

Audience Extension

Put your brand message in front of our Premium Coffee Fest audience, with targeted online ads.





Audience Extension – How to expand your reach with our premium audience



Coffee Fest has captured 1000s of specialty coffee industry data



Get in front of your ideal target market by advertising your brand to this premium database



Generate impressions, clicks & leads from this audience



1000s of coffee professionals to drive creative ads to



1 week set up with full reporting and analysis of campaign



Additional banner & video creation service



Why use Coffee Fest Targeted Advertising?

Coffee Fest has brought together the specialty coffee industry and built a large community through its events, digital platforms, and database of coffee professionals.

TRUSTED BY THE INDUSTRY

- **Maximize impact:** run a targeted digital campaign to ensure you do not dilute your message
- **Spend wisely:** raise awareness to those that want to hear and increase your return on investment
- **Target your audience:** target the right audience with your specific message across their full digital journey

25,000+

Database of coffee professionals

100,000+

Social media followers

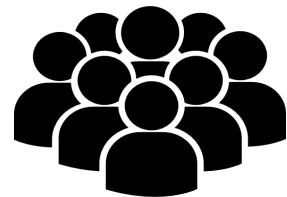
11,000+

Unique web visit per month on events' websites

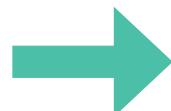
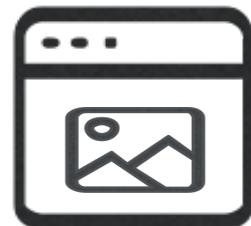


How does it work?

We set up campaigns
with your branding to
target our VIP audience



We create compelling ads
with your company's
offering



We send high quality
audience to your landing
page



**Target the right buyer,
At the right time,
With the right message**

Coffee Fest 1st Party
Audience Database

Audience Extension Package

What's Included

Maximize brand exposure to your highest value segments: targeting our 1st party registration data, deployed in GDPR compliant manner

Drive traffic to your website

- Increase your online presence and be front-of-mind with your target audience
- Create a gradual build-up of targeted traffic to your website so that you can keep on top of RFIs

Targeted ads running to Clarion Coffee Fest database

The option to advertise on one of the following channels:

- Google Display
- Programmatic
- Meta
- LinkedIn

What will be shown?

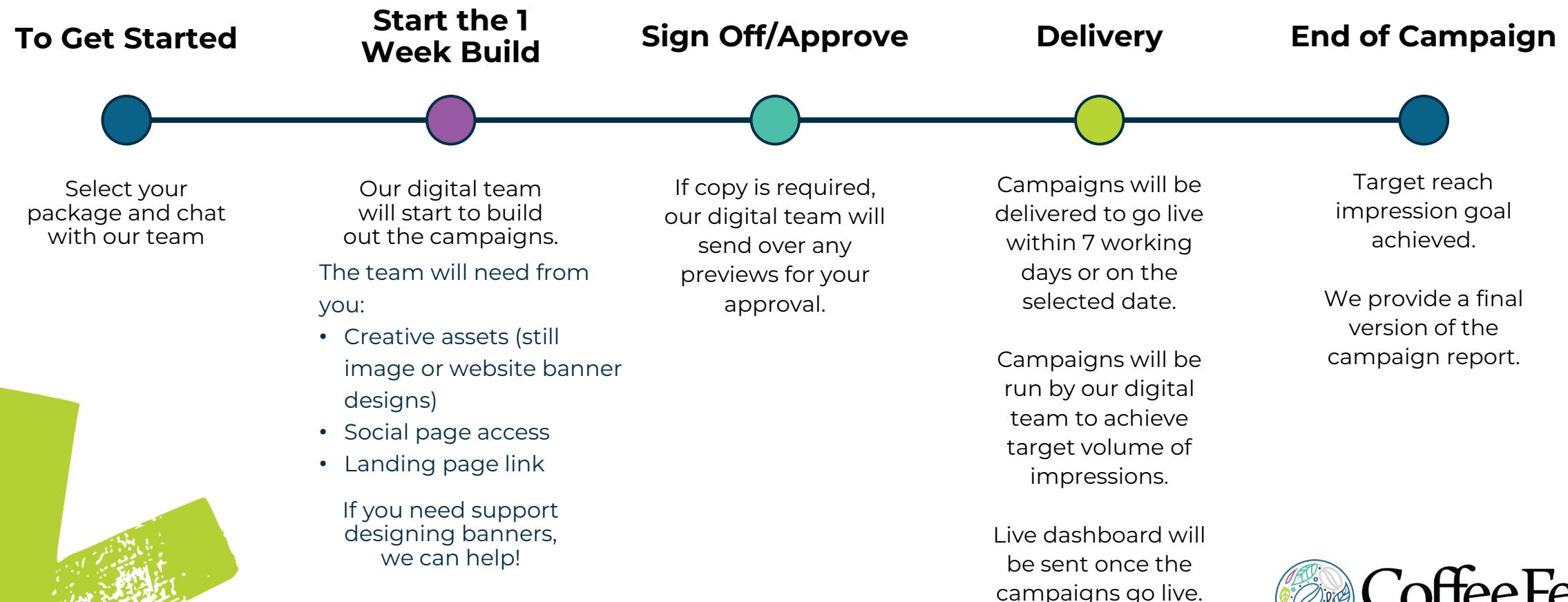
Banners Ads (graphically designed images with image, logo and texts for website placements OR Still image ads that are accompanied by branded copy.

Package Rates

Impressions	Exhibitor Pricing	Non-Exhibitor Pricing
100,000	\$4,000	\$6,000
250,000	\$6,000	\$8,000
500,000	\$10,000	\$12,000
1,000,000	\$20,000	\$22,000



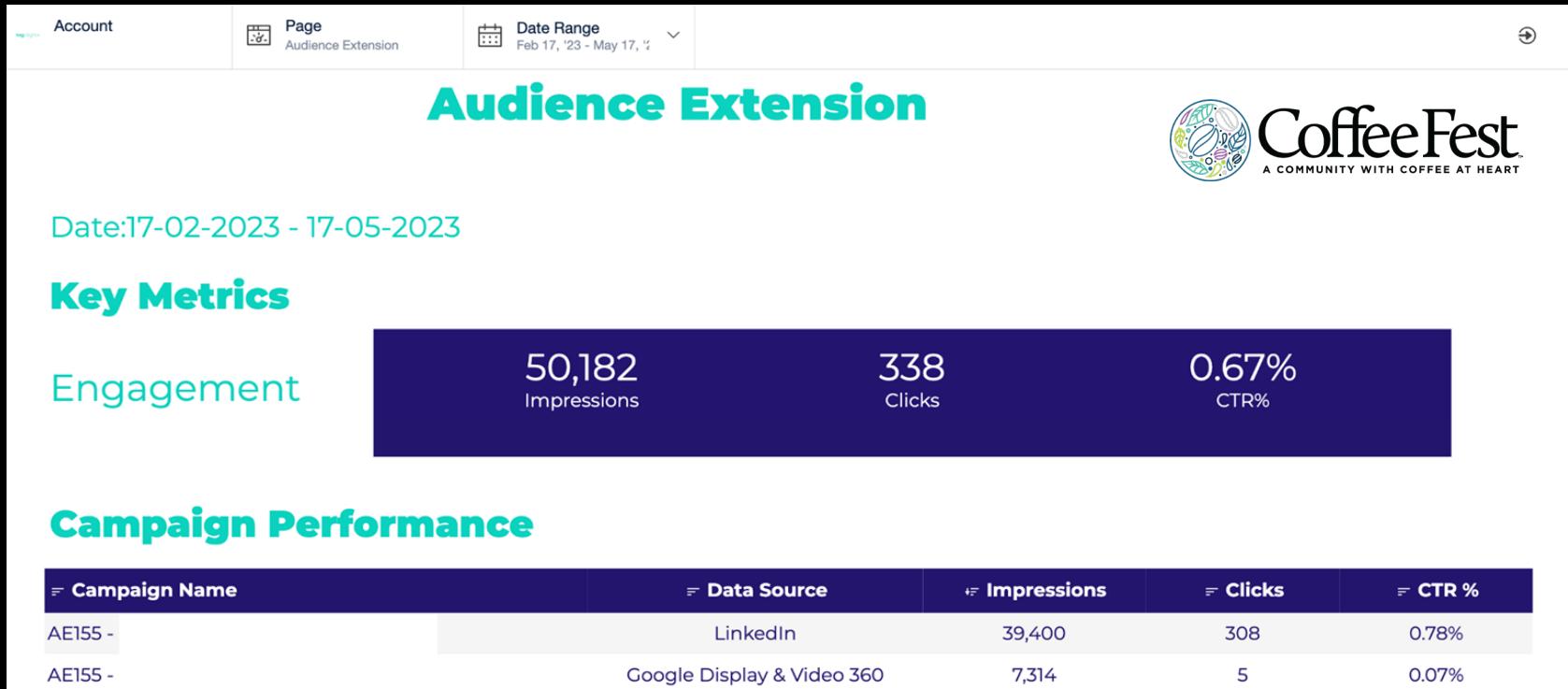
The Process – Brief | Approve | Deliver



CoffeeFest
A COMMUNITY WITH COFFEE AT HEART

Live Dashboard Reporting

Once your campaigns are live you will be supplied with a live dashboard that allows you to see all the top stats of your campaign in-line with the impressions target.



Audience Extension

Date: 17-02-2023 - 17-05-2023

Key Metrics

Engagement	50,182 Impressions	338 Clicks	0.67% CTR%
------------	--------------------	------------	------------

Campaign Performance

Campaign Name	Data Source	Impressions	Clicks	CTR %
AE155 -	LinkedIn	39,400	308	0.78%
AE155 -	Google Display & Video 360	7,314	5	0.07%

Contact Us



Hailey Hayes

Show Director for
Coffee Fest

Account Manager: Companies #-K
Hailey.Hayes@clarionevents.com

253.617.4278



Anya Falcone

Senior Manager of Business
Strategy & Growth

Account Manager: Companies L-Z
Anya.Falcone@clarionevents.com

253.999.5698



Coffee Fest
A COMMUNITY WITH COFFEE AT HEART