

#COFFEEFEST



Coffee Fest[™]
COFFEE & TEA
TRADE SHOWS

INNOVATION YOU CAN *Taste*

2021 Exhibitor Prospectus

To learn more, visit WWW.COFFEEFEST.COM

WHO WILL YOU *Meet?*

DO BUSINESS WITH:

- Owners & Founders
- Managers
- Baristas
- Purchasing Managers
- Category Managers
- Coffee Roasters
- Restaurateurs
- Hospitality Managers & Buyers
- Entrepreneurs opening new cafes

FROM A VARIETY OF BUSINESS TYPES:

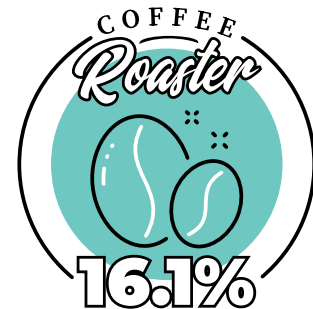
- Regional retail coffee chains
- Independent cafes
- Wholesale roasting companies
- Restaurants
- Grocery Stores
- Colleges & Universities
- Retail Bakeries
- Food & coffee distributors
- Drive-thrus
- Kiosks
- Grocery Stores
- Convenience Stores
- Donut Shops

CONNECT WITH THE HIGHEST
CONCENTRATION OF DECISION MAKERS
REPRESENTING INDEPENDENT
SPECIALTY COFFEE, RESTAURANT AND
FOODSERVICE BUSINESSES IN THE U.S.

“COFFEE FEST HAS THE BEST-ATTENDED SHOWS
WE HIT. YOU GATHER THE HIGHEST
CONCENTRATION OF INDUSTRY PROFESSIONALS.”

STEVEN MCKENDRICK, GREEN AIR SUPPLY

CAFÉ, RESTAURANT
& RETAILER



CONTACT

(425) 295-3300

#COFFEEFEST

To learn more, visit WWW.COFFEEFEST.COM

f @ in t v

WHAT CAN YOU EXPECT FROM YOUR *Exhibiting Investment?*

Coffee Fest will host four live events across the US in 2021. Our events deliver the most concentrated audience of food and beverage decision makers, looking for new products, diverse learning opportunities and to advance their business network. It's more than a tradeshow, it's an innovative experience where the specialty coffee community comes together.



Cost-efficient networking events, allowing interaction with existing customers and creation of new contacts to grow your business, both in-person and virtually.



Opportunities to showcase your products and services to a broad audience of buyers across the specialty coffee industry.



Reach new buyers in restaurant and foodservice with co-located events in select cities.

IF YOU'RE IN THE FOODSERVICE OR SPECIALTY COFFEE INDUSTRY, YOU NEED TO BE HERE

48.4%

of buyers attend to discover new products.

73.3%

of buyers have purchasing authority.

75.4%

of buyers attend to meet with current **AND** new suppliers.

95.86%

of attendees are US based.
80.53% of attendees are regional.


75.7%

attended to participate in educational sessions.

BUYERS ARE LOOKING FOR:

- PLANT-BASED MILK ALTERNATIVES
- CHAI TEA
- GRAB-N-GO FOOD PRODUCTS
- BARS & PASTRIES
- LOYALTY PROGRAMS
- NUTRITIONAL SUPPLEMENTS
- BLENDED BEVERAGE BASES
- RESELL MERCHANDISE
- WATER-FILTRATION SOLUTIONS
- COFFEE PACKAGING
- ROASTING EQUIPMENT
- SYRUPS & SAUCES
- COLD BREW CANNING EQUIPMENT
- RTD NON-COFFEE BEVERAGES
- COFFEE ROASTERS
- ACCOUNTING SERVICES
- CLEANING SUPPLIES
- GREEN COFFEE
- CUPS & SLEEVES
- POINT-OF-SALE SYSTEMS
- ORDERING SOLUTIONS
- NITRO & KEG SOLUTIONS
- BREWING EQUIPMENT
- SMALL WARES
- TEA & TEA ACCESSORIES

CONTACT

 (425) 295-3300

#COFFEEFEST

To learn more, visit WWW.COFFEEFEST.COM

GOOD VALUE AND BRAND *Exposure*

GET SET FOR SUCCESS WITH ALL THAT'S INCLUDED WITH YOUR BOOTH

AMENITIES	INCLUDED
6' draped table, 1 side chair, wastebasket & carpet	included per 10x10 booth
Access to free marketing resources	included
Unique discount code to invite your customers for \$20/person	included
Access to free education sessions	included
Booth staff passes	included*
Company profile on web listing & in official show app	included, available to purchase
One product image and description in online product gallery & app	available to purchase
Opportunity to be featured in a company spotlight social media post	available to purchase
Exclusive social post on Coffee Fest social media pages	available to purchase
Opportunity to participate in pre-scheduled appointments with top buyers	available to purchase
Logo on official show website & app	available to purchase

*quantity based on booth size

BOOTH PRICES STARTING AT
\$27 PER SQUARE FOOT.

“WE ARE ALWAYS AMAZED AT THE AMOUNT OF QUALITY PEOPLE WE MEET AT YOUR SHOWS, AND AT HOW DOWNRIGHT ENJOYABLE THE STAFF AND ATMOSPHERE ARE.”

ERIC GIRARD, CAFÉ KREYOL

CONTACT

(425) 295-3300

#COFFEEFEST

To learn more, visit WWW.COFFEEFEST.COM



COFFEE FEST CONNECTS THE US SPECIALTY COFFEE *Community*

BY THE NUMBERS

DATABASE REACH

23,000+

Key Decision makers or influencers with titles like: Owner, President, Founder, Manager, Roaster, Barista and more

ANNUAL WEBSITE USERS

190,000+

Sessions

Visitor audience used in retargeting campaigns

**2019 data*

SOCIAL FOLLOWING



50,900+
followers



20,600+
followers



11,700+
followers



6,000+
followers



Coffee Fest
Community

560+ *members*

In September 2020, Coffee Fest launched Coffee Fest Community, a private Facebook group that appeals to specialty coffee business owners & professionals with focused, segmented content.

MEDIA PARTNERSHIPS

BARISTA
MAGAZINE

PERFECT
DAILY GRIND



roast
MAGAZINE

ESPRESSO STATE
OF MIND

cold•brew•chick

COFFEE TALK

CONTACT

(425) 295-3300

#COFFEEFEST

To learn more, visit **WWW.COFFEEFEST.COM**



A COMPREHENSIVE NETWORKING AND MEETING *Experience*

COFFEE FEST IS THE PLACE TO REACH NEW, QUALIFIED BUYERS, LAUNCH NEW PRODUCTS & SERVICES, MAKE NEW CONNECTIONS, AND TAKE ORDERS.

MIDWEST US	EASTERN US	WESTERN US	PACIFIC NORTHWEST
			
<i>San Antonio</i>	<i>New York</i>	<i>Anaheim</i>	<i>Portland</i>
FRIDAY & SATURDAY	SUNDAY - TUESDAY	SUNDAY - TUESDAY	FRIDAY & SATURDAY
JUNE 18 & 19	JULY 18 - 20	AUGUST 22-24	NOVEMBER 5 & 6
HENRY B. GONZALEZ CONVENTION CENTER	JAVITS CENTER	ANAHEIM CONVENTION CENTER	OREGON CONVENTION CENTER
	   SIDE BY SIDE ONE BADGE. THREE SHOWS.	   SIDE BY SIDE ONE BADGE. THREE SHOWS.	



FOR THE THIRD YEAR, COFFEE FEST WILL BE SIDE-BY-SIDE WITH TWO OF THE NATION'S LARGEST RESTAURANT ASSOCIATION TRADESHOWS, IN NEW YORK AND IN CALIFORNIA.




These days, balancing health and deliciousness is easier than ever... if you know where to source the right products. The colocations with Healthy Food Expo in New York and Anaheim will bring restaurants, additional foodservice, hospitality operations and retail stores looking to source healthy food and ingredients to incorporate into their menus and establishments.



The Food Shows are the regional, annual gathering grounds for restaurant and foodservice professionals presenting the opportunity to meet face-to-face with owners, managers, chefs, and food service directors of independent restaurants, multi-unit operations, large catering organizations, hotel banquet services, corporate dining, institutional foodservice, country clubs and retail establishments. The Food Shows are where the industry gathers across three distinct markets to source new products, share best practices, learn new concepts, and find ideas that will shape the future of their personal business in the industry itself.

CONTACT

 (425) 295-3300

#COFFEEFEST

To learn more, visit WWW.COFFEEFEST.COM

