

CafeShow  COFFEE ALLEY

## Participant Recruitment

### Coffee Alley is

a special program at Cafe Show Seoul,  
dedicated to spreading the culture of specialty coffee  
and getting inspiration from roaster cafes around the world.

Share insights and discover new relationships with international baristas and roasters.

Take this opportunity to make new business leads.

Cafe Show Seoul is truly inspired by you, the leaders of roaster cafes and specialty coffee!

<b>Date</b>	Nov 8 ~ 11, 2023 (4 days)
<b>Place</b>	3F Hall E Lobby, Coex Convention & Exhibition Centre
<b>Subject</b>	Roastery cafes around the world
<b>Provided</b>	A Coffee Alley Stand Electricity (1KW) Cafe Show Seoul Entrance Pass (3 badges)
<b>Required</b>	Marketing materials that represent the uniqueness of your roastery Enough coffee to share with many coffee enthusiasts that will visit your stand
<b>Fee</b>	1,400 USD ※This fee is the cost of the stand build.
<b>Deadline</b>	Applications accepted via email <a href="mailto:info@cafeshow.com">info@cafeshow.com</a> until July 28th
<b>Process</b>	Submit Application → Application Reviewed → Participation Confirmed
<b>Criteria for selection</b>	Uniqueness, Sustainability, Design&Branding, Documents, Awards, Participation etc.

※Coffee Alley is a special hall to discover various roastery cafes that introduce new coffee culture.  
For opportunities to participate in various roastery cafes, it is operated as a graduation system that allows participation up to 3 times