



GLOBAL SPECIALTY COFFEE
EXPO
ROASTER VILLAGE



ROASTER VILLAGE

This year's Roaster Village invites attendees to explore and taste coffees produced and roasted by some of the best roasters in the industry.

Roaster Village will be set in a high-traffic location within the U.S. Coffee Championships area of the Washington State Convention Center.



YOUR NAME HERE

DEMOGRAPHICS

Over 12,000 specialty coffee professionals attend the Specialty Coffee Association's annual Expo, making it the world's largest gathering of specialty coffee professionals.

With a make up of a mostly millennial audience (42% of attendees) and Generation X'ers (38% of attendees), 80% are under 50 years old. The Expo includes 800+ booths, 35 educational classes and 40 lectures.

Attendees include specialty coffee roasters, retailers, baristas, coffee leadership, influencers and media - basically 12,000 people who respect craft and pay for quality.

The Specialty Coffee Association community is a highly engaged audience and very active in our social spaces including Facebook, Instagram and most popularly Twitter with over 19 million impressions during the event.



THE SET UP

Who can participate?

The Roaster Village is open to micro-roasters only (less than 100K pounds per year) and boutique green coffee importers.

What's included in your package:

- 6' x 24" display table and signage
- Access to a full range of brewing equipment, water towers, grinders, cups, etc, and scheduled slots on a single group espresso machine
- Two (2) 3-day Global Specialty Coffee Expo Badges
- Admission to the Official Launch Party on Thursday, April 20
- Name listing in the official Expo mobile app

Roasters are required to provide:

- Enough coffee for three (3) days of service for up to 5,000 people each day
- Marketing and promotional materials

Location:

- Located in the U.S. Coffee Championships area at the Washington State Convention Center

Cost to Participate:

- \$1,500 for duration of Expo (three full days - April 21-23, 2017)



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