

A detailed illustration of coffee plant foliage, featuring large green leaves with prominent veins and clusters of light-colored flowers with yellow centers. The style is a fine-line drawing with some color washes.

SPECIALTY COFFEE

# EXPO

**APRIL 19-22  
2018**

**SEATTLE**

WASHINGTON STATE CONVENTION CENTER



#CoffeeExpo2018  
[www.coffeeexpo.org](http://www.coffeeexpo.org)

# SCHEDULE AT A GLANCE

## WEDNESDAY, APRIL 18

8:00am - 7:00pm Registration

8:00am - 7:00pm Early Move-In \*Exhibitors Only

## THURSDAY, APRIL 19

7:00am - 6:00pm Registration

7:00am - 7:00pm Exhibitor Move-In

6:00pm - 9:00pm Official Launch Party at MoPOP

## FRIDAY, APRIL 20

7:00am - 6:00pm Registration

7:00am - 10:30am Show Floor Access: Exhibitors Only

9:00am - 5:00pm Lectures & Coffee Skills Education Courses

10:30am Official Opening of Exhibits

10:30am - 5:30pm Exhibit Hall Open to All Registrants

## SATURDAY, APRIL 21

8:00am - 5:00pm Registration

8:00am - 10:30am Show Floor Access: Exhibitors Only

9:00am - 5:00pm Lectures & Coffee Skills Education Courses

10:30am - 5:30pm Exhibit Hall Open to All Registrants

## SUNDAY, APRIL 22

8:00am - 3:00pm Registration

8:00am - 10:30am Show Floor Access: Exhibitors Only

9:00am - 1:30pm Lectures & Coffee Skills Education Courses

10:30am - 4:00pm Exhibit Hall Open to All Registrants

4:00pm - 10:00pm Move-Out \*Exhibitors Only

8:30pm - Late Official After Party at Aston Manor

## MONDAY, APRIL 23

7:00am - 11:00am Move-out Concludes \*Exhibitors Only



### KEY DATES

December 1  
December 1

March 28  
March 20 - April 9

Registration Opens  
Freeman Exhibitor Kit Released  
*\*delivered via email and available  
for download at [coffeexpo.org/exhibitor-info](http://coffeexpo.org/exhibitor-info)*  
Freeman Order Deadlines  
Advanced Shipping



# WHAT'S INCLUDED

## 10' x 10' BOOTH INCLUDES:

- Fireproof side and back wall draping in light gray.
- Booth carpeting in black. You are requested to use the show color carpeting or request a waiver for exceptions.
- Four (4) free Exhibitor staff badges. Badge holder entitled to attend morning Expo Lectures and register for the SCA Coffee Skills Program for additional fees.
- Ten (10) free 2-day Exhibit Hall passes to give to customers plus NEW option to upgrade from a 2-day to 3-day customer badge for \$75.
- Use of the Exhibit Hall water area with sinks, hot water and filtered cold water.
- One 7" x 44" company name sign (black block letters on white card stock).
- Admission to Official Launch Party on Thursday, April 19.
- Eligible to participate in Best New Product Competition and Display.
- Basic listing in the official Expo mobile app and Expo Guide.

## TABLETOP INFO:

A tabletop is a small display area for exhibitors who do not require a 10' x 10' booth space and includes:

- One 6' x 30" skirted table in black. All items must fit on table. Additional furniture or floor displays are not permitted.
- Two (2) free Exhibitor staff badges. Badge holder entitled to attend morning Expo Lectures and register for the SCA Coffee Skills Program for additional fees.
- Five (5) free 2-day Exhibit Hall passes to give to customers.
- Bullet numbers 5-9 from Booth Information to the left

## BOOTH AND TABLETOP SPACE DOES NOT INCLUDE:

Products or services supplied by the Washington State Convention Center, its exclusive contractors or the show decorator, Freeman. Examples of items NOT included are drayage (freight movement inside the convention center), freight, shipping or handling at the convention center, furniture, booth assembly, electrical, phone, in-booth water, cleaning or storage.



The Specialty Coffee Association (SCA) is a membership-based association built on foundations of openness, inclusivity, and the power of shared knowledge. From coffee farmers to baristas and roasters, our membership spans the globe, encompassing every element of the coffee value chain. SCA acts as a unifying force within the specialty coffee industry and works to make coffee better by raising standards worldwide through a collaborative and progressive approach. Dedicated to building an industry that is fair, sustainable, and nurturing for all, SCA draws on years of insights and inspiration from the specialty coffee community.

#### **US OFFICE**

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### **Housing and Travel**

PAR AVION  
Toll-Free: 800.826.0143  
P: 310.590.4711  
F: 310.649.3554  
E: [SCAreservations@paravion-inc.com](mailto:SCAreservations@paravion-inc.com)

Contact Par Avion For:  
Hotel Information and Reservations  
Air and Vehicle Transportation  
View a current list of hotels offering special rates at  
[www.coffeexpo.org/plan-your-trip](http://www.coffeexpo.org/plan-your-trip)

#### **Age Restrictions**

Individuals must be registered and 16 years of age or older to enter the Exhibit Hall during move-in or move-out, 12 years of age or older to enter the Exhibit Hall during show hours and 21 years of age or older to enter the Uppers & Downers exhibit. No one under 12 years of age (including infants) is permitted in Coffee Skills Program classes, Lectures or the Exhibit Hall. You must be 18 years of age or older to volunteer with the SCA. The U.S. Coffee Championships area is open to registrants of all ages.

#### **Show Decorator**

P: 775.355.4600 / F: 469.621.5617  
E: [FreemanRenoES@freemanco.com](mailto:FreemanRenoES@freemanco.com)  
Online Ordering: [freemanco.com/store](http://freemanco.com/store)  
Additional Online Support:  
888.508.5054

#### **Staff Contacts**

Please contact [exhibit@sca.coffee](mailto:exhibit@sca.coffee) or 562.999.3167 with questions pertaining to booth assignments, sampling, booth waivers, insurance, award programs, meeting rooms or facility questions.

**Attendee Material** [events@sca.coffee](mailto:events@sca.coffee)  
**Exhibit Info** [exhibit@sca.coffee](mailto:exhibit@sca.coffee)  
**Membership Info** [membership@sca.coffee](mailto:membership@sca.coffee)  
**Payments/Invoices** [accounting@sca.coffee](mailto:accounting@sca.coffee)  
**Registration Help** [registration@sca.coffee](mailto:registration@sca.coffee)  
**Sponsorship** [sponsorship@sca.coffee](mailto:sponsorship@sca.coffee)  
**Re:co Symposium** [symposium@sca.coffee](mailto:symposium@sca.coffee)  
**Volunteers** [volunteers@sca.coffee](mailto:volunteers@sca.coffee)

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# INCREASE YOUR VISIBILITY

## UPGRADE YOUR APP LISTING

The Expo Mobile App leads the industry in downloads and offers a great chance to expose attendees to your brand each time the app is opened. Enhance your listing with an app upgrade.

Contact Susan Gates at [SusanG@sca.coffee](mailto:SusanG@sca.coffee) for more information.

## AWARDS & EXPERIENCES

Become a part of the visual experience by participating in awards and interactive experiences like the Best New Product Competition & Display, Design Lab, Scientific Poster Session, Uppers + Downers and more.

Submission dates to be released soon! Visit [coffeexpo.org/interactive-exhibits](http://coffeexpo.org/interactive-exhibits) for more information.

## BECOME AN OFFICIAL SPONSOR

Increase brand visibility and drive extra traffic to your booth by sponsoring a portion of the event. We customize opportunities to fit your specific marketing objectives.

For more information, please contact [sponsorship@sca.coffee](mailto:sponsorship@sca.coffee).

