

## A B2B TRADE SHOW FOR THE SPECIALTY COFFEE INDUSTRY



71%

PURCHASING DECISION-MAKERS & INFLUENCERS



**52%** 

OF ATTENDEE BASE IS NEW TO COFFEE FEST EVERY SHOW

## CORE

31% OWNERS 24% BARISTAS & MANAGERS

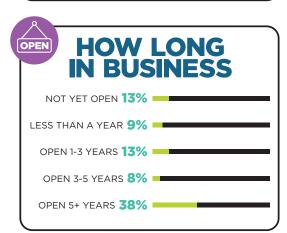
**25**%

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)



## 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 16-17