

INTELLIGENT MARKETING STARTS HERE

Coffee Fest<sup>™</sup>  
COFFEE & TEA  
TRADE SHOWS

EXPAND YOUR BRAND  
BROADEN YOUR REACH

Partnered With



Maximize your presence with  
trackable and quantifiable  
digital exposure.





## Overview

We know Coffee Fest 2022 is important to you and your business. As we continue our mission is to bring what is new and what is next for specialty coffee business, we are excited to offer you a new opportunity surrounding Coffee Fest; a Digital Retargeting sponsorship.

With a Digital Retargeting sponsorship, you have the ability to reach Coffee Fest's members, and thousands of qualified leads when they are online. Reach Coffee Fest's site traffic, wherever they go after visiting the website. Now, your audience can see your ads, running for the duration you choose. Reach this site traffic and continue to nurture your audience via Coffee Fest 2022.



We're offering you...

## **An advertising opportunity employing digital ad retargeting**

### **What is ad retargeting?**

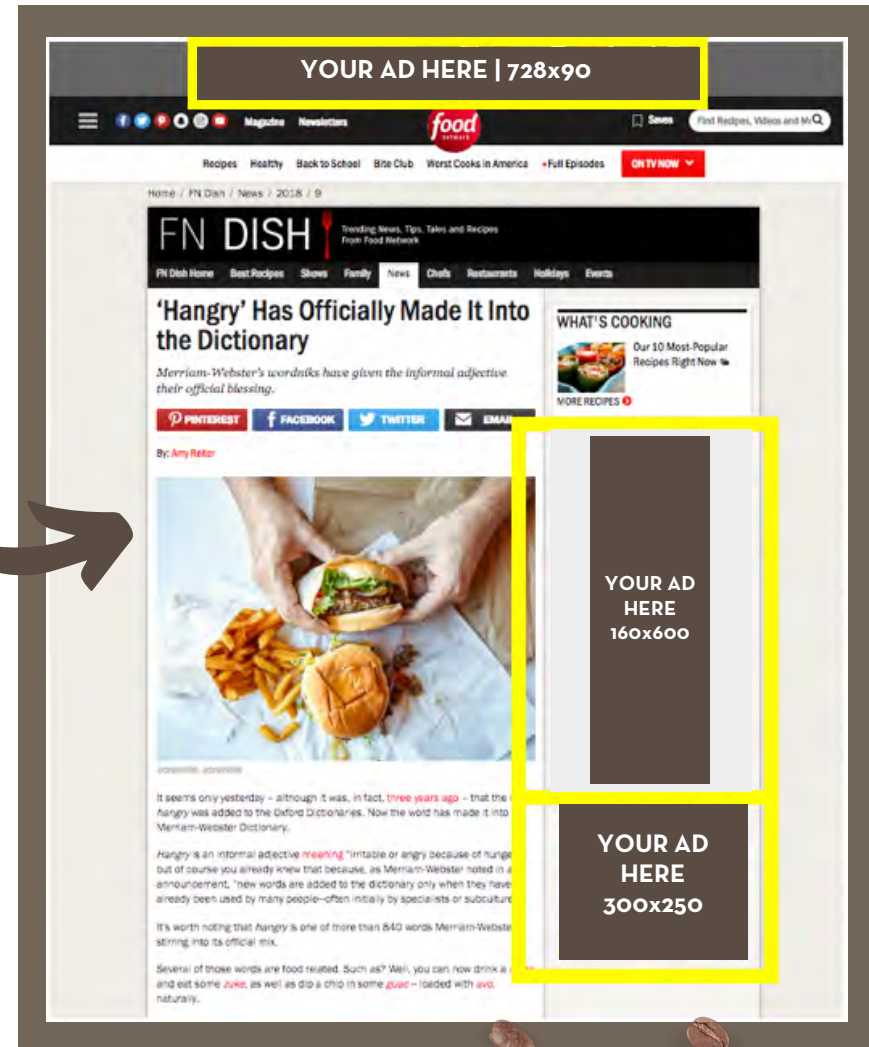
Ever look at a pair of shoes online, or a potential vacation spot, and then for the next couple weeks you notice ads for those same shoes or that same vacation spot seem to be following you around the internet? That's ad retargeting. Retargeting uses cookies to track visitors of one website and then reach those same visitors with ads on other websites, such as looking up recipes on the Food Network or reading the news in The Wall Street Journal.

## Why Retargeting?

Our audience becomes your audience with retargeting. Get exclusive direct access to Coffee Fest website visitors and retarget them with your company's ads. Retargeting will showcase your brand, anywhere they visit online.

## Quality Audience

Don't rely on broad, generic targeting on common ad platforms to market your company. Stand out with Coffee Fest's uniquely qualified audience that will showcase your business to those who need you the most.



# HOW DOES IT WORK?

## Step 1

Internet users  
visit the Coffee Fest  
website



## Step 2

The user exits  
the website



## Step 3

Your ad will be displayed  
on other websites the  
user visits



**Your ads will appear on multiple major websites and mobile apps, following Coffee Fest website visitors wherever they go.**

# 3 Months Package

**\$5,000\***

**Already an exhibitor?**

\$2,000 discount for exhibitors who already signed up for a 2022 Coffee Fest event

**100,000  
Impressions**

728x90

300x250

160  
x  
600

Ad Sizes & Specs  
.jpg or .gif static images  
only; no flash ads

## All sizes include:

Leaderboard  
728x90

Wide Skyscraper  
160x600

Square Pop-Up  
300x250



## Quantifiable Results With



Receive detailed reports that allow you to see your campaign results in real-time, including impressions, clicks, and geographical locations of ads served.