

SPECIALTY

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 23 ~ 26, 2022 (4 days)
<b>Place</b>	Hall D Lobby, Coex Convention & Exhibition Center
<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>	1,000 USD ※This fee is the cost of the stand build.
<b>Deadline</b>	Applications accepted via email <info@cafeshow.com> until July 23
<b>Process</b>	Submit Application → Application Reviewed → Participation Confirmed
<b>Inquiry</b>	Cafe Show Seoul Team   +82-2-6000-6673

※The Seoul Cafe Show Coffee Alley is a special support program for small rosters.  
For the development of various rosters, Companies that participated in the Coffee Alley booth can register up to 3 times.