

CAFE SHOW SEOUL 2024



The 23rd Seoul International Cafe Show
Nov 6-9, 2024



WORLD CLASS



A Business Platform Leading the Coffee Industry

Cafe Show Seoul is the world's largest business platform held annually in November to promote the global coffee industry and food and beverage culture.

Having grown alongside the coffee industry in South Korea since its inception, Cafe Show Seoul offers a creative MICE (Meetings, Incentives, Conferences, Exhibitions) model that integrates industry, knowledge, and culture, providing a unique value and experience that is exclusive to Cafe Show Seoul.

Cafe Show Seoul showcases trends in the global F&B market and serves as a professional exhibition that proposes new business solutions. It has been selected as the Global Top Exhibition, gaining recognition for its value and competitiveness both domestically and internationally.

Based on world-class capabilities, Café Show Seoul leads global coffee industry and discover new values for sustainable growth and coexistence.

Cafe Show Seoul aims to be your business partner for shining success and a strong leap toward a sustainable future.

- Selected as Global Top Exhibition by South Korean Ministry of Trade, Industry and Energy
- Global MICE representing Seoul
- Winner of the AFECA (Asian Federation of Exhibition and Convention Association) Award
- Officially supported by the ICO (International Coffee Organization)



**Welcome
to Tomorrow!**

You and Me
Today and Tomorrow
Exhibitors and Visitors

Bright ideas about coffee,
All the possibilities and opportunities

Bloom here

Cafe is a platform where ideas grow.
Cafe Show Seoul is a platform to move towards tomorrow together

TIMELESS

A Historically Significant Exhibition that Satisfies Participants.

Since its first edition in 2002, Cafe Show Seoul has been growing in tandem with the industry and its participants. More than 93% of the participants return, showing a high level of satisfaction.



- 675 exhibitors, 3,750 brands from 36 countries (2023)
- Exhibitor re-participation rate of 94%
- Exhibitor satisfaction rate of 95%

SIGNIFICANT



A Must-Attend Exhibition for the F&B Industry Where You Can Meet Buyers from Around the World.

Every November, major buyers from around the world gather in Seoul. Cafe Show Seoul connects coffee industry professionals from around the world with key buyers, making it a must-attend exhibition for successful business.



- B2B satisfaction rate of 98%
- Business matching platform "Mocha Port"
- Invite hosted buyer

THE SHOW



Cafe
Show²⁰²⁴
S E O U L

| | |
|---------------------------------|--|
| Title | The 23 rd Seoul International Cafe Show Cafe Show Seoul 2024 |
| Period | Wed, Nov. 6 – Sat, Nov. 9, 2024 (4 days) |
| Venue | Hall A – E (37,791m ²), Coex, Seoul, Korea |
| Organized | EXPORUM, Reed Exhibitions Korea |
| Hosted | EXPORUM, Monthly Coffee Magazine |
| Item | Coffee, tea, bakery, dessert, ice-cream, chocolate, beverage, raw materials, machine & equipment, interior, franchise & start-up, kitchen appliances, food services, and more |
| Size | 675 exhibitors 3,750 brands from 36 countries 150,000 visitors from 80 countries |
| Certification | The Global Association of the Exhibition Industry (UFI), Association of Korean Exhibition Industry (AKEI) |
| Sponsor | International Coffee Organization (ICO), Ministry of Trade, Industry and Energy (MOTIE), Seoul Metropolitan City |
| Supporter (expected) | Embassy in Korea - Guatemala, Nicaragua, Venezuela, Brazil, Sri Lanka, Ethiopia, Honduras, Czech Republic, Costa Rica, Cote d'Ivoire, Trade Association – Indonesian Trade Promotion Center, PRO ECUADOR, Procolombia, Promperu |
| Partner (expected) | Roast Magazine, Sprudge, Coffee Traveler, Coffee t&l, Bar Talks, Haps Magazine, Fresh Cup, Coffee TV |



Cafe Show
서울카페쇼
A cup of the new world

커피의 영감으로
With this inspiration from coffee

함께 가볼까요?
Shall we go forward together?

새로운 시대
To the new era

새로운 시작
To the new start

Cafe Show
서울카페쇼
A cup of the new world

GAGGIA MILANO

FAAC

공기압출식 커피

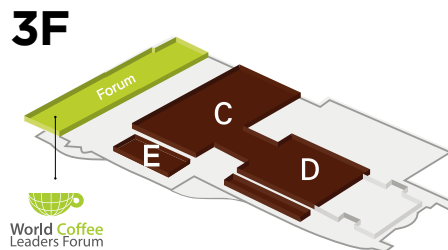
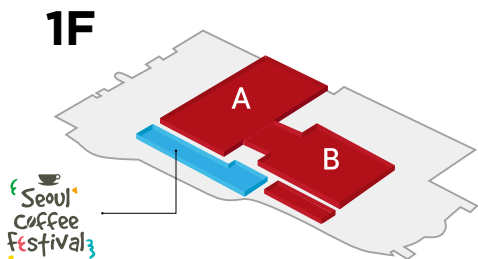
이탈리아

WMF espresso

HARIO

Costa Rica
Coffea diversa

COMPOSITION



Hall A Cafe Essentials

Find new sources in Hall A and watch your business gain competitiveness

Total machinery, raw material, bakery, ice-cream, etc.



Hall B Sweet Additions

Sweeten up your business through items found in Hall B

Tea, beverage, chocolate, dessert, tableware, interior, food services, etc.



Hall C

Coffee Fundamentals

Discover from coffee producers to the latest industry trends. Technology and passion for a perfect cup of coffee

Coffee beans (green & roasted), roasting machine, grinder, espresso machine, filter, etc.



Hall D

Unique Blends

Add style and flavor to your cafe. Meet best coffees and trendy cafes from all around the world!

Specialty coffee, roastery cafe, coffee machine & equipment, etc.



Hall E

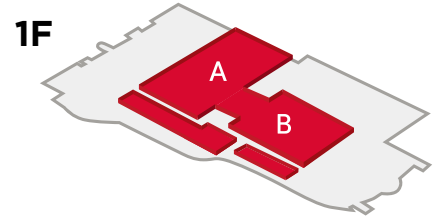
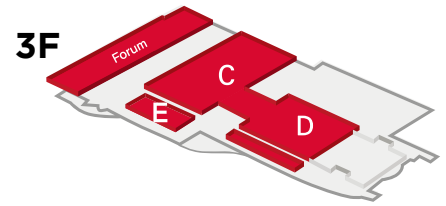
Coffee Alley

Global roastery cafes with special beans and coffee!

Cafe Show Seoul Roastery Collective, Coffee Alley



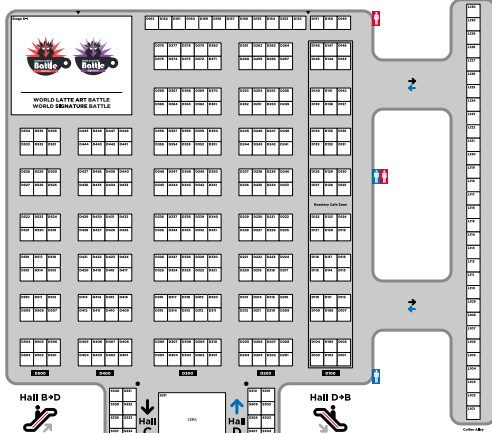
FLOOR PLAN



3F

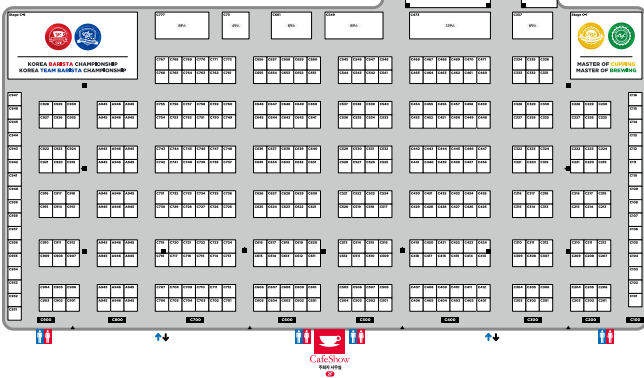
Hall D

Specialty coffee, roastery cafe, coffee machine & equipment, etc.



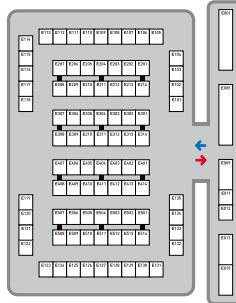
Hall C

Coffee beans (green & roasted), roasting machine, grinder, espresso machine, filter, etc.



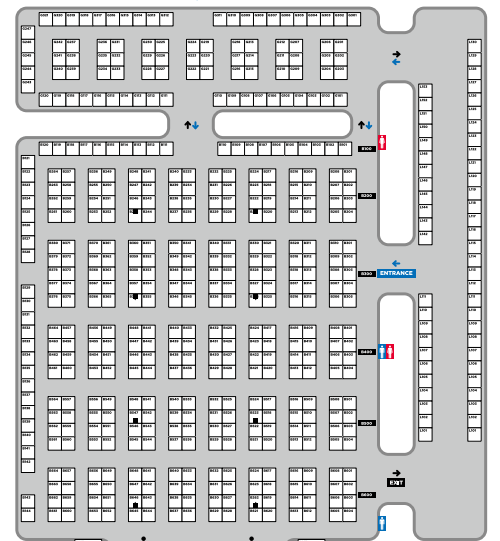
Hall E

Coffee Alley



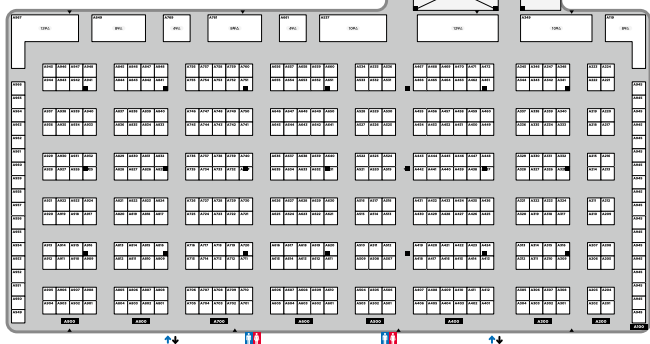
Hall B

Tea, beverage, chocolate, dessert, tableware, interior, food services, etc.



Hall A

Total machinery, raw material, bakery, ice-cream, etc.



1F

*This floor plan can be changed

COMPOSITION

Business Program

Mocha Port

Business Matching Platform

Inspired by the 'Port of Mocha', Cafe Show Seoul's Mocha Port is an exclusive business matching platform that connects exhibitors and buyers based on their interests using Cafe Show's database.

Organize meeting plans with global buyers and create successful business opportunities!

Key Features

- Exploring : Explore buyer and exhibitor information
- Matching : Find and connect with recommended buyers
- Networking : Meet face-to-face at Cafe Show Seoul



Showcase

Trend Unpacked Show

Trend Unpack Show 2025 is a product launching showcase at Cafe Show Seoul, where innovative new products leading the cafe industry are first unveiled on-site. Through Trend Unpack Show, dramatically promote innovative new products that will shape the cafe industry trends for 2025!



UNPACKED SHOW 2025



Showcase

Cherry's Choice

Special Showcase of Innovative & Popular Product

Cherry's Choice is a new product showcase that means the choice of coffee fruit, 'Cherry'. In the showcase, you can meet innovative 'New' and 'Hot' products that will lead the next year's industry.



Award

Cafe Show Excellence Awards

Official Award for Best Selection of Exhibitor Products

Cafe Show Excellence Award presents and features exhibitors' outstanding products and services. The award not only promotes exhibitors' brands but also endorses the growth of the global coffee and F&B industry.

It is selected among 60 Cherry's Choice products by category.



2023 Award Winners

| Award | Company | Product |
|-------------------------|-----------------------|---|
| Outstanding Innovation | DIFLUID | DiFluid Omni |
| | LA MARZOCCO | PICO |
| | STRONGHOLD TECHNOLOGY | Project Ratel |
| Creative Design | CAFFE MUSEO | Bialetti New Brikka 2023 lavender 2cup |
| | MARI STEIGER | Moneuf Two-Tone Colored Highball Glass / Glass Dessert Bowl |
| | TABELLA | FELLOW OPUS GRINDER |
| Superior Sustainability | HARMONUS | Tumblinser X |
| | MOORIM P&P CO., LTD | moohae paper wet tissue |
| | UNROLL SURFACE | Reet Cup Mug |
| Savory Leader | COFFEE@WORKS | COFFEE@WORKS DRIPBAG |
| | SAMI CORPORATION | Bevercity Base |
| | SMEG KOREA | SMEG All-in-One Touch Oven |
| Made in Korea | K-DORAJI | K-doraji Tea Base |
| | SAMYANG | ZERO SUGAR CAFE SYRUP |
| | SONIC DUTCH | 180 Sonic Cold Presso Coffee Machine, Supersonic-E |

FEATURED EVENT



Seminar

- Global Session
- Professional Session
- Origin Adventure Session
- Coffee Talk



Competition

World Coffee Battle

- World Latte Art Battle

Korea Coffee League

- Korea Barista Championship
- Korea TEAM Barista Championship
- Master of Cupping
- Master of Brewing

Roastery

- Coffee Alley
- Coffee Brewing Bar



Showcase

- Cherry's Choice
- Cafe Show Excellence Award
- Trend Unpacked Show



Green Campaign

- Thank You, Coffee



Coffee Tour

- Seoul Coffee Tour Bus
- Seoul Coffee Spot
- Enjoy Cafe



Experience Zone

- Coffee Library
- Coffee Art Gallery
- Coffee Science Lab

CONFERENCE



World Coffee
Leaders Forum

Knowledge Platform for the Global Coffee Leaders

| | |
|------------------|--|
| Title | The 13 th World Coffee Leaders Forum |
| Period | Wed, Nov. 6 – Sat, Nov. 9, 2024 (4days) |
| Venue | Coex Conference Room, Seoul, Korea |
| Organizer | World Coffee Leaders Forum Organizing Committee |
| Size | 3,000 professionals from 60 countries |
| Language | English, Korean |
| Program | Plenary Session, Professional Session, Origin Adventure Session, SCA Education Program, Championship Session and etc. |
| Contact | +82-2-6000-6683 info@wclforum.org www.wclforum.org |

FESTIVAL





Taste, Trend and Flavor Filled Coffee Culture Festival of Seoul

| | |
|----------------|--|
| Title | The 9 th Seoul Coffee Festival |
| Period | Wed, Nov. 6 – Sat, Nov. 9, 2024 (4days) |
| Venue | Coex and main cafe streets of Seoul |
| Sponsor | Seoul Metropolitan City |
| Size | 150,000 visitors from 80 countries |
| Program | Seoul Coffee Tour Bus, Coffee Alley, Coffee Library, Coffee Art Gallery, Coffee Talk, Coffee Science Lab, etc. |
| Contact | +82-2-6000-6709 |

PARTICIPATION

Step 1. Choose your booth type

(VAT Excluded)

| Category | Raw Spece | Shell Stand | |
|-------------------|---|---|--------------------|
| Price |  USD 3,000 / Booth |  USD 3,400 / Booth | |
| Offered Services | Exhibition Space Only (9sqm) · Booth design and construction by Coex approved contractor · Additional fee can be charged depending on additional material & design (Average USD 1,000-5,000/Booth) | Space | |
| | | Carpet | 9sqm |
| | | Wooden Side Wall | Height 3m, White |
| | | Electricity | 1kw |
| | | Spotlight | 3ea |
| | | Fascia Board | English and Korean |
| Details | · Differentiated brand promotion & marketing · Improves the image concept of exhibitor and the product · Constructed by Coex approved contractor · Additional charge might be required apart from participation fee | Information Desk & Chair 1 set per exhibitor | |
| | | · Constructed by the organizer · Upgrade design and cost-effective · Internal design flexible | |
| Additional Offers | · 365-day Promotion of exhibitor and products (Online: Cafe Show Seoul Website, Social Media, Mobile App / Offline: Directory Book) · Access to domestic and overseas buyers' contact · Access to business matching platform "Mocha Port" | | |

Step 2. Select your booth size

See how many sqm of exhibition space you need in total to discover how many booths you need.

- ▶ 1 booth = 3m x 3m (9sqm)

Step 3. Apply for a corner

Corner booth (2 open sides): 500 USD

- ▶ Option only available for exhibitors with less than 3 booths
- ▶ First-come, first-serve to 50 exhibitors

Step 4. Check discount programs

- ▶ Early-bird (~Dec. 31, 2023): -300 USD / booth
- ▶ Consecutive participation (2023): -90 USD / booth
- ▶ Participated more than 5 times (2018-2023): -150 USD / booth

Step 5. Apply for additional options

- ▶ Sponsorship Program
- ▶ Upgrade Package

Step 6. Order utilities

Electricity, water supply & drainage, internet, etc.

OPTIONS

Upgrade Package

(VAT Excluded)

| Category | Details | Price |
|--------------------|---|---|
| Upgrade | 1 Meeting Table Set, 1 Catalogue Holder | USD 300 |
| Translation | Translation Service (8h x 4 days) | USD 1,000 |
| Seminar | Seminar/ VIP Room/ Storage Room Rentals | USD 2,000 / 1 Day USD 6,000 / 4 Days |
| Brand Maximizer | Hanging Banner Above Booth. Logo Exposure on Floor Plan, 50 Invitations | USD 3,000 |
| Business Maximizer | Highlighted Brand Search, Article/ Brand Introduction on E-Newsletter, 1 Full Page Color Advertisement of Official Directory, Automatic Selection for Cherry's Choice, 50 Invitations | USD 5,000 |

Utilities

(VAT Excluded)

| Category | Price | Category | Price |
|--|---|-----------------------------|---------|
| Electricity · Single Phase 220V · Three Phase 220V · Three Phase 380V | Daytime : USD 80/kW 24H : USD 100/Kw | Compressed Air | USD 300 |
| Telephone | For Int'l Call : USD 250 | LAN | USD 250 |
| Water & Drainage | USD 300 | Visitor Registration System | USD 250 |

*1kW electricity is included in a shell stand





BOOTH LOCATION

- Sponsors : Selection made immediately upon registration
- Exhibitors with 4 or more booths (36sqm or more) : Selection made during "Booth Selection Day"
- Exhibitors with 3 or less booths (27sqm or less) : Selection made by the organizer

※ Each group will select or be assigned booth location based on the exhibitor score calculated by booth size, frequency, application submission date, etc

SPONSORSHIP

Be the first to catch the eyes of 150,000 visitors that attend Cafe Show Seoul

| Program Code | Program Offered |  |  |  |  |
|----------------------------|---|---|--|---|---|
| | | USD 40,000 | USD 30,000 | USD 20,000 | USD 12,000 |
| Limited Number of Sponsors | | 1 Sponsors | 3 Sponsors | 5 Sponsors | 10 Sponsors |
| P-1 | Sponsor Badge | Official Sponsor Badge Provided | | | |
| P-2 | Booth Location Selection | Sponsor Priority | | | |
| P-3 | Official Event Toast | <input type="radio"/> | | | |
| P-4 | Sample Distribution at Entrance | <input type="radio"/> | | | |
| P-5 | Logo Exposure on Official Lanyard | 100 Lanyards | 50 Lanyards | | |
| P-6 | Storage Space within Exhibition Hall | <input type="radio"/> | <input type="radio"/> | | |
| P-7 | Hanging Banner within Exhibition Hall | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | |
| P-8 | Digital Media at Entrance | Y PKG | X PKG | Big Bridge | |
| P-9 | Registration Screen DID | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | |
| P-10 | Logo Exposure on Official Documents | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| P-11 | Show Directory Advertisement | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| P-12 | Logo Exposure on Floor Plan | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| P-13 | Banner Advertisement on Online Floor Plan | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| P-14 | Website Banner Advertisement | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| P-15 | SNS Post | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| P-16 | Newsletter Banner Advertisement | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| P-17 | Cherry's Choice Product Selection | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

APPLICATION



Applicant

| | |
|------------------|--|
| Company Name | |
| Address | |
| Phone | Fax |
| Person in Charge | Title |
| Homepage | E-mail |
| Exhibiting Items | |
| Brand | |
| Exhibiting Zone | () Coffee () Tea () Bakery () Chocolate () Beverage () Desserts () Ice cream/Gelato () Raw materials () Packaging materials () Interior () Franchises () Store Facilities () Other |

* Please number the choices based on your priority.

Booth Type

| Booth Type | Space Only | Shell Stand |
|---------------------|--------------------------------|-----------------------------------|
| Amount of Booth (A) | Booth | Booth |
| Note | Only Exhibition Space Provided | Space + Wooden Booth Structure |

Participation Details

| | Category | Space Only | Shell Stand | Number of Booth |
|-------------------|--|------------------|-------------|-----------------|
| | Unit Price | USD 3,000 | USD 3,400 | |
| Discount Programs | ① Early-bird Registration (-Dec. 31, 2023) | -USD 300 / Booth | | |
| | ② Re-participation (2023 Exhibitor) | -USD 90 / Booth | | |
| | ③ Participated more than 5 times (2018-2023) | -USD 150 / Booth | | |
| Special Program | Corner Booth (less than 3booths) | USD 600 | | |
| | Applied Booth Unit Price (B) | USD | | |
| | Sub Total (C) = (A) X (B) + Special Program | USD | | |
| | VAT (D) = (C) X 0.1 | USD | | |

- We hereby apply for participation in "Seoul International Cafe Show 2024" and enclose deposit _____ as _____ percent of the total participation fee.
- We would like to be a Sponsor for Cafe Show 2024 (Yes / No)
- We would like to receive more information for Global Cafe Show Brand (Vietnam)

Signature of authorized person

TERMS

T. +82-2-6000-6698
F. +82-2-881-5429
E. info@cafeshow.com
H. www.cafeshow.com

Article 1) TERMS OF REFERENCE

In these terms and conditions for exhibiting, the term 'Exhibitor' shall include all employees, partnership, firm or individual to whom space has been allocated for the purpose of exhibiting. The term 'Organizer' shall mean, 'REED EXHIBITIONS' and 'EXPORUM'. The term 'Exhibition' shall mean "The 23rd Seoul Int'l Cafe Show (Cafe Show Seoul 2024)".

Article 2) ALLOCATION OF EXHIBIT SPACE

The Organizer shall allocate the space in accordance with the nature of the exhibit or in the manner the Organizer deems fit. The Organizer shall reserve the right to change the space allocated to the Exhibitor at any time prior to the commencement of the build-up of the exhibition should the circumstances require changes. Such changes shall be at the discretion of the Organizer. The Exhibitor shall not claim for compensation as a consequence.

Article 3) APPLICATION AND PAYMENT PROCEDURES

The contract shall be established and be put into an effect right after submission and 20% of the total participation fee as deposit must be paid as soon as contract is submitted. 30% of the total fee must be paid by Feb 28, 2024. Remaining 50% of the total fee must be paid by July 31, 2024. The remittance charge and the intermediary bank commission must be paid by the exhibitors.

Article 4) INSTALLATION AND REMOVAL

The installation and removal of the exhibits and booths must be completed by the date and time stipulated by the Organizer. Exhibitors shall indemnify the Organizer against any loss, which may be caused by delay or damage to the Exhibition Hall.

Article 5) INSURANCE, SECURITY AND SAFETY

Exhibitors are required to subscribe to all risks in the insurance policy on all equipment and products during the Exhibition as well as during set-up and dismantling. The Organizer shall not be held responsible for any loss, theft, or damage to any articles belonging to the Exhibitor. Materials used in the stand and display construction must be properly fireproof in accordance with the local fire and safety regulations. The Organizer shall reserve the right to limit any constructions or demonstrations that pose as potential safety hazards.

Article 6) COORDINATION OF EXHIBIT WITH ORGANIZER

Exhibitors shall provide descriptions of their exhibits before the construction of the exhibits and ensure that it is in compliance with regulations and restrictions on booth design and activity. Exhibitors shall also agree to provide the Organizer with the necessary information facilitating the overall promotion of the Cafe Show 2024 Secretariat.

Article 7) USE OF EXHIBIT SPACE

Exhibitors are bound to exhibit the subscribed products and to present the stands with competent personnel during the open hours of the Exhibition. Activities of the Exhibitor shall be confined within limits of the Exhibitor's booth. The exhibit will be consistent with the theme of the Exhibition and the Organizer reserves the right to restrict exhibits, which may cause detract from the general character of the Exhibition.

Article 8) LIABILITY

It is mutually agreed that the Organizer shall not be liable to the Exhibitors for any damages made to and/or loss of the Exhibitor's property, or for injuries to persons under any circumstances.

Article 9) BREACH OF THE CONTRACT AND WITHDRAWALS BY EXHIBITORS

In the event that the Exhibitor refuses to use all or part of the space allocated or the Exhibitor defaults on the payment, the Organizer shall reserve the right to terminate the contract forthwith. In addition, the stand charges shall not be refunded. If the Exhibitor withdraws from participation without the Organizer's approval, the payment made by the Exhibitor shall not be refunded.

Article 10) CANCELLATION & PENALTY ON THE REDUCTION OF TOTAL NUMBER OF BOOTHS

Once the application and contract has been submitted, the cancellation space will require a written notification sent to the Organizer right after making the decision. Should the Exhibitor decide to cancel participation or reduce the total number of booth once the application and contract has been submitted, the following penalty will be put upon the exhibitor to be paid within 15 days of cancellation to the organizer. Participation fees already paid shall be taken for the penalty. Should that amount not be sufficient, the difference must be paid and any excess amount shall be returned.

PENALTY RATE:

- * Cancellation or Reduction of number of booth until DEC. 31, 2023 : 20% of total participation fee
- * Cancellation or Reduction of number of booth from JAN. 1, 2024 - MARCH 31, 2024 : 50% of total participation fee
- * Cancellation or Reduction of number of booth from APRIL 1, 2024 - July 31, 2024: 80% of total participation fee
- * Cancellation or Reduction of number of booth after AUGUST 1, 2024 : 100% of total participation fee

Article 11) SUPPLEMENTARY

When necessary, the Organizer shall have the right to issue supplementary regulations in addition to those in the TERMS AND CONDITIONS FOR EXHIBITING. Those regulations and instructions shall be binding on the Exhibitors. The Exhibitor shall observe the COEX Rules and Regulations.

Article 12) ARBITRATION OF DISPUTES

Any disputes, differences or questions arising hereafter between the Organizer and the Exhibitor concerning the true construction of these TERMS AND CONDITIONS FOR EXHIBITING or the rights and liabilities of the parties thereto shall be settled in accordance with the Commercial Arbitration Rules of the Korean Commercial Arbitration Board. The verdict of the above arbitration shall be final and binding upon both.

Article 13) COUNTRY OF TAX EXEMPTION

If your country is not a part of the Country of Tax exemption, 10% VAT from total participation fee will be charged under the Republic of Korea law of Value Added Tax (VAT) Standard regulation 25-0-1 [Range of Tax Exemption Country], please refer to the list of country at the official website (www.cafeshow.com/eng).

CAFE SHOW GLOBAL



Bridgehead for Southeast Asian Market **Cafe Show Vietnam**

Cafe Show Vietnam 2024
May. 9 - 11, 2024 (3 days)
SECC, Ho Chi Minh, Vietnam
www.cafeshow.com.vn



Global Leader in Coffee and F&B Event **Cafe Show Seoul**

Cafe Show Seoul 2024
Nov. 6 - 9, 2024 (4 days)
COEX, Seoul, Korea
www.cafeshow.com



Biggest Coffee Market in Europe **Business Hub**

Cafe Show Paris

Cafe Show Paris 2024
Porte de Versailles, Paris, France
www.cafeshow.fr



Inquiries

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