



Document:
EVENTS AND EXHIBITIONS



WHO WE ARE

CoffeeBI is an independent business intelligence boutique specialising in the coffee industry.

We are an international team of professionals, market experts, analysts, and coffee lovers that go the extra mile to answer the questions in the concrete market and the business questions of coffee roasters and distributors, coffee machine manufacturers, B2B suppliers and all the main players in the coffee industry.

Our mission is to provide professional coffee players with a comprehensive and innovative point of view with practical and easy-to-consume insights into the coffee industry.



Does your coffee event need some cream?

Your team and yourself have worked hard over the last few months to put your Coffee trade show, your event, or simply your product to life. In a few months, weeks, or days it will be the moment to face reality and confront the numbers.

On one hand, in this overcrowded industry, it's extremely difficult to reach out and involve specific targets.

On the other hand, potential attendees are increasingly sceptical. They carefully select the events they will attend, by actively looking for reputation, facts, and details about each event.



At CoffeeBI, we live for coffee and strive to help our readers and visitors to stay up-to-date with respect to the latest facts in the industry. And events are no exception.

TAILORED ON YOUR BUSINESS

Our offer is for
exhibitions
festivals
company events
products

...and all satellite activities that
work around the coffee industry
(hotels, service agencies, etc.)
and their events.

4 SOLUTIONS FOR YOUR BUSINESS

Our readers and visitors are highly loyal, with a 30% of return rate, an average of 6,100 pageviews per month, 2,930 unique users per month (May 2017), and an increasing and enthusiastic number of CoffeeBI Exclusive Club members (launched in April 2017).

We target roasters, coffee machine and grinder manufacturers, as well as coffee consultants who daily visit the Opinion Leaders' space, our event calendar, and the extensive offer of free and paid news, articles and market analyses.

About 2 years after its official launch, CoffeeBI already and proudly represents an authoritative and vertical meeting point for the whole coffee industry. Last but not least, at CoffeeBI we appreciate that every event is different: depending on the context, timing, and registration numbers your show is experiencing, CoffeeBI can provide a specific set of tools orchestrated to maximize the number of visitors and exhibitors and to increase your brand awareness and contacts.

This is the reason why we prepared 4 solutions to meet your needs and a real customer journey to bring visitors to your event.

OUR SOLUTIONS

A1 – QUICK MEDIA KIT

A2 – SOCIAL SHARING

B1 – HOMEPAGE BANNER

B2 – ALL PAGES BANNER

CI – ADVERTORIAL/VIDEO

DI – DEMs

SOLUTION A1 – QUICK MEDIA KIT

Always included in one of our packages

The “solution A1” includes:

- Your logo in our [Event Partners](#) page
- Your logo and a short bio in our [Fairs, Festivals, and Exhibitions](#) page
- Your information in our [Fairs, Festivals, and Exhibitions](#) page (with your name, telephone, email) to help companies contact you directly

We are happy to include your event in our calendar. We list your event in Upcoming events of our Home Page.



OUR SOLUTIONS

We enrich your entry in the calendar with detailed information about your event location, costs and ticket details, your contact info, a short description of the exhibition, a logo or picture, and a **direct link to your registration page**.



Should you opt for this package, we guarantee that your event will be listed on our Home Page extract during at least the month before the exhibition (exact dates may vary, depending on the overall number of premium events shown).



SOLUTION A2 – SOCIAL SHARING

Sharing your information and multimedia materials

CoffeeBI boosts your information:

- By sharing your events (A1) via social networks and by encouraging discussions and comments
- By sharing via social networks your audio-video-img materials published into the Multimedia section (C1).

MULTIMEDIA: VIDEO, AUDIO, INFOGRAPHICS



SCA, The Coffee Community:
Working Together

MARCH 7, 2017



Some Coffee Festivals in 2017

MARCH 3, 2017



How To Open A Coffee Shop

FEBRUARY 10, 2017

OUR SOLUTIONS

For multimedia materials we mean: video, audio, infographics, pictures, images.



SOLUTION BI – HOMEPAGE BANNER

Web Banner (per week) on the homepage or another page

The “Solution BI” includes:

- the “solution AI”
- the positioning of your banner in home page.

Be the first thing that visitors see. With a standard and well placed Ad (i.e. 728x90px) on the CoffeeBI homepage or another specified page, your event will be the first thing that visitors see. This banner links to your space into our *Event calendar* or directly to your page.



728
x90 LEADERBOARD

OUR SOLUTIONS

BANNER SIZE

Note: the banner size in this picture is not real.

984x170

728x90

468x60

392x72

234x60

120x60

The banner design service is not included.

SOLUTION B2 – ALL PAGE BANNER

Web Banner (per week) on the side of every page

The “Solution B2” includes:

- the “solution A1”
- the positioning of your banner on the side of every page.

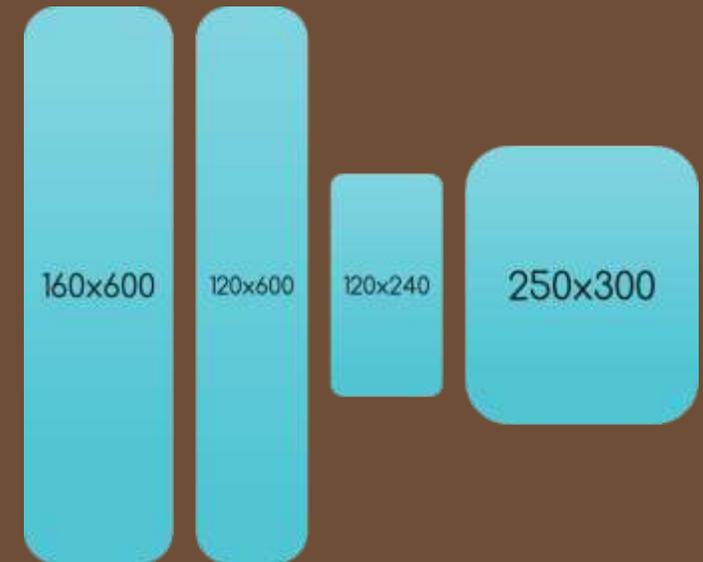
With a well-placed Ad (336x280) on the side of every page you will be sure all visitors will see your banner. This banner links to your space into our *Event calendar* or directly to your page.



OUR SOLUTIONS

BANNER SIZE

Note: the banner size in this picture is not real.



The banner design service is not included.

SOLUTION CI – ADVERTORIAL/VIDEO

Articles, images, video

The “Solution CI” includes:

- The “Solution AI”
- Articles*/Press releases* published in our highlight section
- Videos* or pictures*

*The material is provided by the client.

Minsk Coffee Fest 2016 on April 16-17, 2016

APRIL 1, 2016 • EXHIBITIONS, NEWS



World exhibitions calendar

MINSK – Coffee Fest 2016 is taking place in ARENA city mall on April 16-17. It is the largest even in the industry in Belarus where producers, suppliers, vendors, and fans can meet to discuss all important issues and to enjoy coffee. The program includes degustation, workshops, and masterclasses.

The main event of the fest is Belarus Barista Championship which will be held by the rules of WBC for the first time in Belarus. The jury will include certified SCAE judges, professionals of coffee industry from Belarus, Russia, and Europe. The chief judge is appointed by the committee of World Barista Championship. The winner of the Championship will represent Belarus in Ireland.



23-24 APRIL 2016 ARENA Minsk

UPCOMING EVENTS

MAY 13 Fri 2016	Kau Coffee Festival 2016
MAY 16 Mon 2016	Roasters Guild Retreat
MAY 25 Wed 2016	World of Coffee & Tea @ IMPACT Exhibition and Convention Center, Bangkok, Thailand
MAY 27 Fri 2016	Coffee Weekend Ankara @ Bilkent Station
MAY 6 Mon 2016	Coffee and Tea Festival Philly

Privacy & Cookies Policy

OUR SOLUTIONS

CoffeeBI supports your communication strategy.

Our editorial staff will work with you to receive, edit, publish, and share your articles, press reviews, pictures, and videos.

Note: your material must be in English.
Translation service is not included.

SOLUTION DI – DEM (Direct Email Marketing)

The “Solution DI” includes:

- The “Solution AI”
- A dedicated newsletter to our NL subscribers and our Exclusive Club Members



LET'S KEEP IN TOUCH

OUR SOLUTIONS

CoffeeBI supports your communication strategy.

Our editorial staff will work with you to receive, edit, and program the newsletter.

Note: your material must be in English.
Translation service is not included.

How Far Along Is Your Event?



One of the most requested pieces of advice from our readers is: “where shall I put my event budget?” “What are all the options and what do they offer?”

Whatever you are organizing in an exhibition, launching your product, or just promoting your offer in the occasion of an event, you may be in one of your journey stages and you will have different needs. This is the reason why we have divided your needs into 4 categories. For each category, we suggest right packages* to you:



**This is not mandatory. You can design your roadmap with our consultants, basing on your specific needs.*

Increase Awareness



In the early stage of your communication, you need to create awareness for your event and at first a familiarity towards prospects and potential interested operators coming from the coffee industry. In this stage, visual elements are more important than rational ones, as well as views being more important than clicks.

We suggest you get one of our solutions to increase your awareness with a package tailored to your communication needs.

Example: a Web Banner on the side of every page to support 3 articles per month to remind the event with tips or some pieces of information.

ROADMAP

This solution helps you give information on your event and create awareness.

We recommend running this package over 3 to 6 weeks starting from 12 to 8 months before your event.

Create Curiosity



Let people know more about your event. Interviews with operators, organisers, clients, can create curiosity, as well as video of previous similar events or infographics. How was the main success of the latest event? How did you help operators to do business?

CoffeeBI helps create interest and trust in your show, by providing its potential visitors and exhibitors with thorough information. Our staff works with your team to convey the most important facts about your show into an easy-to-read article, which directly links to your event in the CoffeeBI calendar or to your registration site. We offer a set of articles that will be published as a highlight on our homepage section and shared via social media, forums, and discussion groups.

Example: Sharing your videos about your previous event and create curiosity with 4 Articles with images or videos.

ROADMAP

This solution helps you give some further information on your event.

We recommend using it in the first stages of your communication plan.

Boost Your Event



It's time to increase your contacts and give people a reason to come and visit you.

Get straight to the point and reach people with a call for action. Early birds are an important asset to your show marketing strategy. Capturing them and their word of mouth will auto-ignite your event.

CoffeeBI helps you with solutions tailored on your needs:

Example: 2 Articles with images or video and a DEM with a call to action.

ROADMAP

This solution helps you give detailed information on your event,

We recommend using it when your booking service is ready.

Catch Latecomers



Sometimes the registrations and exhibitor numbers are not quite in line with expectations. Or you just need that extra boost to capture the ones who are still hesitating or simply forgot about the deadlines.

CoffeeBI offers two dedicated packages to reach your latecomers and bring that extra attendance to your show.

Example: Web Banner on the homepage or internal page and 2 article with images or videos or a DEM to remind the event.

ROADMAP

This solution helps you remind yourself of your event.

We recommend driving your communication to a specific message, and running this package over the last 2 months before the event or the registration deadline.