL (NO ROASTING)

COFFEE ROASTER (NO CAFE OR RETAIL)



## 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

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	\$550
ZONE 1	\$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