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WORLD OF COFFEE

DUBAI

21–23 JANUARY, 2024

21–23
JAN
2024

**ZABEEL HALLS 4, 5 & 6
DUBAI WORLD TRADE CENTRE,
UNITED ARAB EMIRATES**



dubai.worldofcoffee.org



EUROPE'S PREMIER COFFEE TRADE SHOW IS COMING BACK TO THE MIDDLE EAST!

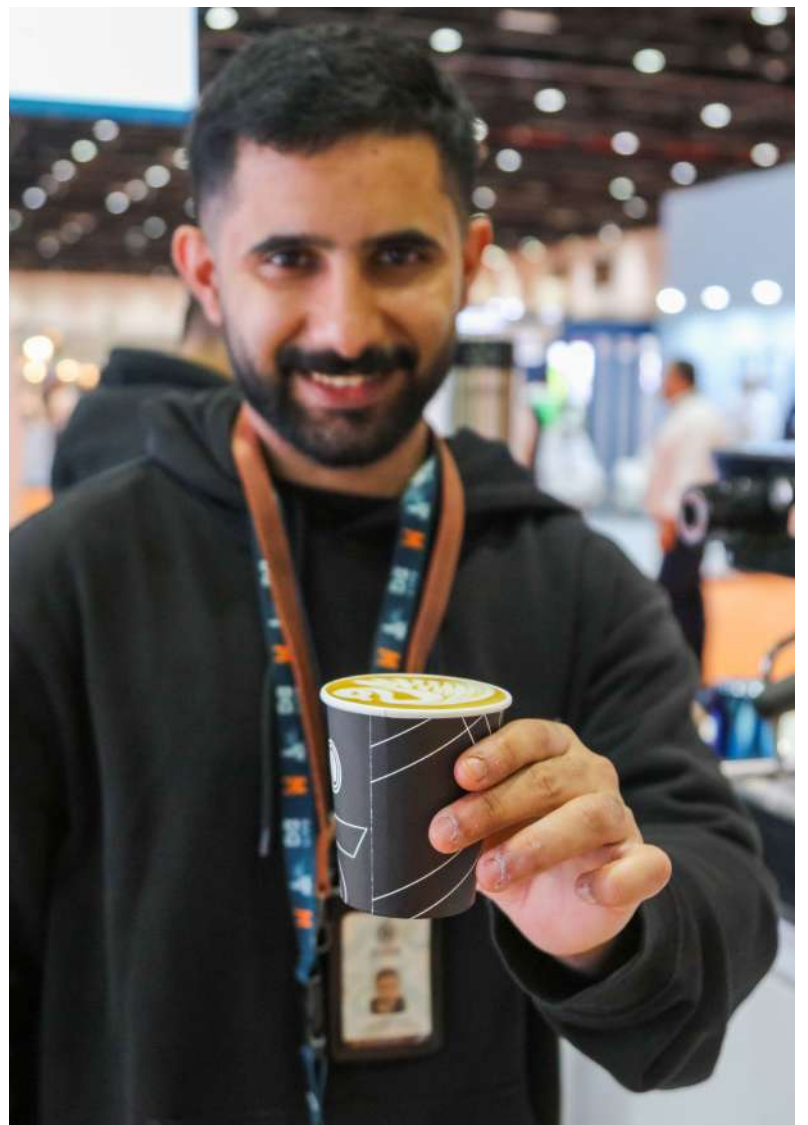
World of Coffee, Europe's premier coffee trade show returns to the Middle East for its hugely anticipated third edition!

World of Coffee, the go to event for all coffee professionals within the global coffee community will be held on the 21st to the 23rd of January, 2024 at the Dubai World Trade Centre in the United Arab Emirates.

World of Coffee is the brainchild of the SCA which has ensured its continued growth over the years with a massive increase in visitors from 3,000 to 10,000+ and a huge rise in international exhibitors from 45 to 300 expected to attend this year.

The event, which is currently in its 10th year internationally has emerged as the leading trade show contender for all members of the global community. A one stop shop for innovation, education and coffee commerce, the event attracts leading coffee and Horeca industry suppliers.

Join us for this exciting event and explore new trends, recent discoveries and aromas from the exciting world of coffee.

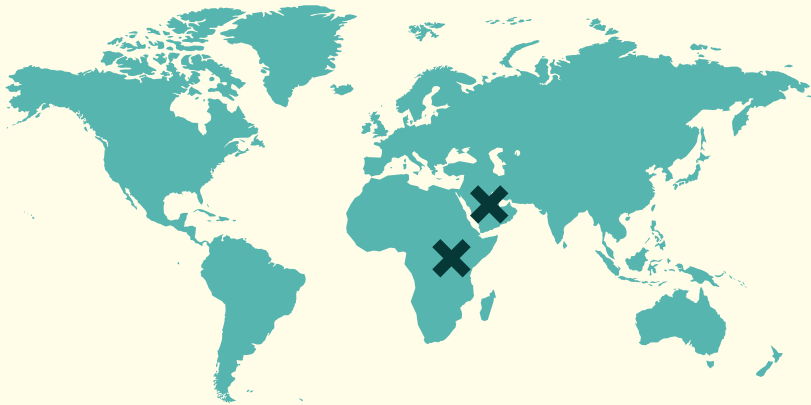


GROWTH OF THE MIDDLE EAST COFFEE INDUSTRY



A recent study by the Dubai Chamber of Commerce revealed that the value of retail coffee sales in the UAE amounted to AED 3.6 billion, with the volume reaching 28,400 tones, reflecting a CAGR of 8.3% in value and 7.2% in volume between 2015 and 2020. According to a report by the Business Registration and Licensing sector in Dubai's Department of Economy and Tourism, there are currently 615 coffee trade companies in Dubai, which confirms the city's prominence in this sector.

There was a 148% year-on-year increase in licenses issued in 2021 making the UAE a potential hub for not only the region but for the rest of the international coffee community.



2020 – 2025



ABOUT SPECIALTY COFFEE ASSOCIATION UAE CHAPTER [SCA/UAE]

In line with the Vision and Mission of SCAA (Specialty Coffee Association of America) and SCAE (Specialty Coffee Association of Europe) coffee professionals in UAE met on March 2014 to propose the establishment of a National Chapter of Specialty Coffee Association to represent the UAE coffee community. The Speciality Coffee Association UAE Chapter (SCA UAE) was formally recognized as an official SCA chapter on January 2017.

SHOW FEATURES





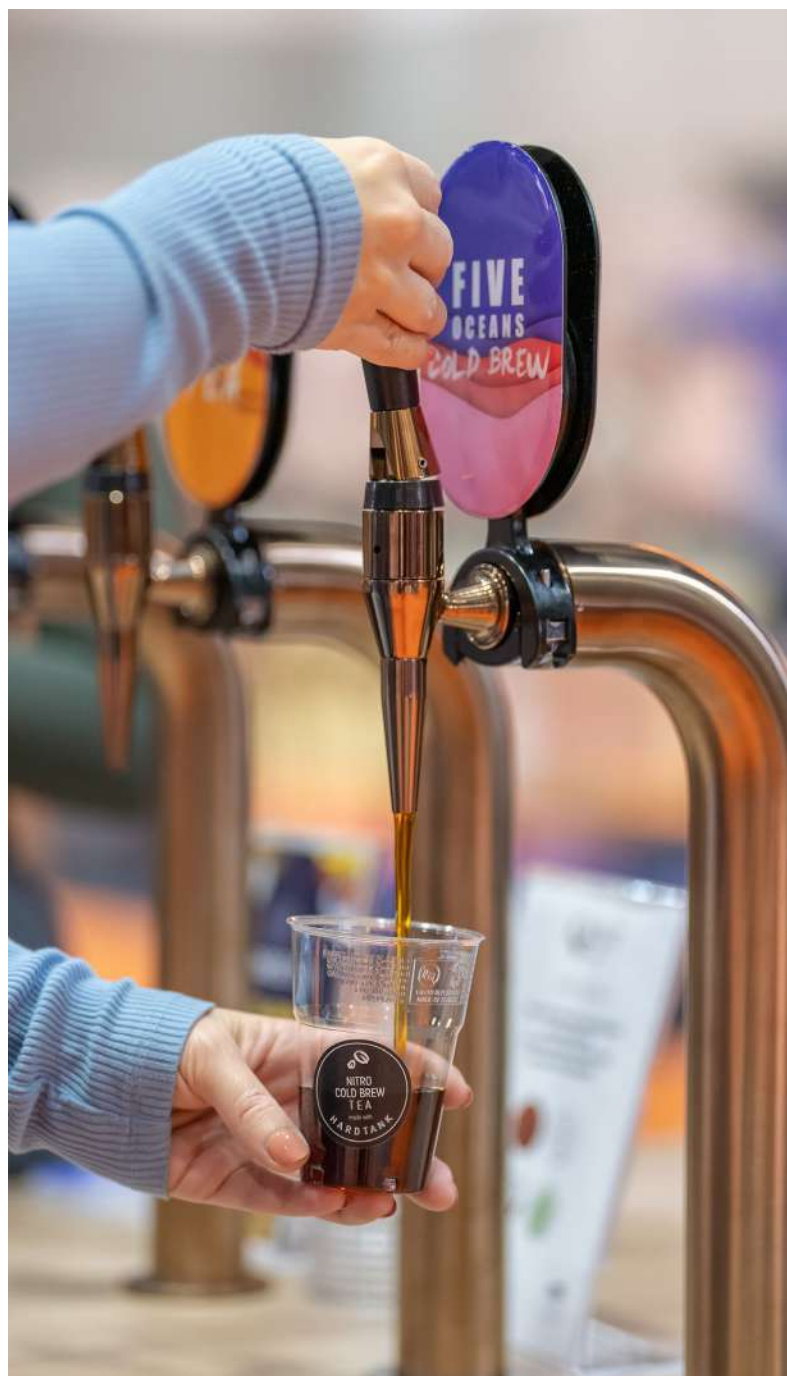
SCA UAE COFFEE CHAMPIONSHIPS

The coffee competitions are set to take place at the World of Coffee, Dubai, UAE.



ROASTERS VILLAGE

The Roasters Village is the place where micro roasters meet customers, coffees are roasted, brewed, and tasted. The village offers visitors the opportunity to see the latest trends in coffee sourcing, handling, roasting, brewing, and distributing... not to mention coffee tasting!



BREW & ESPRESSO BAR

Enjoy the many aromas of the never-ending variety of coffees available at the Brew Bar all expertly prepared by skilled baristas.



CUPPING CORNER

One of the most vibrant areas at World of Coffee is undoubtedly the ever-popular Cupping Rooms. These unique spaces provide an ideal backdrop for companies to share their newly harvested coffees to guests and visitors whilst visually promoting their products to all visitors. Equipped with the latest in batch brewers and manual brew devices these spaces are available to all exhibiting companies.





COFFEE DESIGN AWARDS

Never underestimate the power of creative design! The combination of great coffee and unique design is guaranteed to grab the attention of any potential customer and continues to play a pivotal role in distinguishing specialty coffee. The Coffee Design Awards celebrates these monumental achievements through four key platforms, coffee spaces, brand, coffee vessels and packaging showcases.



BEST NEW DISPLAY PRODUCT COMPETITION AND DISPLAY

The Best New Product Competition and Display offers everyone the opportunity to showcase their latest products which are in turn judged by a distinguished panel on quality and value to specialty coffee as a whole. Winners will be announced at an awards ceremony during the event.



SCA LECTURES & TRAINING PROGRAMME

Each year, World of Coffee welcomes industry renowned experts who inspire, educate, and motivate nearly 7,000 coffee professionals to reach for their goals and expand their coffee knowledge.



SCA LOUNGE & STORE

A rare opportunity to connect with leaders in the global coffee community and learn about the latest research and papers from the Specialty Coffee Association.





VISITOR PROFILE

Café owners

Roasters

Retailers

Baristas

Green Coffee Importers & Exporters

Coffee Growers & Producers

Coffee Enthusiasts

Procurement from hospitality,
restaurants & catering





EXHIBITOR PROFILE

- | | |
|---|--|
| Coffee Accessories | Confectionery & Bakery Products |
| Coffee Brewing Equipment | Flavours and Syrups |
| Espresso Machines | Franchising Opportunities |
| Roasting Equipment | Beverage Packaging Equipment |
| Café Décor, Art & Furniture | Industry Trade Publications |
| Coffee Roasters & Roasted Bean suppliers | Shipping companies |
| Dairy & alternate milk manufactures & suppliers | Water Filtration Systems & Bottled Water Suppliers |



DUBAI WORLD TRADE CENTRE, UAE

The epicentre for business in the Middle East, the Dubai World Trade Centre has played a pivotal role in the growth of Dubai's business tourism and trade since its inauguration in 1979.

Home to an iconic portfolio of influential business and trade events, DWTC hosted 1.98 million delegates with a robust visitation growth of 29% in 2022.

The results were driven by 244 MICE (Meetings, Incentives, Conferences, and Exhibitions), business and consumer events.

Of these, 97 Exhibitions and Conferences attracted 1.18 million attendees of which 38% were from overseas, reflecting Dubai's position as the destination of choice for business and tourism.



WOC DUBAI 2023 HIGHLIGHTS



BRANDS

950

EXHIBITORS

223



VISITORS

10,000+



VIPS

150

FROM OVER 48 COUNTRIES

EXHIBITION & SPONSORSHIP PACKAGES



EXHIBITION PACKAGES SPACE ONLY

Standard Location Area	AED 2,000 / sqm 12 sqm (min)
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Inclusions

- Build your stand, your way with complete freedom to use your own components
- Bookings will be confirmed on a first come first served basis due to limited availability
- Insurance is mandatory for all exhibitors this includes third party public liability. Insurance costs vary according to stand sizes
- 4 exhibitor staff badges for each 9sqm of space used.
- 15% Discount on stands built by DXB LIVE exclusive for WOC Dubai 2024 exhibitors

Exclusions

- Carpet
- Furniture
- Structure
- Furnishings
- Electrical or digital & printed signage
- The above exclusions are purchased from the official contractor



EXHIBITION PACKAGES SHELL SCHEME

Standard Location Area	AED 2,300 / sqm 9 sqm (min)
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Inclusions

- Standard booth - 9 sqm (minimum)
- Shell scheme
- 1 round table
- 2 chairs
- 3 spot lights
- 1 waste bin
- Floor carpet
- Electricity x 1 KW
- Power socket
- Basic fascia with company name and booth number
- Company profile in WOC 2024 digital/ guide
- 4 exhibitor booth staff badges for every 9 sqm



EXHIBITION PACKAGES ROASTERS VILLAGE

Cost

AED 9,000



Inclusions

- 1 counter
- 1 bar stool
- Power connection
- Drainage
- Water
- 2 exhibitor booth staff badges



EXHIBITION PACKAGES BREW BAR

Cost

AED 2000 per 3 hours



Inclusions

- Logo at the Brew Bar
- Sponsors highlighted during any Brew Bar promotion
- 2 exhibitor booth staff badges
- Espresso section
- Brewing/cold brew section
- Allocated space will easily accommodate one Barista in addition to a range of coffee products
- Options to book either multiple or single time slots are available



EXHIBITION PACKAGES CUPPING ROOM

Cost

AED 1000 per hour



Inclusions

- Logo at the Cupping room
- Recognition and mention of the sponsor when the Cupping room is promoted
- Conference Admission
- 3 exhibitor badges
- Machines and cupping equipment
- Companies will promote their coffees through exclusive cupping sessions

EXHIBITION PACKAGES

MANDATORY
INSURANCE FEES

9 SQM - 35 SQM	AED 450
36 SQM - 100 SQM	AED 675
101 SQM & ABOVE	AED 900



SPONSORSHIP PACKAGES



SPONSORSHIP PACKAGES

TITLE SPONSOR



Opportunities One (1)



Pre-event

- Logo as "Title Sponsor" on the website (with hyperlink to brand website), brochure (digital copy)
- A mention on the advert in the digital show guide
- 1 emailer designed by the sponsor to all of our database including the barista community (local, regional & international)
- Sponsorship announcement on all social media
- 7 dedicated social media posts - Instagram, Facebook and other social media posts
- Inclusion of company profile in the digital show guide
- 2 full page adverts in the digital show guide
- Pre-event press releases
- Use of event logo
- Lanyard sponsorship, this exclusive feature puts your brand on every attendee

Post-event



At the event

- Acknowledgement and exposure as "Title Sponsor"
 - Brand video played on the screens at the venue
 - 1 workshop session (if requested)
 - 1 presentation session (if requested)
 - 2 cupping room sessions
 - 1 brew bar session
 - 1 podcast episode & 3 mentions
 - Logo on all promotional material including signage displayed at the venue as the "Title Sponsor"
 - Logo displayed on the event holding slides
 - Sponsorship recognition including logo in exhibition halls, on aisle signs and exhibition entry signs
 - Sponsorship recognition including logo on www.dubai.worldofcoffee.org
 - 10 VIP badges
 - 10 visitor badges
- Logo on Post Show Report sent out to the entire exhibitor database
 - Logo on thank you e-mail for all visitors after the show has closed

SPONSORSHIP PACKAGES

SILVER SPONSOR



Opportunities Two (2)



Pre-event

- Logo as "Silver Sponsor" on the website (with hyperlink to brand website)
- Brochure (digital copy)
- 1 page advert in the digital show guide
- 1 emailer designed by the sponsor to all of our database including the barista community (local, regional & international)
- Sponsorship announcement on all social media platforms
- 3 dedicated social media posts: Instagram, Facebook and other social media posts and platforms
- Inclusion of company profile in the digital show guide

Post-event



At the event

- Acknowledgement and exposure as "Silver Sponsor"
- Brand video to be played on the screens at the venue
- 1 presentation session (if requested)
- 1 podcast episode & 2 mentions
- 1 Cupping room session
- Logo on all promotional material including signage displayed at the venue as the "Silver Sponsor"
- Logo displayed on the event conference holding slides
- Sponsorship recognition including logo in exhibition halls, on aisle signs and exhibition entry signs
- Sponsorship recognition including logo on www.dubai.worldofcoffee.org
- 10 VIP badges
- 5 visitor badges

- Logo on Post Show Report sent out to the entire exhibitor database
- Logo on thank you e-mail for all visitors after the show has closed

SPONSORSHIP PACKAGES

BRONZE
SPONSOR



Opportunities
Two (2)



Pre-event

- Logo as "Bronze Sponsor" on the website (with hyperlink to brand website)
- Brochure (digital copy)
- Half page advert in the digital show guide
- 1 emailer designed by the sponsor to all of our database including the barista community (local, regional & international)
- Sponsorship announcement on all social media platforms
- 3 dedicated social media posts: Instagram, Facebook and other social media posts and platforms
- Inclusion of company profile in the digital show guide

At the event

- Acknowledgement and exposure as "Bronze Sponsor"
- Brand video to be played on the screens at the venue
- 1 presentation session (if requested)
- 1 podcast episode & 1 mention
- Logo on all promotional material including signage displayed at the venue as the "Bronze Sponsor"
- Logo displayed on the event conference holding slides
- Sponsorship recognition including logo in exhibition halls, on aisle signs and exhibition entry signs
- Sponsorship recognition including logo on www.dubai.worldofcoffee.org
- 5 VIP badges
- 5 visitor badges

Post-event

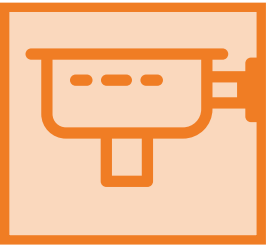


- Logo on Post Show Report sent out to the entire exhibitor database
- Logo on thank you e-mail for all visitors after the show has closed



SPONSORSHIP PACKAGES

COUNTRY SPONSOR



Opportunities
One (1)



Pre-event

- Logo as "Country Sponsor" on the website (with hyperlink to brand website), brochure (digital copy)
- A mention on the advert in the digital show guide
- 1 emailer designed by the sponsor to all of our database including the barista community (local, regional & international)
- Sponsorship announcement on all social media platforms
- 1 podcast episode
- 1 dedicated social media post - Instagram, Facebook and other social media post.
- Inclusion of company profile in the digital show guide

At the event

- Acknowledgement as "Country Sponsor"
- Logo on all promotional material including signage displayed at the venue
- Logo displayed on the event holding slides
- Sponsorship recognition including logo in exhibition halls, on aisle signs and exhibition entry signs
- Sponsorship recognition including logo on www.dubai.worldofcoffee.org
- 5 VIP badges
- 5 visitor badges

Post-event



- Logo on Post Show Report sent out to the entire exhibitor database
- Logo on thank you e-mail for all visitors after the show has closed



SPONSORSHIP PACKAGES

NETWORKING
GALA SPONSOR

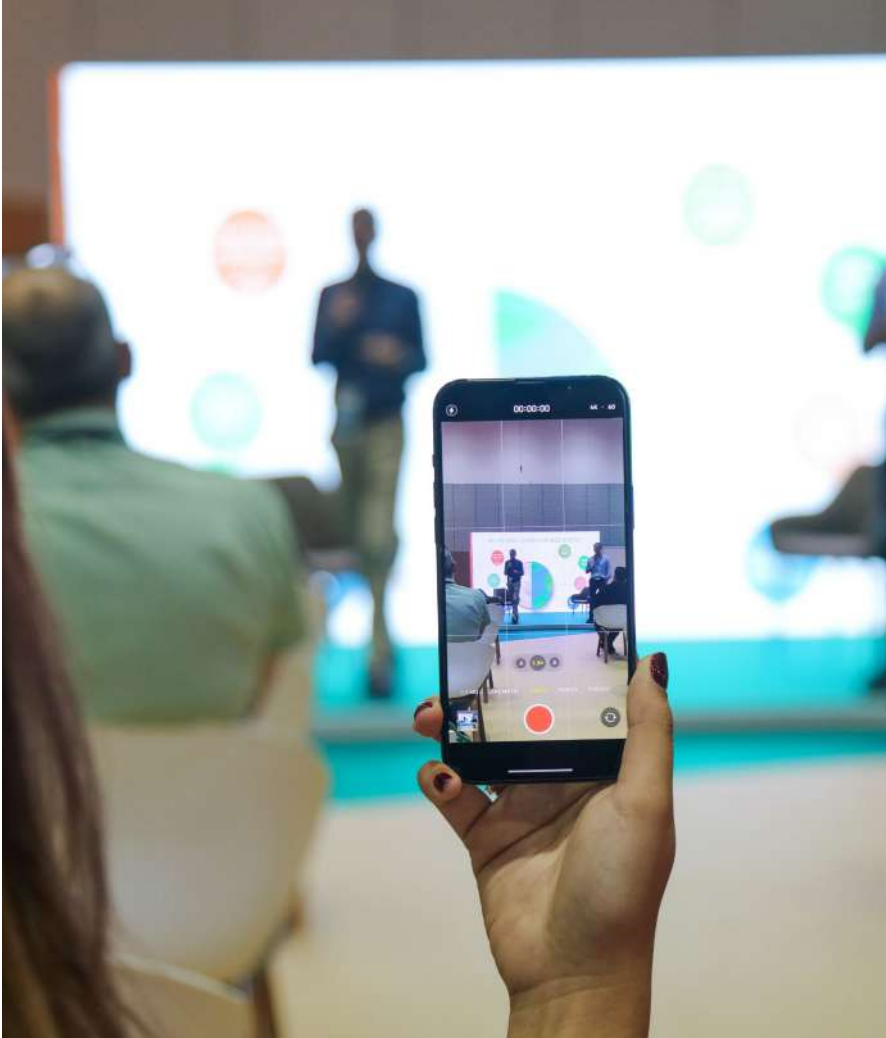


Opportunities
One (1)



Pre-event

- Logo as "Networking Gala Sponsor" on the website (with hyperlink to brand website), brochure (digital copy)
- A mention on the advert in the digital show guide
- 1 emailer designed by the sponsor to all of our database including the barista community (local, regional & international)
- Sponsorship announcement on all social media platforms
- 1 dedicated social media post - Instagram, Facebook and other social media posts.
- Inclusion of company profile in the digital show guide



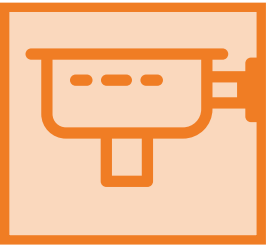
At the event

- Acknowledgement as "Networking Gala Sponsor"
- Logo on all promotional material including signage displayed at the venue
- Logo displayed on the event holding slides
- Sponsorship recognition including logo in exhibition halls, on aisle signs and exhibition entry signs
- Sponsorship recognition including logo on www.dubai.worldofcoffee.org
- 4 visitor badges



SPONSORSHIP PACKAGES

BUYER'S LOUNGE SPONSOR



Opportunities One (1)



Pre-event

- Logo as "Buyer's Lounge Sponsor" on the website (with hyperlink to brand website), brochure (digital copy)
- A mention on the advert in the digital show guide
- 1 emailer designed by the sponsor to all of our database including the barista community (local, regional & international)
- Sponsorship announcement on all social media platforms
- 1 dedicated social media post - Instagram, Facebook and other social media posts.
- Inclusion of company profile in the digital show guide

Post-event



At the event

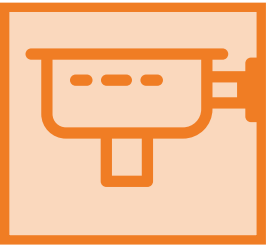
- Acknowledgement as "Buyer's Lounge Sponsor"
- Logo on all promotional material including signage displayed at the venue
- Logo displayed on the event holding slides
- Sponsorship recognition including logo in exhibition halls, on aisle signs and exhibition entry signs
- Sponsorship recognition including logo on www.dubai.worldofcoffee.org
- 10 VIP badges
- 10 visitor badges

- Logo on Post Show Report sent out to the entire exhibitor database



SPONSORSHIP PACKAGES

TOTE BAG SPONSOR



Opportunities
One (1)



Pre-event

- Logo as "Tote Bag Sponsor" on the website (with hyperlink to brand website), brochure (digital copy)
- Inclusion of company profile in the digital show guide



At the event

- Acknowledgement as "Tote Bag Sponsor"
- Logo on all promotional material including signage displayed at the venue
- Logo displayed on the event holding slides
- Sponsorship recognition including logo in exhibition halls, on aisle signs and exhibition entry signs
- Sponsorship recognition including logo on www.dubai.worldofcoffee.org

Post-event



- Logo on Post Show Report sent out to the entire exhibitor database



SPONSORSHIP PACKAGES

COFFEE CHAMPIONSHIP



Opportunities Two (2)



Pre-event

- Logo as "Championship Sponsor" on the website (with hyperlink to brand website), brochure (digital copy)
- A mention on the advert in the digital show guide
- 1 emailer designed by the sponsor to all of our database including the barista community (local, regional & international)
- Sponsorship announcement on all social media platforms
- 5 championships dedicated social media posts - Instagram, Facebook and other social media posts calling out baristas to take part in the championships
- Inclusion of company profile in the digital show guide

At the event

- Acknowledgement as "Championship Sponsor"
- Sponsor in the Coffee Championship area
- Opportunity to give a 20-minute presentation at Championship Competition Area
- 1 workshop presentations (if requested)
- Logo on all promotional material including signage displayed at the venue
- Logo displayed on the event holding slides
- Sponsorship recognition including logo in exhibition halls, on aisle signs and exhibition entry signs
- Sponsorship recognition including logo on www.dubai.worldofcoffee.org

Post-event

- Logo on Post Show Report sent out to the entire exhibitor database
- Logo on thank you e-mail for all visitors after the show has closed



SPONSORSHIP PACKAGES

BREW BAR SPONSOR



Opportunities One (1)



Pre-event

- Logo as "Brew Bar Sponsor" on the website (with hyperlink to brand website), brochure (digital copy)
- A mention on the advert in the digital show guide
- 1 emailer designed by the sponsor to all of our database including the barista community (local, regional & international)
- Sponsorship announcement on all social media platforms
- 3 Brew Bar feature dedicated social media - Instagram, Facebook and other social media
- Inclusion of company profile in the digital show guide
- Acknowledgement as "Brew Bar Sponsor" in the Brew Bar area
- Logo on all promotional material including signage displayed at the venue
- Logo displayed on the event holding slides
- Sponsorship recognition including logo in exhibition halls, on aisle signs and exhibition entry signs
- Sponsorship recognition including logo on www.dubai.worldofcoffee.org



At the event

- Acknowledgement as Brew Bar Sponsor in the Brew Bar area
- 1 workshop presentations (if desired)
- Logo on all promotional material including signage displayed at the venue
- Logo displayed on the event holding slides
- Sponsorship recognition including logo on exhibition hall aisle signs and exhibition entry signs
- Sponsorship recognition including logo on www.dubai.worldofcoffee.org
- 1 brew bar session

Post-event

- Logo on Post Show Report sent out to the entire exhibitor database
- Logo on thank you e-mail for all visitors after the show has closed

SPONSORSHIP PACKAGES

DAIRY & PLANT
BASED MILK
SPONSOR



Opportunities
Three each (3)



Pre-event

- Logo as "Dairy and Alternative Milk Sponsor" on the website (with hyperlink to brand website), brochure (digital copy)
- A mention on the advert in the digital show guide
- 1 emailer designed by the sponsor to all of our database including the barista community (local, regional & international)
- Sponsorship announcement on all social media platforms
- 3 dedicated social media posts - Instagram, Facebook and other social media
- Inclusion of company profile in the digital show guide

At the event

- Acknowledgement as "Dairy and Alternative Milk Sponsor" at the venue
- Logo on all promotional material including signage displayed at the venue
- Logo displayed on the event holding slides
- Sponsorship recognition including logo in exhibition halls, on aisle signs and exhibition entry signs
- Sponsorship recognition including logo on www.dubai.worldofcoffee.org

Post-event



- Logo on Post Show Report sent out to the entire exhibitor database
- Logo on thank you e-mail for all visitors after the show has closed



SPONSORSHIP PACKAGES

OFFICIAL WATER SPONSOR



Opportunities
One (1)



Pre-event

- Logo as "Official Water Sponsor" on the website (with hyperlink to brand website), brochure (digital copy)
- A mention on the advert in the digital show guide
- 1 emailer designed by the sponsor to all of our database including the barista community (local, regional & international)
- Sponsorship announcement on all social media platforms
- 3 dedicated social media posts- Instagram, Facebook and other social media
- Inclusion of company profile in the digital show guide

At the event

- Acknowledgement as "Official Water Sponsor" at the venue
- Sampling bottles to all exhibitors at their stand
- Logo on all promotional material including signage displayed at the venue
- Logo displayed on the event holding slides
- Sponsorship recognition including logo in exhibition halls, on aisle signs and exhibition entry signs
- Sponsorship recognition including logo on www.dubai.worldofcoffee.org

Post-event

- Logo on Post Show Report sent out to the entire exhibitor database
- Logo on thank you e-mail for all visitors after the show has closed



SPONSORSHIP PACKAGES

ROASTERS VILLAGE

Opportunities
Two (2)

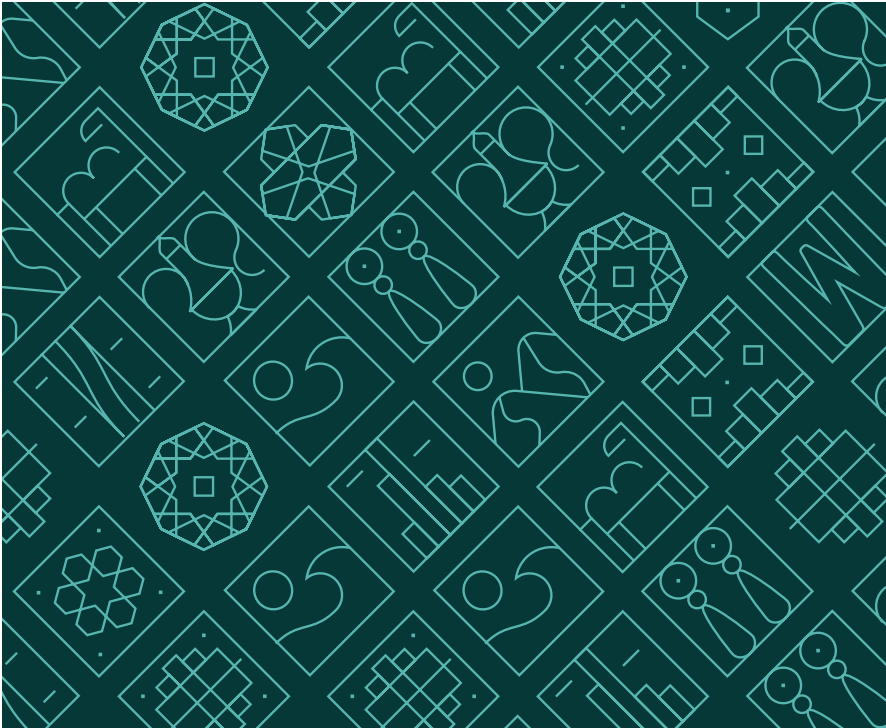


Pre-event

- Logo as “Roasters Village Sponsor” on the website (with hyperlink to brand website), brochure (digital copy)
- A mention in the digital show guide
- 1 emailer designed by the sponsor to all of our database including the barista community (local, regional & international)
- 3 Roasters Village dedicated social media posts - Instagram, Facebook and other social media
- Inclusion of company profile in the digital show guide

At the event

- Acknowledgement as ‘Roasters Village Sponsor’ in the Roasters Village
- Logo on all promotional material including signage displayed at the venue
- Logo displayed on the event holding slides
- Sponsorship recognition including logo in exhibition halls, on aisle signs and exhibition entry signs
- Sponsorship recognition including logo on www.dubai.worldofcoffee.org
- 1 counter at the Roasters Village



SPONSORSHIP PACKAGES

CUPPING SPONSOR

Opportunities Two (2)

Pre-event

- Logo as "Cupping Room Sponsor" on the website (with hyperlink to brand website), brochure (digital copy)
- A mention on the advert in the digital show guide
- 1 emailer designed by the sponsor to all of our database including the barista community (local, regional & international)
- 3 Roasters Village dedicated social media posts - Instagram, Facebook and other social media
- Inclusion of company profile in the digital show guide

At the event

- Acknowledgement as 'Cupping Room Sponsor' in the Cupping Room
- Logo on all promotional material including signage displayed at the venue
- Logo displayed on the event holding slides
- Sponsorship recognition including logo in exhibition halls, on aisle signs and exhibition entry signs
- Sponsorship recognition including logo on www.dubai.worldofcoffee.org
- 1 cupping room session (if requested)



SPONSORSHIP PACKAGES



Shipping sponsor

Opportunities
One (1)

Packaging sponsor

Opportunities
One (1)

Syrup sponsor

Opportunities
Three (3)

**SCA Workshop
sponsor**

Opportunities
One (1)



SPONSORSHIP PACKAGES

SHIPPING / PACKAGING / SCA WORKSHOP SPONSOR

Opportunities One each (1)

Pre-event

- Logo as "Shipping, Syrup, Packaging and SCA Workshop Sponsor" on the website (with hyperlink to brand website), brochure (digital copy)
- A mention on the advert in the digital show guide
- 1 emailer designed by the sponsor to all of our database including the barista community (local, regional & international)
- Sponsorship announcement on all social media platforms
- 3 dedicated social media posts - Instagram, Facebook and other social media
- Inclusion of company profile in the digital show guide
- Sponsorship recognition including logo on www.dubai.worldofcoffee.org

At the event

- Acknowledgement as "Shipping, Syrup, Packaging and SCA Workshop Sponsor" at the venue
- Sampling bottles to all exhibitors at their stand
- Logo on all promotional material including signage displayed at the venue
- Logo displayed on the event holding slides
- Sponsorship recognition including logo in exhibition halls, on aisle signs and exhibition entry signs



SPONSORSHIP PACKAGES

SYRUP SPONSOR

Opportunities Three (3)

Pre-event

- Logo as "Syrup Sponsor" on the website (with hyperlink to brand website), brochure (digital copy)
- A mention on the advert in the digital show guide
- 1 emailer designed by the sponsor to all of our database including the barista community (local, regional & international)
- Sponsorship announcement on all social media platforms
- 2 dedicated social media posts - Instagram, Facebook and other social media
- Inclusion of company profile in the digital show guide

At the event

- Acknowledgement as "Syrup Sponsor" at the venue
- Logo on all promotional material including signage displayed at the venue
- Logo displayed on the event holding slides
- Sponsorship recognition including logo in exhibition halls, on aisle signs and exhibition entry signs
- Sponsorship recognition including logo on www.dubai.worldofcoffee.org



SPONSORSHIP PACKAGES

MACHINE SPONSOR

Opportunities One (1)

Pre-event

- Logo as "Machine Sponsor" on the website (with hyperlink to brand website), brochure (digital copy)
 - Inclusion of company profile in the digital show guide
 - Acknowledgement as "Machine Sponsor" at the venue
 - Sampling water boilers to event features or exhibitors.
 - Logo on all promotional material including signage displayed at the venue
- Logo displayed on the event holding slides
 - Sponsorship recognition including logo in exhibition halls, on aisle signs and exhibition entry signs
 - Sponsorship recognition including logo on www.dubai.worldofcoffee.org



SPONSORSHIP PACKAGES

PODCASTING
PARTNER



Opportunities
One (1)



Pre-event

- Logo as "Podcasting Partner Sponsor" on the website (with hyperlink to brand website), brochure (digital copy)
- 5 badges
- Inclusion of company profile in the digital show guide
- Acknowledgement as "Podcasting Partner Sponsor" at the venue
- Logo on all promotional material including signage displayed at the venue



- Logo displayed on the event holding slides
- Sponsorship recognition including logo in exhibition halls, on aisle signs and exhibition entry signs
- Sponsorship recognition including logo on www.dubai.worldofcoffee.org
- A space of 18 SQM is provided



SPONSORSHIP PACKAGES

REGIONAL MEDIA PARTNER

Pre-event

- Logo as "Regional Media Sponsor" on the website (with hyperlink to brand website), brochure (digital copy)
- 3 badges
- Inclusion of company profile in the digital show guide
- Acknowledgement as "Regional Media Sponsor" at the venue
- Logo on all promotional material including signage displayed at the venue
- Logo displayed on the event holding slides
- Sponsorship recognition including logo in exhibition halls, on aisle signs and exhibition entry signs
- Sponsorship recognition including logo on www.dubai.worldofcoffee.org
- A space of 9 SQM is provided



SPONSORSHIP PACKAGES

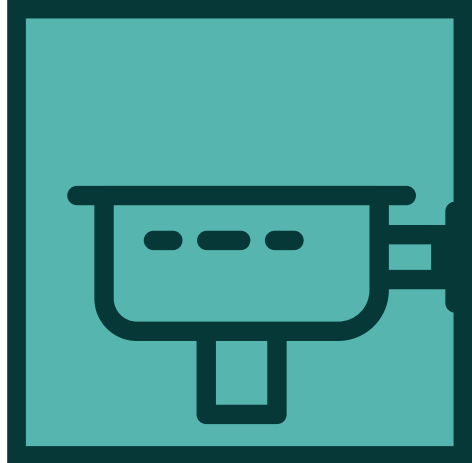
INTERNATIONAL MEDIA PARTNER SPONSOR



Pre-event

- Logo as "International Media Sponsor" on the website (with hyperlink to brand website), brochure (digital copy)
- 3 badges
- Inclusion of company profile in the digital show guide
- Acknowledgement as "International Media Sponsor" at the venue
- Logo on all promotional material including signage displayed at the venue
- Logo displayed on the event holding slides
- Sponsorship recognition including logo in exhibition halls, on aisle signs and exhibition entry signs
- Sponsorship recognition including logo on www.dubai.worldofcoffee.org
- A space of 9 SQM is provided

**BOOK YOUR STAND
AND SPONSORSHIP**



**ZABEEL HALLS 4, 5 & 6
DUBAI WORLD TRADE CENTRE, UAE
21 — 23 JANUARY, 2024**

**GET IN
TOUCH
TODAY**

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