Coffee Fest™

A B2B TRADE SHOW FOR THE SPECIALTY COFFEE INDUSTRY

81%
PURCHASING DECISION-MAKERS & INFLUENCERS

66%
OF ATTENDEE BASE IS NEW TO COFFEE FEST EVERY SHOW

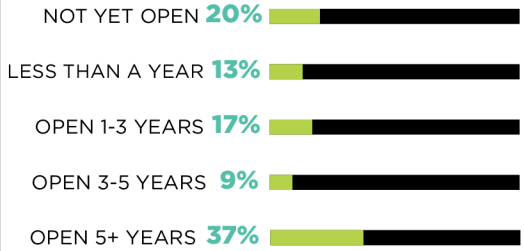
CORE AUDIENCE

- **35%** OWNERS
- **26%** BARISTAS + MANAGERS
- **23%** ROASTERS & ROASTING RELATED BUSINESSES
- **15%** STARTUPS

CORE BUSINESS TYPES

- **17%** RETAIL CAFE + COFFEE ROASTER
- **18%** SPECIALTY COFFEE RETAIL (NO ROASTING)
- **7%** COFFEE ROASTER (NO CAFE OR RETAIL)

HOW LONG IN BUSINESS



HOW MANY LOCATIONS

- **13%** NOT YET OPEN/ NO RETAIL SPACE
- **46%** 1 LOCATION
- **18%** 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

	2027 PRICING *$32.50/SQFT*
5X10	$1,625
10X5	$2,600
10X10	$3,250
10X20	$6,500
10X30	$9,750
20X20	$15,300
CORNER FEE	$575
ZONE 1 FEE	$575
FURNITURE PACKAGE *(6' DRAPED TABLE & CHAIR)*	$300
CONVERGE+ LEAD GENERATION	$295

Visit www.coffeefest.com for more information

HOSTED IN 4 REGIONAL MARKETS ACROSS THE US

NEW YORK
MARCH 7-9

CHICAGO
JUNE 11-12

PASADENA
AUGUST 20-21

SEATTLE
NOVEMBER 12-13