



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	\$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

Visit www.coffeefest.com for more information