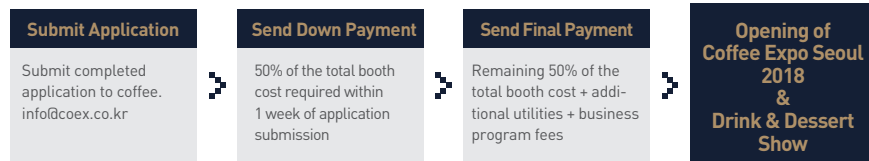


Participation Guidelines



Application Guidelines

Booth Fees and Deadlines

Application Category	Booth Type	Unit Price
Early Bird Application (Due : Dec. 1, 2017)	Space Only	USD 2,100
	Shell Scheme	USD 2,500
	Premium	USD 2,900
General Registration (Due : Feb. 16, 2018)	Space Only	USD 2,300
	Shell Scheme	USD 2,700
	Premium	USD 3,100

-Minimum units for a Space Only Booth: Two or more booths

-Minimum units for a Premium Booth: Ten or more booths

-Corner booth (two sides open): USD 300 additional charge

Additional Utilities

Classification	Details	Unit Price
Electricity	Daytime or 24 hours	Daily US \$ 70/kW
	Single Phase 220V (60HZ)	24 Hours US \$ 90/kW
	Three Phase 380V(60HZ)	*Usage for 4 days
Telephone	Local or International	Local US \$ 70/Ea. International US \$ 200/Ea.
Water & Drainage	Apply when needed to showcase exhibit items	US \$ 200/Ea.
Internet Access	LAN Internet Cable	US \$ 200/port

Business Program

Program	Participation Fee	Note
Mint Label Showcase	USD 1,000/session (Max. 20 people)	Limited to 2018 new products
Marketing Stage Session	USD 1,000/session (Max. 50 people)	Marketing Stage inside the exhibition hall
Education Session	USD 2,000/session (Max. 50 people)	3F, Conference Room

- Applicants must submit an application first - Limited space only*

Booth Packages

National Pavilion Package

Coex offers the 'National Pavilion Package' - a tailor-made program for all trade agencies and organizations. The benefits include booth fee discounts, upgraded booths (integration of national flag), 1:1 Business Matching Program, free promotional opportunities and more.

Re-participation Booth Discounts

Coex offers discounts to exhibitor who have participate in Coffee Expo Seoul for consecutive years. For more details, please contact the secretariat.

Coffee Expo Seoul Secretariat

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**COFFEE
EXPO**
SEOUL 2018

LIFE
BEGINS
AFTER
COFFEE

Coffee Expo Seoul 2018

April 5 - 8, 2018 | Coex Halls A&B, Seoul, Korea

Organized by | **coex** **KCA**
한국커피박람회

Show Overview

Title | Coffee Expo Seoul 2018

Venue | Coex Hall A & B (18,378m²), Seoul, South Korea

Dates | April 5th (Thu) – April 8th (Sun), 2018

Expected Scale | 250 Companies, 800 Booths

Organizer | Coex Co., Ltd, Korea Coffee Association

Why Coffee Expo Seoul?

- 1. TREND** Largest coffee exhibition highlighting industry news and newest products in the first half of the year
- 2. TIMING** Takes place right before summer, which is the best time to introduce and test newly developed products and menu, and target the upcoming season
- 3. BUYER** Local and overseas buyers are invited to the exhibition! Private cafe owners and those wanting to start a cafe business visit the exhibition to study new trends and purchase items
- 4. MARKETING** Exposure through various marketing channels such as Social Media Marketing, Brand Book, Official Coffee Expo Seoul (Korean, English, Japanese, Chinese) Websites, Media News and Press

Exhibit Items



Premium Coffees & Teas

Varieties of green and roasted coffee beans (espresso to blended), instant coffee, tea leaves, tea bags



Hot & Cold Beverage

Milk, creams and related dairy products, honey, sugars, syrups and sweeteners, chicory, cinnamon and other raw ingredients



Machinery & Equipment

State-of-the-art coffee machines, equipment and ice makers, drink dispensers, juice and smoothie blenders, coffee grinders, soda foundations, and kitchen appliances



Gourmet Foods

Baked goods, desserts, biscuits, ice cream, chocolate, confectionery, cocoa based products, candy and sweetened fruits



Franchise & Shop Supplies

Cutlery, tableware, storage, furniture, interior decoration, bar accessories, and coffee shop consulting, and home café supplies

Concurrent Program

DRINK & DESSERT SHOW 2018

Space for trendy drinks & premium dessert!

Organizer | Coex Co., Ltd

Host | Beatrice

Dates | April 5th (Thu.) ~ 8th (Sun.), 2018

Venue | Coex Hall C, 3rd Floor

Scale | 130 companies, 400 booths (including events)

2018 World Super Barista Championship (WSBC)

Who will take the title of "2018 World Barista Champion"?

Organizer | Coex Co., Ltd

Host | Korea Coffee Association

Description | Round of 64 to finals

Award | Total Prize Money \$64,000

Opening Ceremony

Introduction of Coffee Country's beans, culture and machinery

2017 Indonesia | Trade with Remarkable Indonesia

2016 Brazil | Viva! Café Brasil

2015 Colombia | Seed to Cup

Best New Product Awards

Find this year's best new Korean item!

Organizer | Best New Product Awards

Organizing Committee

Host | Coex Co., Ltd, Korea Coffee Association

Description | New products developed in Korea will be selected, showcased and awarded

Results from Coffee Expo Seoul 2017

267 Companies (29 overseas), 750 Booths (25 overseas), 9 Countries, 39,427 Visitors



Number of exhibitors increased by 285% from the 1st edition in 2012

The number of exhibitors, who handle coffee machines, coffee beans, cafes, and other materials, has steadily increased in addition to Coffee Expo Seoul maturing into an exhibition encompassing all aspects of the coffee industry, including café related products and business consulting and more



Exhibitor's Satisfaction rate is 90%

Coffee Expo Seoul strives to organize exhibition, where companies can gain positive results through participation as exhibitors!



85% of 2017 exhibitors plan to re-participate in 2018

Exhibitors are planning to re-participate the following year due to positive results and increased sales through the exhibition in 2017



Visitor's Satisfaction rate is 98%

More than 40,000 visitors in the coffee industry visited the exhibition