



CoffeeFest™

**A B2B TRADE SHOW
FOR THE SPECIALTY
COFFEE INDUSTRY**



81%

PURCHASING
DECISION-MAKERS &
INFLUENCERS



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)



66%

OF ATTENDEE BASE IS
NEW TO COFFEE FEST
EVERY SHOW



HOW LONG IN BUSINESS

NOT YET OPEN **20%**

LESS THAN A YEAR **13%**

OPEN 1-3 YEARS **17%**

OPEN 3-5 YEARS **9%**

OPEN 5+ YEARS **37%**



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

**HOSTED IN 4
REGIONAL MARKETS
ACROSS THE US**

**NEW YORK
MARCH 7-9**

**CHICAGO
JUNE 11-12**

**PASADENA
AUGUST 20-21**

**FALL SHOW
TBD**

Visit www.coffeefest.com for more information