

#COFFEEFEST



Coffee Fest™  
COFFEE & TEA  
TRADE SHOWS

# *2022 Sponsorship Prospectus*

# Hometown Title Sponsor

**\$10,000 1 Available**

- Preferred Listing: 2 entries in the Digital Product Showcase
- Sponsorship recognition including logo on registration counter kick panels.
- Sponsorship recognition including logo on exhibition hall aisle signs
- Sponsor logo recognition on [www.coffeefest.com](http://www.coffeefest.com)
- Sponsor recognition of official Show App.
- Sponsor recognition on on-site signage
- Registration Package see page 2
- Choice between official Show App Sponsor (if available) or Morning Coffee, Beverage, or Food Sponsor

# Registration Sponsor

**\$5,000 package**

***Limited to 1 company***

Registration is the one place that ALL buyers go through to receive their credentials. Put your brand in front of buyers as they register for the event, when they check-in at the event and as they walk the show floor, by being our official registration sponsor. Package includes:

## Welcome Letter Sponsor

**\$2,000 1 Available**

Put your message directly in front of every Coffee Fest attendee with an exclusive banner ad. As the welcome letter sponsor, you have the opportunity to place a clickable banner ad inside the Welcome email. This event branded email is sent to attendees after they pick up their badge from Registration. It outlines a few key pieces of information attendees will want to know to navigate Coffee Fest. You provide a banner ad and a URL to where you'd like attendees to visit. Coffee Fest can provide a few basic post-show analytics.

- Banner recognition on each registered attendee digital welcome letter.

## Badge Sponsor

**\$2,000 1 Available**

- Sponsor logo on all attendee badges.

## Registration Confirmation Sponsor

**\$2,000 1 Available**

Every time a Coffee Fest attendee completes a registration, greet them with a banner ad on their registration confirmation email. Get prime visibility and brand recognition with a clickable exclusive banner ad. Promote a product, invite attendees to your booth or introduce your company to every attendee coming to the show.

- Banner recognition on each registered attendee confirmation

### Classroom Sponsor

**\$1,250 4 Available**

- official MC Sponsor of one seminar classroom at Coffee Fest.
- Sponsor recognition on classroom schedule sign and on classroom podium
- Sponsor has the opportunity to hand out goodie bags or swag each day in the class.
- Sponsor to introduce speaker at the beginning of each class on all conference days of the show.
- Sponsor permitted to give 2 sentence introduction about their company (must be pre-approved by Coffee Fest)
- Sponsor to remind audience to take class surveys.
- Sponsor logo recognition on [www.coffeefest.com](http://www.coffeefest.com)
- Sponsor recognition of official Show App.
- Sponsor recognition on on-site signage

### Education Venue Sponsorship

**\$3,500 1 Available**

***(Annual Investment of \$14,000)***

- official sponsor of Education Venue on the Show Floor. Name to be mutually agreed upon between sponsor and Coffee Fest Show Management.
- Sponsor recognition on venue graphics.
- (1) Guaranteed teaching spot at one of the venue classes.
- Opportunity to sample food or beverage in between sessions.
- Sponsor logo recognition on [www.coffeefest.com](http://www.coffeefest.com)
- Sponsor recognition of official Show App.
- Sponsor recognition on on-site signage
- Complimentary upgraded digital listing.

## Classroom Notepad Sponsor

**\$1,000/show or  
\$3,000 4 show commitment**  
**Sold 2022**

Education is a big part of the Coffee Fest experience. As the note pad sponsor, you will provide your branded notepad to attendees of our classes to take notes on. Every time it is used, it provides yet another valuable impression for your company.

- Sponsor to source, brand and provide 2,000 note pads per show.
- Sponsor logo recognition on [www.coffeefest.com](http://www.coffeefest.com)
- Sponsor recognition of official Show App.
- Sponsor recognition on on-site signage

## Classroom Pen Sponsor

**\$1,500/show or  
\$5,000 4 show commitment**  
**Sold 2022**

Classrooms offering valuable and relevant education are in high gear each day of Coffee Fest. As the pen sponsor, you will provide attendees of these classes with pens to take notes with. Each time it is used or looked at it provides another impression for your company at the show and beyond.

- Sponsor to source, brand and provide 2,000 pens per show.
- Sponsor logo recognition on [www.coffeefest.com](http://www.coffeefest.com)
- Sponsor recognition of official Show App.
- Sponsor recognition on on-site signage



## Be a Key Part of the Specialty Coffee Industry's Premier Business Community

- Premium company listing in the Coffee Fest 365 online searchable directory
- Sponsorship opportunities on the 365 site exclusively for Directory Partner Members
- Access to social communities & forums
- First rights to sponsor content, webinars, white papers, and demos
- Access to member-only and premier industry events
- Recognition at live Coffee Fest events as Coffee Fest 365 Directory Partner Members

# \$600

12-month annual partnership



## Email Blast Sponsorship

**\$1,500**

- Email send on sponsors behalf. Email will be sent to 5,000+ emails (\$2,000 value).
- The list can be sorted by country/state or by title/job role.
- Email deployment date agreed upon by both parties before-hand.

## Social Post Sponsor

**\$750**

- One-time message posted on all of Coffee Fest's social channels leading up to event provided by you  
Can include max 60 second video or images (not both).
- Subject to available dates.
- Digital post blasted out to 51,000+ Instagram followers, 18,000+ Facebook followers and 12,000+ Twitter followers

## Digital Floor Plan Banner Ad

**\$1,000 4 Available**

- Sponsor to provide digitally optimized graphics for (1) clickable button to be placed on rotating digital floor plan.
- Sponsor must provide URL for placement
- Coffee Fest will provide basic click through analytics post event.

## Title Sponsorship

**\$5000 per show**

***Limited to one sponsor***

- Your Logo on Intro Screen - Be the first thing attendees see when opening the app.
- Rotating Banner Ad - Gain the maximum visibility on the navigation and landing screens
- Clickable Navigation Item - Your sponsor logo can link to a web page or your online eBooth profile.
- Promotional Push Notifications – Reach all mobile app users with one push notification for each expo day.

## Promotional Push Notification

**\$250 per push**

***Limited to five notifications per show***

- Reach all mobile app users with one push notification



## ON SITE BRANDING PACKAGES



2022 Sponsorship Prospectus

### Bag Sponsor

**\$2,000** 1 Available **Sold**

- Sponsor to provide 2,500 branded show bags to be handed out at registration.
- Sponsor logo recognition on [www.coffeefest.com](http://www.coffeefest.com)
- Sponsor recognition of official Show App.
- Sponsor recognition on on-site signage

### Badge Lanyard Sponsor

**\$0** – Trade **Sold**

One of the most visible sponsorships which provides thousands of walking billboards is the badge holder/lanyard sponsorship that each attendee and exhibitor is given upon check-in.

- Sponsor to source, brand and provide 12,000 branded lanyards and 1,000 blank lanyards.
- Sponsor logo recognition on [www.coffeefest.com](http://www.coffeefest.com)
- Sponsor recognition of official Show App.
- Sponsor recognition on on-site signage

## ON SITE BRANDING PACKAGES



2022 Sponsorship Prospectus

### Bag Insert Sponsor

**\$500**

- Sponsor to provide product/ flyer for 2,000 show bags.
- Coffee Fest will provide labor to place product/flyer in each show bag.
- Sponsor logo recognition on [www.coffeefest.com](http://www.coffeefest.com)
- Sponsor recognition of official Show App.
- Sponsor recognition on on-site signage

### Pocket Hand Sanitizer Spray Sponsor

**\$2,500/show or \$8,000 4 show commitment**

- Sponsor logo on 1,500 hand sanitizer spray's to be given to attendees
- Sponsor logo recognition on [www.coffeefest.com](http://www.coffeefest.com)
- Sponsor recognition of official Show App
- Sponsor recognition on on-site signage

## ON SITE BRANDING PACKAGES



2022 Sponsorship Prospectus

### **2' x 2' Floor Stickers**

**\$150 Each**

- (1) 2' x 2' Floor Stickers to be placed in exhibit hall.
- Sponsor to provide high-res print ready graphics.

### **Banner or Column Wrap Sponsor**

**One Side**

**\$1,000-\$3,000**

Where available, sponsor's logo and booth number featured on one side of column on show floor or on a show banner. \*\*

### **Stand-Alone Board Sign**

**\$750**

Visible through lobbies and on the main show floor aisles, these stand-alone boards provide the perfect opportunity for a quick brand impression for buyers. \*\*

### Opening Night Reception Sponsor Title Sponsor

**\$10,000 1 Available**

Your company will be everyone's favorite when you present as the Opening Night Reception Title Sponsor. The best attended networking event at the show, this after-hours party is always a hit. Coffee Fest will pick the venue and do all the work, you just show up and WOW your customers and prospects. This event is open to one title sponsor or three co-sponsors. Location varies by city and what is available in close proximity to the Convention Center.

- Company logo on postcard promoting Opening Night Reception.
- 6' table for literature or product to sample at the reception.
- Ability to incorporate product into the food or beverage menu, venue & time permitting.
- One complimentary space in the Product Showcase.
- Sponsor logo recognition on [www.coffeefest.com](http://www.coffeefest.com)
- Sponsor recognition of official Show App.
- Sponsor recognition on on-site signage
- Complimentary upgraded digital listing

### Opening Night Reception Sponsor Supporting Sponsor

**\$3,500 4 Available**

Your company will be everyone's favorite when you present as the Opening Night Reception Title Sponsor. The best attended networking event at the show, this after-hours party is always a hit. Coffee Fest will pick the venue and do all the work, you just show up and WOW your customers and prospects. This event is open to one title sponsor or three co-sponsors. Location varies by city and what is available in close proximity to the Convention Center.

- Company logo on postcard promoting Opening Night Reception.
- 6' table for literature or product to sample at the reception.
- Ability to incorporate product into the food or beverage menu, venue & time permitting.
- Sponsor logo recognition on [www.coffeefest.com](http://www.coffeefest.com)
- Sponsor recognition of official Show App.
- Sponsor recognition on on-site signage

### MATCH! Connect a Key Buyer Program

\$1,000

- An exclusive **20 minute product/services pitch** – speak directly to vetted, qualified Buyers interested in you!
- Followed by a **10 minute interactive Q&A session** – learn what the industry wants to know about your product!
- A **concierge service** – work directly with our Key Buyer Account Manager to build your desired buyer criteria, they do the rest!
- All presentations take place in the convenience of your booth – **add value** to your show investment
- All sessions take place before the show floor opens delivering **uninterrupted attention** on your products and services
- Guaranteed minimum attendance of **5+ pre-qualified Key Buyers** from multi-unit coffee shop operators, distributors, or other industry leaders who have specifically expressed an interest in your company
- **Lead List** – contact information to follow up with each of the participants directly

### Exhibitor Pit Stop Sponsor

Minimum \$5,000

*Investment Dependent on Catering Costs*

Make an impression with exhibitors before the show even begins by sponsoring the Exhibitor Move-In Pit Stop and Beer Station, held the afternoon before the show opens from noon until 6:00pm. All of your fellow exhibitors will be invited to come by as often as they like for some, chips, pretzels, etc. and beer (and other non-alcoholic choices). If exhibitors at Coffee Fest could also be potential customers, this is a perfect opportunity for your brand to create an experience that could open the door to new business.

- Sponsor to order and pay for catering needs for approx. 200 people. Sponsor authorized to pick food and beverage items.

### Morning Coffee Sponsor

\$2,500 1 Available

Looking for a sampling opportunity at Coffee Fest in addition to the show floor? Sponsors will have the ability to showcase their product near registration or classrooms (available locations vary, depending on facility).

- Sponsor to provide sampling sized cups and brewed coffee ready-to-go
- Coffee Fest will supply a table and signage.
- Coffee Fest will promote your company in selected pre-show marketing.
- Sponsor recognition on final verified attendee email.
- Sponsor logo recognition on [www.coffeefest.com](http://www.coffeefest.com)
- Sponsor recognition of official Show App.
- Sponsor recognition on on-site signage

## NETWORKING FOCUSED OPPORTUNITIES



2022 Sponsorship Prospectus

### Morning Beverage Sponsor

**\$2,500 1 Available**

Looking for a sampling opportunity at Coffee Fest in addition to the show floor? Sponsors will have the ability to showcase their product near registration or classrooms (available locations vary, depending on facility).

- Sponsor to provide sampling sized cups and ready-to-go beverage.
- Coffee Fest will supply a table and signage.
- Coffee Fest will promote your company in selected pre-show marketing.
- Sponsor recognition on final verified attendee email.
- Sponsor logo recognition on [www.coffeefest.com](http://www.coffeefest.com)
- Sponsor recognition of official Show App.
- Sponsor recognition on on-site signage

### Morning Food Sponsor

**\$2,500 1 Available**

Looking for a sampling opportunity at Coffee Fest in addition to the show floor? Sponsors will have the ability to showcase their product near registration or classrooms (available locations vary, depending on facility).

- Sponsor to provide sample sized plates or napkins & your food.
- Coffee Fest will supply a table and signage.
- Coffee Fest will promote your company in selected pre-show marketing.
- Sponsor recognition on final verified attendee email.
- Sponsor logo recognition on [www.coffeefest.com](http://www.coffeefest.com)
- Sponsor recognition of official Show App.
- Sponsor recognition on on-site signage



### Sustainability Cup Sponsor

**\$500 1 Available Sold**

- Sponsor to brand and provide 2,000 reusable cups per show.
- Coffee Fest will provide space for distribution of cups and backdrop promoting Sustainability Sponsorship.
- Banner ad on one attendee verification email.
- Coffee Fest will post one Sustainability focused shout-out on Social Media channels.
- Complimentary upgraded digital listing.
- Sponsor logo recognition on [www.coffeefest.com](http://www.coffeefest.com)
- Sponsor recognition of official Show App.
- Sponsor recognition on on-site signage

## OFFICIAL DAIRY & WATER SPONSORS



2022 Sponsorship Prospectus

### Official Dairy Sponsor

#### \$0 - Trade 1 Available Check for Availability

Position your company as the go-to for all things dairy at Coffee Fest. Your dairy products will be used by exhibitors, in the Coffee Fest educational hands-on classes & in the Coffee Fest competitions.

- Sponsor to provide and have available approximately (200) ½ gallons of whole milk, (55) ½ gallons of 2% milk, (30) qts. ½ & ½, (25) qts whipping cream and 12 aerosol whip cream.
- Sponsor required to have staff available and on-site to man the milk truck and distribute orders starting at 8:30am on Move In and 8:30am on Show Day 1. Exhibitors will come as needed during the show to get product.
- Truck must be removed from the facility on the last day of the show between Show Close - 8:00pm.
- Sponsorship recognition in selected pre-show exhibitor marketing

- Sponsor recognition in Exhibitor Manual as official dairy sponsor.
- Coffee Fest will order and pay for electrical outlet and labor requirements for Refrigerated Truck. Sponsor to provide electrical requirements no later than 90 days pre-show.
- Placement of truck will be at the discretion of show management but mutually agreed upon.
- Coffee Fest will provide a complimentary 10x10sq ft. booth space. Additional Sq. Ft. may be purchased at a discounted sponsor rate.
- Sponsor logo recognition on [www.coffeefest.com](http://www.coffeefest.com)
- Sponsor recognition of official Show App.
- Sponsor recognition on on-site signage

## Official Water Sponsor

**\$4,500 Investment 1 Available **Sold****

Everybody knows the single largest ingredient in a cup of coffee is water, and also how important the quality of the water is to the end product. Your water will be used by exhibitors, in the Coffee Fest educational hands-on classes & in the Coffee Fest competitions.

- Sponsor to provide (200) 5 gallon water bottles and filling station for exhibitors and show management on the show floor.
- Sponsor to provide Coffee Fest with (20) reusable bottles for competitions and workshops.
- Water must be available for exhibitors and show management by 7:30am each show day.
- Water within TDS and mineralization optional for coffee brewing.
- Sponsor to pay for and order all plumbing and electrical for filling stations.
- Sponsor recognition on exhibitor booth drop on first day of the show.

- Sponsor recognition in Exhibitor Manual as official water sponsor.
- Sponsor responsible for all shipping expenses.
- Sponsor logo recognition on [www.coffeefest.com](http://www.coffeefest.com)
- Sponsor recognition of official Show App.
- Sponsor recognition on on-site signage
- Complimentary upgraded digital listing

## EQUIPMENT SPONSORS



### Grinder Sponsor

\$2,000 1 Available **Sold**

- official Grinder sponsor of Coffee Fest Trade Show for the Latte Art World Championship Open competition and hands-on workshops.
- Sponsor has grinder equipment exclusivity in the classrooms.
- Sponsor logo on classroom signage and class description online.
- Sponsor recognized on (1) social media post promoting Barista Training & Latte Art Training workshops.
- Sponsor to provide (6) grinders for each Coffee Fest 2021 show.
- Sponsor logo recognition on [www.coffeefest.com](http://www.coffeefest.com)
- Sponsor recognition of official Show App.
- Sponsor recognition on on-site signage

### Official Espresso Machine Sponsor

*Hands on Barista Training & Latte Art Classroom*  
\$5,000 4 show commitment

- Sponsor logo on class description on website
- Sponsor recognition on classroom signage
- Complimentary select digital listing
- Sponsor permitted to use one or both classrooms to host training sessions with customers and/or distributors after the sessions are done based on availability
- Sponsor to provide (2) Espresso Machines
- Sponsor recognition on [www.coffeefest.com](http://www.coffeefest.com), official Show App & on-site signage
- Sponsor recognition on cupping workshop sign

# LATTE ART WORLD CHAMPIONSHIP OPEN (LAWCO) COMPETITION



## LAWCO Espresso Machine Sponsor \$3,700 1 Available

- Official Espresso Machine sponsor of Coffee Fest & Latte Art World Championship Open
- Sponsor logo on all competition marketing, call for competitors and application website.
- Sponsor recognition on banner at Competition Venue.
- Equipment exclusivity at Competition Venue.
- Sponsor logo on kick panels at registration.
- Post show survey sent to all competitors asking about their experience with the equipment
- Sponsor logo recognition on [www.coffeefest.com](http://www.coffeefest.com)
- Sponsor recognition of official Show App and on site signage
- Complimentary upgraded digital listing

Company representative must be on-site to set up, take down and service equipment

## LAWCO Competitor Giveaway Sponsor \$1,250 1 Available

- Official LAWCO Giveaway Sponsor of Coffee Fest Trade Shows 2022.
- Company logo featured on Competition Venue signage on-site at the event.
- Sponsor to provide (64) giveaways per show.
- Sponsor logo recognition on [www.coffeefest.com](http://www.coffeefest.com)
- Sponsor recognition of official Show App.
- Sponsor recognition on on-site signage

# LATTE ART WORLD CHAMPIONSHIP OPEN (LAWCO) COMPETITION

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2022 Sponsorship Prospectus

## LAWCO Media Sponsor

**\$1,200 (\$4,000 Annual Investment) 1 Available**

- Official media partner of LAWCO
- Logo recognition on Competition Venue signage
- Logo recognition on competitor/application page on [www.coffeefest.com](http://www.coffeefest.com)
- Access to competition area for photos and live stream
- Sponsor call out by Latte Art Competition emcee.
- Sponsor logo recognition on [www.coffeefest.com](http://www.coffeefest.com)
- Sponsor recognition of official Show App.
- Sponsor recognition on on-site signage

## DIGITAL PRODUCT SHOWCASE & FLOORPLAN LISTINGS



2022 Sponsorship Prospectus

### Digital Product Showcase

Included with purchase of a select or preferred listing

- Replaces the physical product showcase
- Digital product gallery will be displayed on Attendee webpage & in the official show app.
- Attendees will receive a printed passport with each participating company's logo and booth number. They will be encouraged to visit each booth, view and/or sample the product and get a stamp which will be provided to the exhibitor by Coffee Fest. Once they have visited every participating company, they will return their passport to registration and be entered to win a prize.
- Attendees will then cast their vote for "Best of Fest". The exhibiting company with the most votes will win the "Best of Fest" trophy, a digital ribbon and bragging rights.
- A panel of judges will also visit each participating booth and vote on first place consumable and first place non-consumable product. A trophy & digital ribbon will be awarded for each winning company.
- "Best of Fest", First Place – Consumable & First Place – Non-Consumable winners will be announced in the Show App and on Coffee Fest's social media channels.

### Basic Listing

Included with booth

- Complimentary part of your booth package
- Company description of 350 characters
- Company information (included in all)

### Select Listing

\$199

- Company description of 700 characters
- One product entry into the Digital Product Showcase

### Preferred Listing

\$299

- Company description of 1000 characters
- Two product entries into the Digital Product Showcase

# COFFEE FEST SALES TEAM

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## Hailey Hayes

For company names starting with A-K

[hailey.hayes@clarionevents.com](mailto:hailey.hayes@clarionevents.com)

(253) 617-4278

## Anya Falcone

For company names starting with L-Z

[anya.falcone@clarionevents.com](mailto:anya.falcone@clarionevents.com)

(203) 858-3697



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