



# 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

NOT YET OPEN **13%**

LESS THAN A YEAR **9%**

OPEN 1-3 YEARS **13%**

OPEN 3-5 YEARS **8%**

OPEN 5+ YEARS **38%**



## 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**

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