

booster +

CAFE SHOW

|

20
25



BOOSTER +

- Elevate your business to the next level with Cafe Show Seoul's tailored solutions designed just for you.
- At Cafe Show Seoul, where key industry professionals and buyers gather in one place, we introduce a variety of marketing programs designed to maximize your business success.
- Enhance your participation outcomes while building a smarter, more agile business strategy along with your booth participation at Cafe Show Seoul.



**Performance
Booster**

MARKETING PROGRAM

01 SPONSORSHIP

* BOOTH LOCATION PRIORITY

PLATINUM

GOLD

SILVER

BRONZE

COFFEE ALLEY

WORLD COFFEE LEADERS FORUM

02 CUSTOMIZED PACKAGE

BOOTH LOCATION PKG

SMART CHOICE PKG

NEW PRODUCT PKG

DIGITAL PKG

SEMINAR PKG

FURNITURE PKG

TRANSLATION PKG

03 SINGLE SPONSORSHIP ITEM

67 INDIVIDUAL PRODUCT

SCHEDULE

Category	Schedule	Detail	Remarks
Application Announcement	February 6	Program Announcement Application Distribution	Cafe Show Seoul 2025 Guide : Marketing & Sponsorship Programs
Application Submission	February 12 (WED) 10AM ~	Sponsorship Application Submission	· Applications submitted via (info@cafeshow.com) · Applications only accepted starting at 10 :00(GMT +9) (Order to Receipt Time) · Only signed and sealed applications accepted ※ When two or more exhibitors apply for the same sponsorship level, priority is given to the exhibitor with earlier sponsorship application submission date/time. (Order of booth selection and logo appearance, etc.)
Deposit Payment	Within One Week after Application Submission	Sponsorship Deposit Payment	After submitting sponsorship application, the deposit payment (50% of the total fee) must be paid within one week for the application to be finalized.
Booth Location Priority	Immediately Upon Application	Platinum Sponsor	Booth location selected in the order of application submission ·After May. 1, sponsors are able to select booth location upon submission.
	March 3 ~	Gold Sponsor	
	March 17 ~	Silver Sponsor	
	April 17 ~	Bronze Sponsor	
	May 1 ~	Single Sponsorship Item	
Booth Selection Day	June(TBA)	General Exhibitors	Single Sponsorship Items Over 20,000 USD · Coffee Alley, World Coffee Leaders Forum, Country of the Year, Green Sponsor
Balance Payment	~ July 31	Sponsorship Balance Payment	·Sponsors are not required to attend this event. ·Sharing the Results of General Exhibitor Booth Allocation Day
Sponsor Announced	8/1	Cafe Show Seoul 2025 Sponsors announced	
Sponsorship Program Execution	Oct - Nov	Prior to the Show	Introduction of Cafe Show Seoul 2025 Official Sponsors
	November 19-22	At the Show	Targeted Promotions for Each Program Before the Event (Online, etc.)

BOOTH LOCATION

Official sponsors have priority in selecting booth location.

· Booth Location Selection Sequence :

Platinum → Gold → Silver → Bronze Selection by Sponsor Tier

* When two or more exhibitors apply for the same sponsorship level, priority is given to the exhibitor with earlier sponsorship application submission date/time.

· Booth Allocation Method :

Official sponsors receive priority allocation → 4 or more booths (selected directly by the exhibitor)

→ **Less than 4 booths (allocated by the organizer)**

· Booth Allocation Sequence :

By booth size → By booth scoring (application order, participation history, exclusive launch, participation in sub-programs, etc.)

→ **By participation fee payment sequence**

SPONSORSHIP

PLATINUM/GOLD/SILVER/BRONZE SPONSOR

A comprehensive online and offline sponsorship program that delivers the most effective advertising impact.

Program Name	Program Offered	Program Code	Single Sponsorship Item Unit Price (USD)	PLATINUM	GOLD	SILVER	BRONZE
				30,000 USD	24,000 USD	18,000 USD	12,000 USD
				2 Sponsors	4 Sponsors	6 Sponsors	20 Sponsors
Booth Location Priority	Top Priority Selection	S-1	12,000 USD	○	○	○	○ Recommend
Exhibitor Logos Displayed on Floor Plan	Exhibitor Names Highlighted with Logo Images on Floor Plan	S-2	2,000 USD	○	○	○	○
SNS	Instagram/Facebook Posting	S-27	1,000 USD	○	○	○	○
NEWSLETTER	Newsletter Contents Publication	S-28	1,000 USD	○	○	○	○
Digital Signage LED Video Advertisement	Media Advertising at the Lobby Area : Big Bridge + Bridge	S-13	5,000 USD	○	○	○ Recommend	
Digital Signage Registration Screen DID	Logo Display on Badge Pickup Registration Desk Screen	S-19	3,000 USD	○	○	○	
Cherry's Choice Selection	Exhibition Cherry's Choice Outstanding Product Showcase at Special Pavilion	S-29	2,000 USD	○	○	○	
Show Directory Advertisement	Exhibition on-site distribution Show Directory (printed material + online)	S-33	2,000 USD	○	○	○	
Storage	Rental of Auxiliary Storage Room Within the Exhibition Hall	S-60	5,000 USD	○	○ Recommend		
Exhibition Hall Signage Exhibitor Booth Hanging Banner	Installation of Exhibitor-Specific Hanging Banner Above Booth Inside the Exhibition Hall	S-20	3,000 USD	○	○		
Invitation Registration Page Web Banner	Banner advertisement on invitation Uploading page on Cafe Show Seoul website	S-26	5,000 USD	○			
World Coffee Leaders Forum Sponsor	Choose One Package Based on Purpose	WCLF	20,000 USD	○ Recommend			
Coffee Alley Sponsor		CA					
Green Sponsor		S-12					
Country of the Year		S-11					
Subtotal				61,000 USD	36,000 USD	28,000 USD	16,000 USD
Discount				31,000 USD	12,000 USD	10,000 USD	4,000 USD
Total				30,000 USD	24,000 USD	18,000 USD	12,000 USD

* Booth Participation Fee Not Included

SPONSORSHIP

COFFEE ALLEY SPONSOR

· Target : A HIP & UNIQUE Roastery Cafe leading the specialty coffee culture both domestically and internationally

Program Code	Program Name	Program Offered	Single Sponsorship Item Unit Price (USD)	COFFEE ALLEY
				15,000-20,000 USD
S-6	Official Espresso Machine	- Coffee Alley Exhibitors Using Sponsor Products (Matching with Required Companies) - Sponsor Logo Exposure at Coffee Alley Entrance and Key Pathways - Sponsor Product Display Within Coffee Alley Area - Content Promotion Support (Newsletter, SNS, Website)	10,000 USD	Choose One
S-7	Official Grinder		7,000 USD	
S-8	Official Milk		5,000 USD	
S-9	Official Coffee Equipment/Solution/Beverage, etc.		5,000 USD	
S-10	Official Water System		5,000 USD	
S-1	Booth Location Priority Placement Adjacent to Coffee Alley	Booth Location Priority (Package Sponsors : Platinum, Gold, Silver, Bronze)	12,000 USD	○
S-13	Digital Signage LED Video Advertisement	Media Advertising at the Lobby Area Near the Hall Entrances : XPACE Big Bridge + Bridge 15 Seconds (A/C Hall Lobby)	5,000 USD	○
S-20	Exhibition Hall Signage Exhibitor Booth Hanging Banner	Installation of Exhibitor-Specific Hanging Banner Above Booth Inside the Exhibition Hall	3,000 USD	○
Subtotal			25,000-30,000 USD	
Discount			10,000 USD	
Total			Official Espresso Machine 20,000 USD Official Grinder 17,000 USD Official Milk 15,000 USD Official Coffee Equipment /Solution/Beverage, etc 15,000 USD	

WORLD COFFEE LEADERS FORUM SPONSOR

· Target : Global Coffee Industry Professionals and Experts

Program Code	Program Name	Program Offered	Single Sponsorship Item Unit Price (USD)	WCLF
				20,000 USD
S-38	Entrance Signage	Sponsor Logo Exposure at Forum Entrance	5,000 USD	○
S-39	Dedicated Entrance Space	Exclusive Promotional Space in Front of Forum Entrance (Booth Setup and Product Display Available)	3,000 USD	○
S-40	Registration Desk	Sponsor Logo Exposure on Registration Desk	3,000 USD	○
S-41	Stage LED Logo Exposure	Sponsor Logo Display on Forum LED Screen	5,000 USD	○
S-42	Stage LED Video Advertisement	Sponsor Video Playback on Forum LED Screen	5,000 USD	○
S-43	Digital	Instagram/Facebook Posting	500 USD	○
S-44		Newsletter Contents Publication	500 USD	○
S-36	Session Presentation	Plenary Session Presentation	5,000 USD	○
Subtotal			27,000 USD	
Discount			7,000 USD	
Total			WORLD COFFEE LEADERS FORUM SPONSOR 20,000 USD	

CUSTOM PACKAGE

BOOTH LOCATION

Priority on booth selection at requested location on the show floor

- Booth Location Priority (S-1)
- Exhibitor Logos Displayed on Floor Plan (S-2)

12,000 USD

* Upgrade to Bronze Sponsor Available
* Location Selection Based on Sponsor Tier

SMART CHOICE

Maximizing Brand Exposure with High Impact for Cost Efficiency

- Hanging Banner (S-20)
- Exhibitor Logos Displayed on Floor Plan (S-2)
- 50 online Invitations (S-64)

4,000 USD

NEW PRODUCT

Support for Effectively Launching New Products and Enhancing Brand Recognition

- Cherry's Choice Guarantee (S-29)
- Coffee Talk New Product Launch Event (S-35)
- Show Directory Advertisement (S-33)

5,000 USD

DIGITAL

Smart Promotion through Digital Channels to Increase Online Exposure

- LED Video Advertisement at Exhibition Entrance (S-13)
- Registration Screen DID Advertisement (S-19)
- Top exposure on Online Exhibition page (Official Website) (S-23)
- Newsletter Content Advertisement (S-28)

7,000 USD

CUSTOM PACKAGE

BUSINESS

Increase the Number of Consultations
with Buyers and Maximize Business Results

- Top Exposure on Business Matching Page (S-25)
(Official Website)
- Newsletter Content Advertisement (S-28)
- Show Directory Advertisement (S-34)
- Cherry's Choice Guarantee (S-29)

—
5,000 USD

SEMINAR

Utilize Exhibitor-Specific Space, Other Than
the Booth, for Various Business Purposes

(Brand Showroom, Seminar, VIP Lounge, Cupping Room,
Meeting Room, Press Conference, Board Meeting,
Storage, Lounge, etc.)

- Seminar Room B (54m²) 09:00 ~ 18:00 (S-57)
- Newsletter Content Advertisement (S-28)

—
1 Day : 1,500 USD
4 Days : 3,000 USD

FURNITURE

Provide a Convenient Consultation
Environment by Renting Additional Furniture
for Smooth Consultations

- Furniture and Equipment Set (S-66)

—
300 USD

TRANSLATION

Support Interpretation Services to Facilitate
Smooth Communication with Overseas Buyers

- Korean-English Translation Service (S-67)
(4days)

—
1,000 USD

MARKETING PROGRAM

SINGLE SPONSORSHIP ITEM

S-1

BOOTH LOCATION PRIORITY

12,000 USD

Top Priority Selection



Category	Target		Schedule	Remarks
1st Allocation	Sponsors	PLATINUM	Immediately Upon Application	Booth location selected in the order of application submission After May. 1, sponsors are able to select booth location upon submission.
		GOLD	March 3 -	
		SILVER	March 17 -	
		BRONZE	April 1 -	
		SINGLE SPONSORSHIP ITEM	May 1 -	Single Sponsorship Items Over 20,000 USD · Coffee Alley, World Coffee Leaders Forum, Country of the Year, Green Sponsor
2nd Allocation	General Exhibitors	4 or More Booths	Around June	By booth size → By booth scoring (application order, participation history, exclusive launch, participation in sub-programs, etc.) → By participation fee payment sequence
3rd Allocation		Less than Booths	Around July	Allocated at the discretion of the organizing office

* Hall Allocation Based on Exhibited Products

MARKETING PROGRAM

SINGLE
SPONSORSHIP ITEM

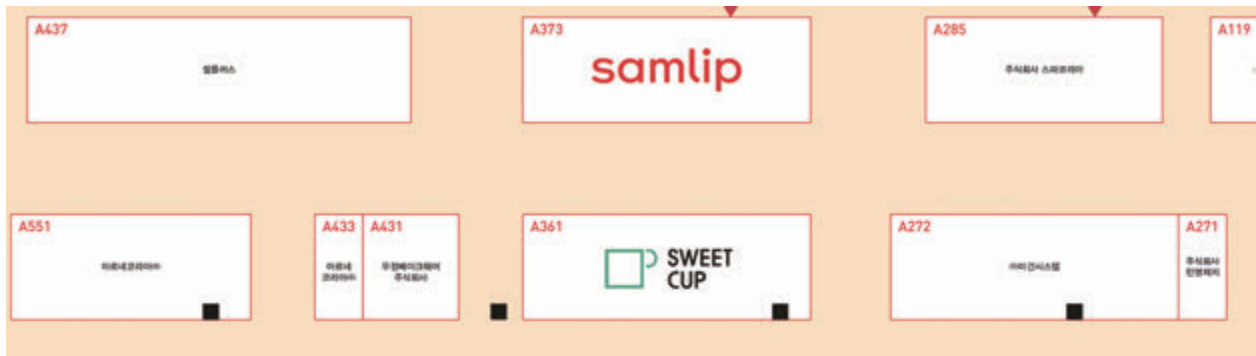
S-2

EXHIBITOR LOGOS DISPLAYED ON BOOTH FLOOR PLAN

2,000 USD

Exhibitor Names Highlighted with Logo Images on Floor Plan
(General Companies : Displayed as Text)

- Distribution : Printed Materials (Show Guide / Program Book),
Signage (Entrance), Cafe Show Seoul Website and SNS Channels,
Online Floor Plan



MARKETING PROGRAM

SINGLE SPONSORSHIP ITEM

S-3

OFFICIAL RED BAG

25,000 USD

Production and Distribution of the Official Cafe Show Red Bag

- Sponsors logo on the front / Cafe Show logo on the back
- Bag Quantity : 40,000 bags
- Bag Color : Red
- Logo Color : White
- Bag Size : 370 x 400mm
- Logo Size : 150 x 150mm
- Booth location selection priority



Moving Advertisement Media



Distribution at Exhibition Entrance

S-4

CUP (REUSABLE CUP/TUMBLER)

10,000 USD

Designation and Distribution of the Official Cafe Show Cup
Side Event Cup Distribution and Promotion
(Coffee Alley, Seminars, etc.)

In-kind Sponsorship
Available as a Substitute

MARKETING PROGRAM

SINGLE
SPONSORSHIP ITEM

S-5

ENTRANCE BADGE (OFFICIAL LANYARD)

30,000 USD

Production and Distribution of Entrance Passes with Official Lanyards for Cafe Show Seoul

- Target : Visitor Entry Badge Lanyard
- Production Quantity : 100,000+ units
- Lanyard Color : White
- Logo Colors : Two-color print
- Distribution Method : Provided at the visitor registration desk upon badge pickup
- Lanyard Thickness : Approx. 20mm (Premium Thick Material)



MARKETING PROGRAM

SINGLE
SPONSORSHIP ITEM
**S-6
~10**

COFFEE ALLEY

Cafe Show Seoul 2025 Roastery Pavilion 'Coffee Alley' Official Sponsor
Matching and Display of Sponsor Products for Coffee Alley Exhibitors



- Target : A HIP & UNIQUE Roastery Cafe leading the specialty coffee culture
both domestically and internationally

Program Code	Program Name	Program Offered	Single Sponsorship Item Unit Price (USD)
S-6	Official Espresso Machine	- Coffee Alley Exhibitors Using Sponsor Products (Matching with Required Companies) - Sponsor Logo Exposure at Coffee Alley Entrance and Key Pathways - Sponsor Product Display Within Coffee Alley Area - Content Promotion Support (Newsletter, SNS, Website)	10,000 USD
S-7	Official Grinder		7,000 USD
S-8	Official Milk		5,000 USD
S-9	Official Coffee Equipment /Solution/Beverage, etc.		5,000 USD
S-10	Official Water System	- Installation of Water Station (Drinking Water Supply) within the Coffee Alley Area - Sponsor Logo Exposure at Coffee Alley Entrance and Key Pathways - Sponsor Product Display Within Coffee Alley Area - Content Promotion Support (Newsletter, SNS, Website)	5,000 USD



MARKETING PROGRAM

SINGLE SPONSORSHIP ITEM

S-11

COUNTRY OF THE YEAR

20,000 USD

Selection of This Year's Portrait Country at Cafe Show Seoul 2025 & Joint Promotion

- Booth location priority
- Country Logo Exposure at Exhibition Entrance and Key Pathways
- Hanging banner above booth
- Press Release Distribution
- Content Promotion Support
- Co-Planning of Side Event Programs (Cupping, Seminars, etc.)

호주,
2021 서울카페쇼
주빈국 되다!

📍 오주관 D107-109

11월 10일 (수)	11월 11일 (목)	11월 12일 (금)	11월 13일 (토)
바리스타 세션 13:00-15:00 윤찬호의 <엘버론과 시드니 커피> 비교 시음	바리스타 세션 13:00-14:00 계일합창의 리제이트 시연 14:00-15:00 계일합창의 리제이트 티칭 세션	바리스타 세션 13:00-14:00 계일합창의 리제이트 시연 14:00-15:00 계일합창의 리제이트 티칭 세션	바리스타 세션 13:00-15:00 윤찬호의 <엘버론과 시드니 커피> 비교 시음

ALL DAY:

- FOURB 로스터리와 '오제(AUSSIE)' 블렌드와 오후산 우유 폴스텔크로 <전 '플랫 화이트' 체험>
- 주한호주대사관 인턴, <코알라 코코와 함께 하는 포토 이벤트> *참여시 선물 패키지 제공

****바리스타 시연 세션 중에는 플랫 화이트 시음과 사전 이벤트가 일시 중단됩니다.**

Australian Embassy
Republic of Korea



서울카페쇼 20주년과 한호 수교 60년으로 더욱 의미 깊어...호주 커피의 우수성 알릴 예정

등록한 기자 | 2021.10.22 09:03

올해 20주년을 맞이하는 '제20회 서울카페쇼(The 20th Seoul Int'l Cafe Show, 이하 서울카페쇼)'에 호주가 주빈국으로 참여한다.

올해 호주가 참석하는 서울카페쇼는 커피 유통과 원두의 품질을 중요하게 생각하고 글로벌 바리스타 양성을 활발히 하는 등 카페 산업 동반 성장에 기여의 조건을 가진 호주만의 고유한 커피 문화와 바리스타에 대해 적극적으로 알릴 예정이다.

서울카페쇼의 주빈국으로 참여하는 호주는 월드카페아트 협회(Cafe Art)가 리제이트를 시연 및 티칭해주는 세션, 호주 브루아스 협회 수상자 윤찬호가 시드니의 커피를 비교해주는 세션 등을 선보인다. 이외에도 쇼미자가 참여할 수 있는 인스타그램 이벤트 등 다양한 이벤트도 준비했다.

캐서린 레이퍼 주한 호주대사는 "서울카페쇼의 20주년이 되는 해에 주빈국이 되어 기쁘다. 특히 올해는 한호 수교 60주년이 되는 해이기도 하여 의미가 깊다"는 환영의 뜻을 전하며, "이번 행사를 통해 호주 카페 문화와 바리스타의 우수성에 대해 알리고, 아시아의 카페 산업에 참여 성장하는 계기가 되길 바란다"고 전했다.

올해로 20주년을 맞이한 서울카페쇼는 11월 10일(수)부터 13일(토)까지 4일간 코엑스 전관에서 개최되며, 입장료는 온라인 사전 예약에 한해 무료 가능하며, 보다 자세한 내용은 서울카페쇼 공식 홈페이지를 통해 확인할 수 있다.



MARKETING PROGRAM

SINGLE SPONSORSHIP ITEM

S-12**GREEN SPONSOR****20,000 USD**

- Official Eco-friendly Brand of Cafe Show Seoul 2025
- Press Release Distribution
- Content Promotion Support
- Co-Planning of Side Event Programs

<Previous Green Sponsors>**<Cafe Show Seoul's Green Campaign, "Thank You, Coffee">**

Cafe Show Seoul's eco-friendly project, "Thank You, Coffee" is a green campaign launched for a sustainable future. As a leader in the global exhibition industry, Cafe Show Seoul provides a new paradigm within the industry by operating an environmentally friendly exhibition and introduces various eco brands through the "Thank You, Coffee" campaign.

Cafe Show Seoul collaborates with green brands to encourage exhibitors and visitors to take action in making our world a greener place and ultimately leading to a better cup of coffee.



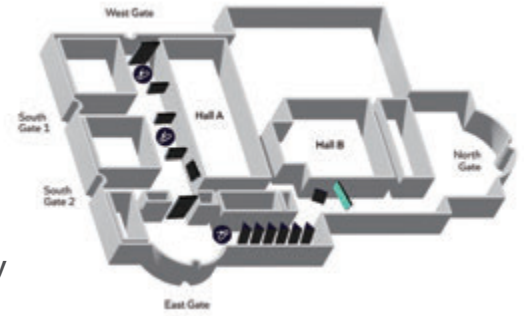
MARKETING PROGRAM SINGLE SPONSORSHIP ITEM

**S-13
~18**

DIGITAL SIGNAGE LED VIDEO ADVERTISEMENT

**COEX Xspace digital advertisement
at the lobby area**

- Advertisement Period
: 1 week (pre-event-last day) 08:00~22:00
- Advertisement Exposure
: 15-second advertisement played 100+ times per 1 day
- Advertisement Location
: Big Bridge (x2), Bridge (x4), Edge Column (x6), Wide Bridge (x1), Square Bridge (x1)
- Advertisement Target
: Cafe Show Seoul Visitors + COEX Visitors
- Advertisement Fee : depending on the location



Item Code	Advertisement Spot	Program Offered	Price *Cafe Show Discount
S-13	Big Bridge + Bridge PKG	A/C Hall Lobby	5,000 USD
S-14	Big Bridge + Edge Column PKG	A/C Hall + B Hall Lobby	5,000 USD
S-15	Big Bridge	A/C Hall Lobby	3,000 USD
S-16	Bridge	A/C Hall Lobby	3,000 USD
S-17	Edge Column	B Hall Lobby	4,000 USD
S-18	Wide Bridge	B Hall Lobby	3,000 USD



MARKETING PROGRAM

SINGLE SPONSORSHIP ITEM

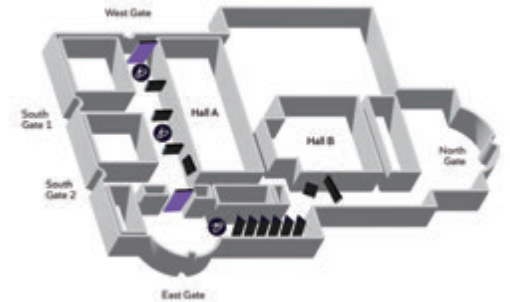
**S-13
~18**

DIGITAL SIGNAGE LED VIDEO ADVERTISEMENT

S-15 BIG BRIDGE + BRIDGE (A/C HALL LOBBY) 3,000 USD

Vertical

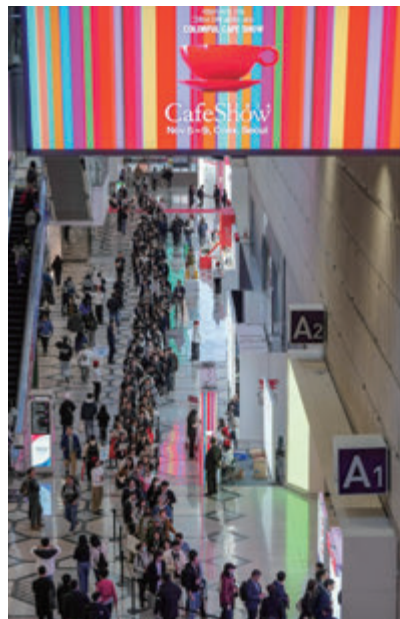
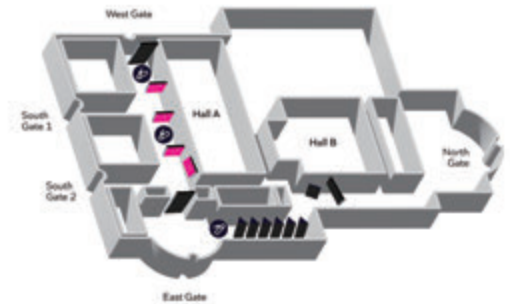
6.4 x 11.2m
1,680 x 720px
2Units



S-16 BRIDGE (A/C HALL LOBBY) 3,000 USD

Horizontal

6.7 x 2.9m
1,600 x 2,800px
4Units



MARKETING PROGRAM

SINGLE SPONSORSHIP ITEM

S-13
~18

DIGITAL SIGNAGE LED VIDEO ADVERTISEMENT

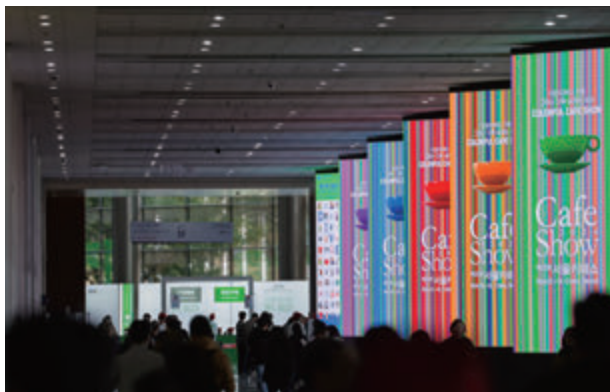
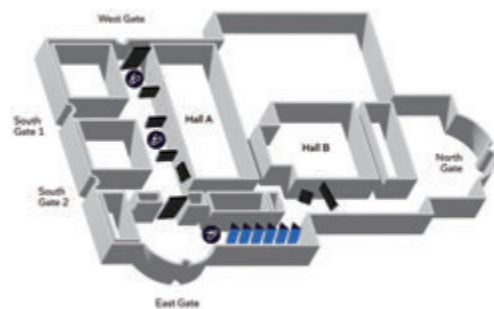
S-17 EDGE COLUMN
 (B HALL LOBBY)

4,000 USD


Front : 3.8 x 4.3m (2 sides)

Back : 2.2 x 4.3m (1 side)

Resolution : 2,480 x 2,160px, 6 units

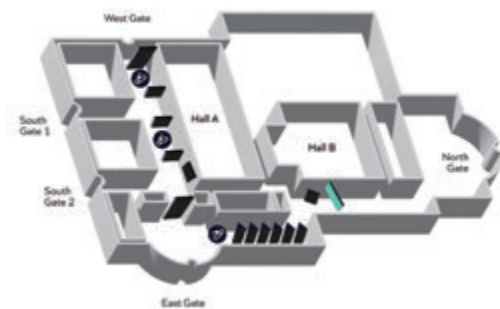

S-18 WIDE BRIDGE
 (B HALL LOBBY)

3,000 USD
Wide

13.4 x 2.9m

3,840 x 1,080px,

1Unit



MARKETING PROGRAM

SINGLE
SPONSORSHIP ITEM

S-19

DIGITAL SIGNAGE REGISTRATION SCREEN DID

3,000 USD

Desk Display Advertisement (Image or Logo) in Exhibition Entrance
Badge Pickup Registration

- Advertising Period : 4 days (Exhibition Dates)
- Location : Registration DID Screen at Hall A, B and C
- Entry Badge DID Screens : 30 units
- Target Audience : Cafe Show Seoul Visitors (Displayed during badge pickup)



S-20

HANGING BANNER

3,000 USD

Installation of Exhibitor-Specific Hanging Banner Above Booth
Inside the Exhibition Hall

- Banner Location : Above each Sponsor's booth location
- Banner Type : Horizontal or Vertical Banner (Select 1)
 - ※ Artwork provided by the Sponsor → Artwork confirmed, printed and installed by the Organizer
- Banner Size : Horizontal 5m (W) x 1.8m (H) / Vertical : 1.8m (W) x 5m (H)



MARKETING PROGRAM

SINGLE SPONSORSHIP ITEM

S-21**CAFE SHOW WEBSITE WEB BANNER****10,000 USD**

Cafe Show Seoul Homepage Main Web Banner Advertisement (Top Section)

- Advertising Period : 1 month (Schedule to be coordinated)
- Advertising Spot : Top Wide Banner on the Cafe Show Seoul Website (www.cafeshow.com)
- Advertising Slots : 3 to 7 slots for Cafe Show Seoul announcements & branding banners,
1 slot for sponsor banners
- Advertising Order : To be coordinated based on promotional content and product categories
- Target Audience : Cafe Show Seoul exhibitors and visitors
- Specifications : Web - 1,920 x 621 px , Mobile - 680 x 800 px



MARKETING PROGRAM

SINGLE SPONSORSHIP ITEM

S-22

ONLINE EXHIBITION

FREE FOR EXHIBITORS

Registration of Exhibitor and Product Information
in the Online Exhibition Hall (Exhibitor List)

- KOR : http://www.cafeshow.com/kor/cafeshow/exhibitor_list.asp

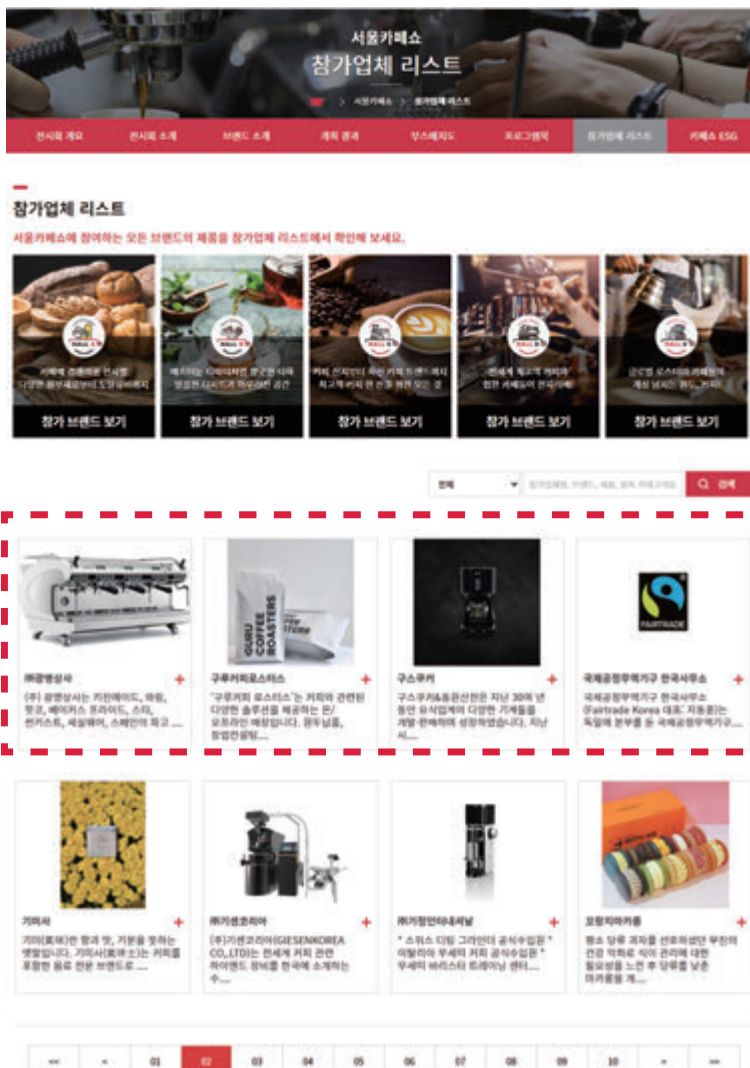
- ENG : http://www.cafeshow.com/eng/cafeshow/exhibitor_list.asp

S-23

TOP EXPOSURE ON ONLINE EXHIBITION PAGE (OFFICIAL WEBSITE)

2,000 USD

Fixed Top Placement of Exhibitor/Product Information
in the Online Exhibition Hall



Top exposure

MARKETING PROGRAM SINGLE SPONSORSHIP ITEM

S-24 BUSINESS MATCHING PLATFORM

FREE FOR EXHIBITORS

- Business Matching 'Mocha Pot' Exhibitor / Product Information Registration
- More detailed information than the online exhibition hall (exhibitor list)
- Accessible only to verified industry professionals
- <https://www.cafeshow.com/biz/index.asp>



S-25 TOP EXPOSURE ON BUSINESS MATCHING PAGE (OFFICIAL WEBSITE)

2,000 USD

Top exposure / listing on Cafe Show Seoul's official business matching service platform "Mocha Port"



MARKETING PROGRAM SINGLE SPONSORSHIP ITEM

S-26 INVITATION UPLOADING PAGE BANNER (OFFICIAL WEBSITE)

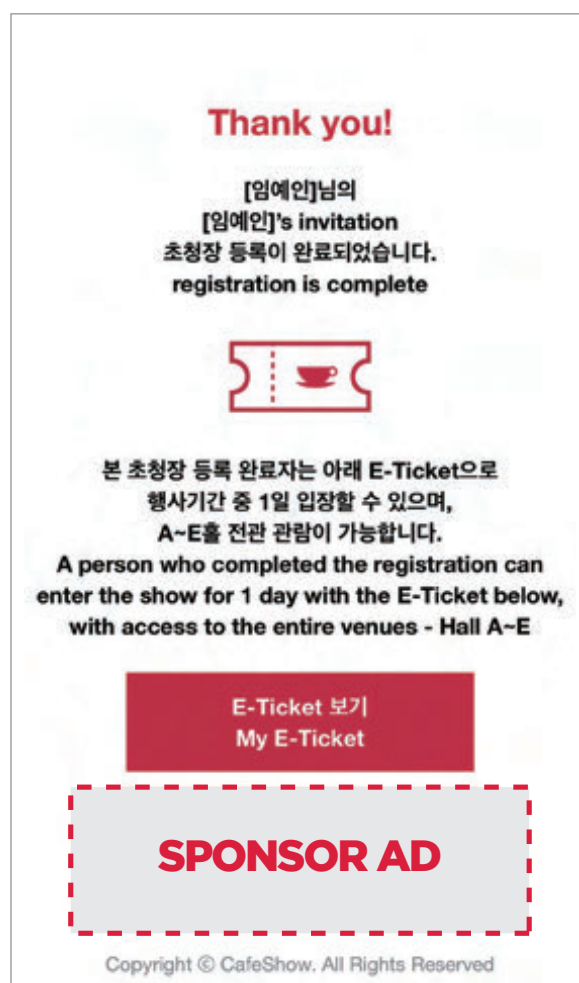
5,000 USD

Banner advertisement on invitation Uploading page on Cafe Show Seoul website

- Page Characteristic : Highly accessed and visited page before the show
- Target : Cafe Show Seoul buyers invited by exhibitors, sponsors, etc. (80,000 +)
- Banner Location : Front loading page



Invitation Uploading Home



Invitation Register Complete Image

MARKETING PROGRAM

SINGLE SPONSORSHIP ITEM

S-27 INSTAGRAM / FACEBOOK

1,000 USD

Brand / Product / Event posting(or story) on official social network channel

- Schedule : To be discussed and confirmed with the Organizer
- Channel : Instagram, Facebook, Blog or YouTube (Select 1)
 (Instagram / 34k) [Instagram.com/seoulcafeshow](https://www.instagram.com/seoulcafeshow)
 (Facebook / 72k) [Facebook.com/cafeshowseoul](https://www.facebook.com/cafeshowseoul)
 (YouTube / 1.9k) [Youtube.com/theseoulcafeshow](https://www.youtube.com/theseoulcafeshow)
 (Blog) [Blog.naver.com/cafeshow](https://blog.naver.com/cafeshow)



MARKETING PROGRAM

SINGLE SPONSORSHIP ITEM

S-28

NEWSLETTER

1,000 USD

Exhibitor/Product Introduction Content Newsletter Publication

- Dispatch Schedule : 20 times annually, bi-weekly dispatch, specific schedule to be coordinated with the secretariat
- Target Audience : Past visitors of Cafe Show Seoul, prospective visitors
- Format : Content-based, Banner-style



CHERRY'S CHOICE GUARANTEE

Selection of innovative products that will lead the coffee industry in the coming year (30 new products, 30 popular products)



- Cherry's Choice product selection guarantee
- Sponsors' products displayed at Cherry's Choice showcase during the show period
- Introduction of selected products in the Cafe Show program book
- Introduction of selected products in the online exhibition hall
- 2024 Cherry's Choice Products : https://eng.cafeshow.com/eng/event/cherrychoice_list.asp

[illegible][illegible]

MARKETING PROGRAM

SINGLE
SPONSORSHIP ITEM

S-30 SAMPLE DISTRIBUTION

7,000 USD

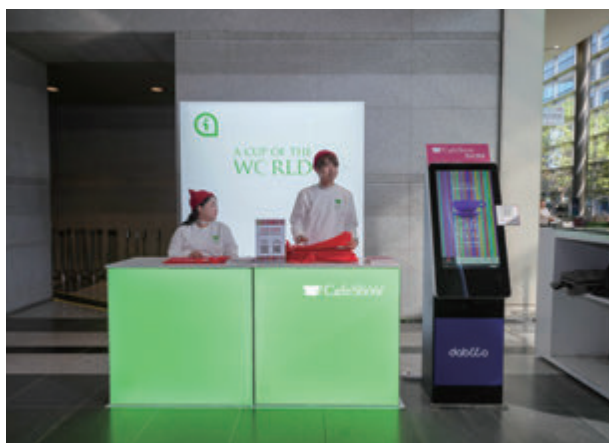
Cherry's Choice Guarantee(S-29) + Sponsor samples or promotion materials distributed at exhibition entrance

- Sponsor samples or promotion materials distributed at exhibition entrance
- ※ General exhibitors can only promote brand and distribute their products within their own booth
- ※ General exhibitors are prohibited from using public areas, including hallways, lobby, etc., for specific brand promotion

Distribution Period : 1 day during Cafe Show Seoul show period (Select 1)

Distribution Location : 1 information desk at Hall A~D entrances (Select 1)

Distributed Material : Any materials related to Sponsor company or product promotion
(Product samples, printed materials or others)



MARKETING PROGRAM

SINGLE SPONSORSHIP ITEM

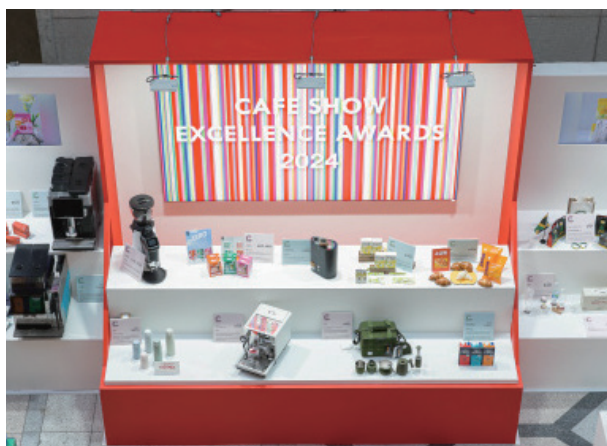
S-31

CAFE SHOW SEOUL 2025 EXCELLENCE AWARDS SELECTION

10,000 USD

Cherry's Choice guarantee (S-29) : 60 products selected (preliminary round)
Cafe Show Seoul 2025 Excellence best product selection guarantee
: 10 products selected (final round)

- Selected categories : Creative Design, Outstanding Innovation, Superior Sustainability, Made in Korea, Savory Leader
- Cafe Show Seoul 2024 Excellence Awards : <https://eng.cafeshow.com/eng/event/award.asp>



MARKETING PROGRAM

SINGLE SPONSORSHIP ITEM

**S-32
~34**

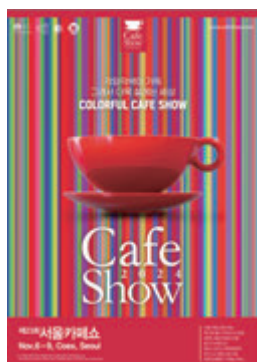
SHOW DIRECTORY ADVERTISEMENT

**5,000
~ 1,500 USD**

**Exhibition on-site distribution Show Directory
(printed material + online)**

- Cafe Show Seoul Official Directory Advertisement
- Type : On-site distribution of printed materials (colored print ad : 1 page)
and online distribution of the digital version
- Distribution quantity : 50,000 copies
- Production specifications : Cut size 170 x 240 mm | Print size 176 x 246 mm
- Sample : <https://kor.cafeshow.com/kor/cafeshow/guide.asp>

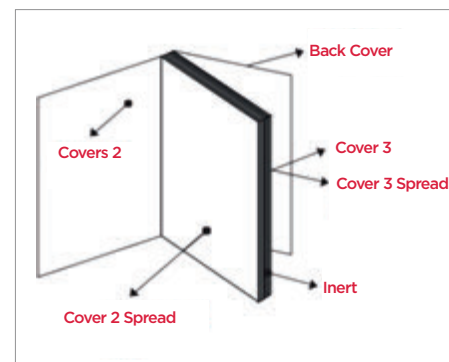
Item Code	Sponsorship Item	Location	Price
S-32	Show Directory Advertisement	Cover 4 (Back Cover)	5,000 USD
S-33		Cover 2 / Cover 2 Spread / Cover 3 / Cover 3 Spread	2,000 USD
S-34		Inert	1,500 USD (In-kind Sponsorship Available as a Substitute)



Show Directory



Print advertisement example



Location

MARKETING PROGRAM SINGLE SPONSORSHIP ITEM

S-35
~37

SESSION PRESENTATION

Product Launch and Demonstration Linked to Coffee Industry Trends

Category	Coffee Talk	World Coffee Leaders Forum	
		Plenary Session (Main)	Professional Session
Place	COEX Starfield Library Stage	World Coffee Leaders Forum Conference Room	
Target Audience	B2C	B2B	
	General Public, Coffee Enthusiasts	Global Coffee Leaders, Industry Professionals	Domestic Coffee Leaders, Industry Professionals
Entry Type	Free Entry (No Access Badge Required)	Pre-registered Attendees (Access Badge Required)	
Atmosphere	Casual	Knowledge-sharing Expert Panel	Topic-based Auditing
Seating Capacity	30 Seats + Stacking	500 Seats	50 Seats
Details	Session Presentations Linked to Coffee Industry Trends		
Item Code	S-35	S-36	S-37
Price	3,000 USD	5,000 USD	3,000 USD



Coffee Talk



World Coffee Leaders Forum
Plenary Session



World Coffee Leaders Forum
Professional Session

MARKETING PROGRAM

SINGLE SPONSORSHIP ITEM

**S-38
~54**

WORLD COFFEE LEADERS FORUM

Official Sponsor of the World Coffee Leaders Forum,
held concurrently with Cafe Show Seoul



**WORLD COFFEE
LEADERS FORUM**

- Target : Global Coffee Industry Professionals and Experts

Program Code	Program Name	Program Offered	Single Sponsorship Item Unit Price (USD)
S-38	Entrance Signage	Sponsor Logo Exposure at Conference Room Entrance	5,000 USD
S-39	Dedicated Entrance Space	Exclusive Promotional Space in Front of Conference Room Entrance (Booth Setup and Product Display Available)	3,000 USD
S-40	Registration Desk	Sponsor Logo Exposure on Registration Desk	3,000 USD
S-41	Stage LED Log Exposure	Sponsor Logo Display on Forum LED Screen	5,000 USD
S-42	Stage LED Video Advertisement	Sponsor Video Playback on Forum LED Screen	5,000 USD
S-43	Digital	Exhibitor/Product Introduction Content Instagram Posting or Story	500 USD
S-44		Exhibitor/Product Introduction Content Newsletter Publication	500 USD
S-45	Official Event Sponsorship	Official Sponsorship of Welcome Reception & Coffee Business Tour	5,000 USD
S-46	Product Sponsorship	Professional Session & Champion Session : Machine and Coffee Equipment Sponsorship	3,000 USD
S-47		SCA Program : Machine and Coffee Equipment Sponsorship	3,000 USD
S-48		Cupping : Sponsorship of Cupping Equipment (Grinder, Kettle, Cupping Bowl, Cupping Spoon, etc. with Sponsor Logo Engraving)	3,000 USD (In-kind Sponsorship Available as a Substitute)
S-49		Coffee Break : Sponsored Coffee in Front of Conference Room Entrance (Coffee Machine, Brewing Equipment, Coffee Beans)	
S-50		World Dessert Pairing : Sponsored Dessert in Front of Conference Room Entrance	
S-51		Product Distribution to Participants and VIPs	
S-52	Green Bag	Production and Distribution of the Official World Coffee Leaders Forum Green Bag Front : Sponsor Logo / Back : World Coffee Leaders Forum Logo	3,000 USD
S-53	Entrance Badge Lanyard	Production and Distribution of Participant Badge Lanyards Sponsor Logo Printed in Two Colors on Lanyard	5,000 USD
S-54	Show Directory Advertisement	On-Site Distributed Show Directory Advertisement - (Cover 2 / Cover 2 Spread / Cover 3 / Cover 3 Spread)	2,000 USD

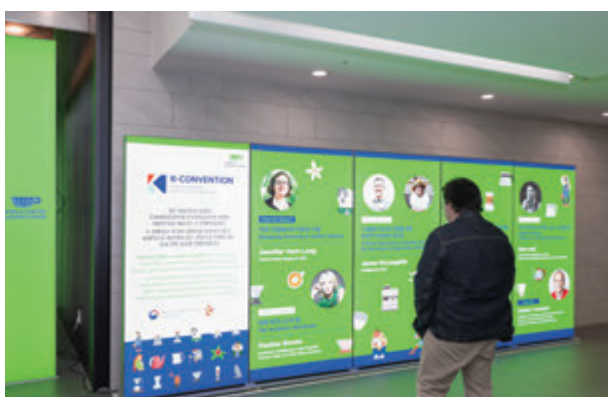
MARKETING PROGRAM

SINGLE SPONSORSHIP ITEM

S-38
~54

WORLD COFFEE LEADERS FORUM

Official Sponsor of the World Coffee Leaders Forum,
held concurrently with Cafe Show Seoul



MARKETING PROGRAM SINGLE SPONSORSHIP ITEM

**S-55
~59**

CONFERENCE ROOM RENTAL (SEMINAR ROOM)

Conference Room Exclusive Space for Exhibitors

- Usage Examples : Brand Showroom, Seminar, VIP Lounge, Cupping Room,
Meeting Room, Press Conference, Board Meeting, Storage, Lounge, etc.

Item Code	Sponsorship Item	Details	Scale	Time	Price
S-55	Studio 159	Full-Day Conference Room Renta (Minimum Rental Period : 4 Days)	294m ²	Full Day 9am-18pm	8,000 USD
S-56	Seminar Room A	Full-Day Conference Room Rental	40m ²		800 USD
S-57	Seminar Room B		54m ²		1,000 USD
S-58	Seminar Room C		311m ²		3,000 USD
S-59	Half-Day Seminar Room Rental	Half-Day Conference Room Rental	54m ²	9am-13pm or 14pm-18pm	550 USD

* The conference room rental hours are from 9 00 AM to 6:00 PM, and additional fees will apply for overtime



Cupping Room



Networking



Exhibition Showroom



Demonstration



Lecture



VIP Room

MARKETING PROGRAM

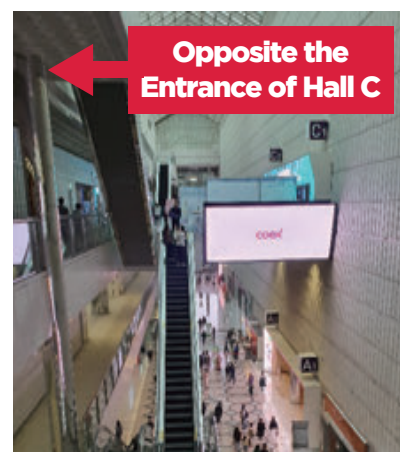
SINGLE SPONSORSHIP ITEM

**S-55
~59**

CONFERENCE ROOM RENTAL (SEMINAR ROOM)

Conference Room Exclusive Space for Exhibitors

- Usage Examples : Brand Showroom, Seminar, VIP Lounge, Cupping Room, Meeting Room, Press Conference, Board Meeting, Storage, Lounge, etc.



**Opposite the
Entrance of Hall C**

MARKETING PROGRAM

SINGLE
SPONSORSHIP ITEM**S-60****STORAGE SPACE RENTAL****5,000 USD**

Separate storage space rental within the exhibition hall

Exclusive Sub-Space for Exhibitors - Storage for Materials, Staff Rest Area

- Rental period : 6 Days
2 Days for Set-up Period + 4 Days for Show Period
- Storage Location : First-come, first-serve
- Storage Space Size : 23m² ~ 32m² (Depends on each location)

Hall A

1st Floor
Service Area



coex

MARKETING PROGRAM

SINGLE SPONSORSHIP ITEM

S-61**EXHIBITOR LISTING****FREE FOR EXHIBITORS**

Registered as an official exhibitor at Cafe Show Seoul
(One company per contract)

- 1) Registered on exhibitors list
- 2) Listed on floor plan (Booth Number Assignment)
- 3) Product Information Introduction and Registered on Cafe Show online exhibition
- 4) Product Information Introduction and Registered on business matching platform, Mocha Port

S-62**EXHIBITOR LISTING
(CO-EXHIBITOR REGISTRATION)****1,000 USD**

Additional Registered exhibitors for Official Cafe Show Seoul
(New Companies / Brands Not Included in the Contracted List)
Joint Exhibitor Registration and Promotion via Official Account Creation

※ Entrance badge and invitation letters are only provided to the original exhibitor
and will not be issued to joint exhibitors.

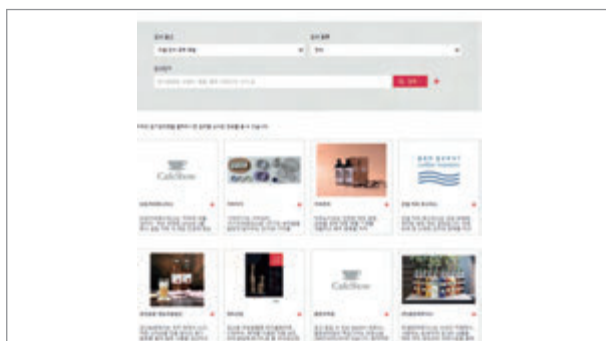


부스번호	업체명	부스번호	업체명
0001	제비꽃	0002	제비꽃
0003	제비꽃	0004	제비꽃
0005	제비꽃	0006	제비꽃
0007	제비꽃	0008	제비꽃
0009	제비꽃	0010	제비꽃
0011	제비꽃	0012	제비꽃
0013	제비꽃	0014	제비꽃
0015	제비꽃	0016	제비꽃
0017	제비꽃	0018	제비꽃
0019	제비꽃	0020	제비꽃
0021	제비꽃	0022	제비꽃
0023	제비꽃	0024	제비꽃
0025	제비꽃	0026	제비꽃
0027	제비꽃	0028	제비꽃
0029	제비꽃	0030	제비꽃
0031	제비꽃	0032	제비꽃
0033	제비꽃	0034	제비꽃
0035	제비꽃	0036	제비꽃
0037	제비꽃	0038	제비꽃
0039	제비꽃	0040	제비꽃
0041	제비꽃	0042	제비꽃
0043	제비꽃	0044	제비꽃
0045	제비꽃	0046	제비꽃
0047	제비꽃	0048	제비꽃
0049	제비꽃	0050	제비꽃
0051	제비꽃	0052	제비꽃
0053	제비꽃	0054	제비꽃
0055	제비꽃	0056	제비꽃
0057	제비꽃	0058	제비꽃
0059	제비꽃	0060	제비꽃
0061	제비꽃	0062	제비꽃
0063	제비꽃	0064	제비꽃
0065	제비꽃	0066	제비꽃
0067	제비꽃	0068	제비꽃
0069	제비꽃	0070	제비꽃
0071	제비꽃	0072	제비꽃
0073	제비꽃	0074	제비꽃
0075	제비꽃	0076	제비꽃
0077	제비꽃	0078	제비꽃
0079	제비꽃	0080	제비꽃
0081	제비꽃	0082	제비꽃
0083	제비꽃	0084	제비꽃
0085	제비꽃	0086	제비꽃
0087	제비꽃	0088	제비꽃
0089	제비꽃	0090	제비꽃
0091	제비꽃	0092	제비꽃
0093	제비꽃	0094	제비꽃
0095	제비꽃	0096	제비꽃
0097	제비꽃	0098	제비꽃
0099	제비꽃	0100	제비꽃

Exhibitor List



Floor Plan



Online Exhibition



Business Matching Mocha Port

MARKETING PROGRAM SINGLE SPONSORSHIP ITEM

S-63**ENTRANCE BADGE****50 USD**

One entry badge for exhibitor staff

- Rule : Entrance badges are provided according to the size of the booth
→ Additional badges with extra charge if needed
- Provided : 1 Seoul Cafe Show entry badge per person
- Access : throughout the event (preparation 2days + event 4 days)
 - ※ Entrance badge can be applied only for exhibitor's staff, and it is strictly restricted to use it as an invitation for the third party.
 - ※ Please refer to the Exhibitor Portal - [Entrance Badge] for the allocated entrance badge by booth size

**S-64****INVITATION LETTER****125 USD**

10 online invitations for buyer invitations

- Pre-purchase with discounted price → mobile/email invitation
- Type : online Invitation (Sent via email)
- Provided : 1 invitation per person for the Cafe Show Seoul
- Usage Period : Valid for 1 day during the event
- Price : 1day ticket 25USD → 12.5USD (50% off)
12.5USD x 10 1day ticket = 125 USD
- Order : by pack (125 USD / 10 tickets)
 - ※ Paper invitation is not available, and each exhibitor will be provided with online invitation letters depending on the booth size.
 - ※ Please refer to the Exhibitor Portal [Invitation] for more information.
 - ※ It is strictly restricted to re-sell the tickets on/offline

MARKETING PROGRAM

SINGLE
SPONSORSHIP ITEM

S-65 PARKING PASS

300 USD

COEX Parking Ticket

- Purchase parking pass for exhibitors or their clients
- Form : Pre-purchase with discounted price → applied upon exit
- Type : Mobile parking pass URL link
- Provided : 1 pass for 1 vehicle
- Usage Period : 1 pass is valid for 24 hours
- How to use : register the vehicle before exiting the building
- Price : 30USD x 10 1day pass = 300USD
- Order : by pack (300 USD / 10 passes)

※ The price includes the service charge by the Organizer. For individual parking purchases, such as single parking tickets, please contact the COEX Parking Center directly at +82 2-6002-1730

※ 1 day pass will be applied upon exiting the building regardless of the parking time. It is valid maximum 24 hours.

S-66 FURNITURE AND EQUIPMENT

300 USD

Business Consultation Furniture and Equipment Set Rental



Meeting Table Set (4 Chairs, 1 Round Table)



1 Brochure Stand

S-67 TRANSLATION

1,000 USD

1 Interpreter Available During 4-Day Exhibition Period
(10AM ~ 18PM)



We boost *your* business



Cafe Show Organizer

-

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Kevin Byeon

-

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