



# Coffee Fest™

A B2B TRADE SHOW  
FOR THE SPECIALTY  
COFFEE INDUSTRY



**71%**

PURCHASING  
DECISION-MAKERS &  
INFLUENCERS



## CORE AUDIENCE

**31%**  
OWNERS

**24%**  
BARISTAS &  
MANAGERS

**25%**  
ROASTERS &  
ROASTING  
RELATED  
BUSINESSES

**14%**  
STARTUPS



## CORE BUSINESS TYPES

**18%** RETAIL CAFE +  
COFFEE ROASTER

**17%** SPECIALTY  
COFFEE RETAIL  
(NO ROASTING)

**7%** COFFEE ROASTER  
(NO CAFE OR  
RETAIL)

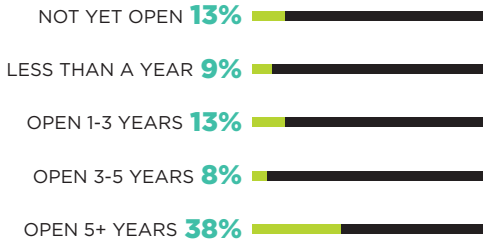


**52%**

OF ATTENDEE BASE IS  
NEW TO COFFEE FEST  
EVERY SHOW



## HOW LONG IN BUSINESS



## HOW MANY LOCATIONS

- 13%** NOT YET OPEN/  
NO RETAIL SPACE
- 41%** 1 LOCATION
- 19%** 2-5 LOCATIONS
- 6%** 6+ LOCATIONS



## TOP PRODUCTS SOURCING

- BEVERAGES, COFFEE/TEA
  - EQUIPMENT
- COFFEE/TEA IMPORTER/  
DISTRIBUTOR/GROWER
  - COFFEE ROASTERS -  
WHOLESALE
  - ESPRESSO MACHINES
  - BUSINESS SERVICES
  - PACKAGING/TAKE OUT  
SOLUTIONS

## BOOTH SIZES + OPTIONS

### 2026 PRICING

**\$31.50/SQFT**

5X10	\$1,575
10X5	\$2,500
10X10	\$3,150
10X20	\$6,300
10X30	\$9,450
20X20	\$14,820
CORNER FEE	+ \$555
ZONE 1 FEE	+ \$555
FURNITURE PACKAGE (6' DRAPED TABLE & CHAIR)	+ \$250

HOSTED IN 4  
REGIONAL MARKETS  
ACROSS THE US

**NEW YORK**  
MARCH 8-10

**CHICAGO**  
JUNE 12-13

**LOS ANGELES**  
AUGUST 21-22

**DALLAS-  
FORT WORTH**  
OCTOBER 17-18

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