

CAFE SHOW SEOUL 2023

A CUP OF THE NEW WORLD

The 22nd Seoul International Cafe Show
Nov 8-11, 2023





Global Leader in Coffee Event

Cafe Show Seoul is the world's largest coffee business platform held annually in November to revitalize the global coffee and F&B industries.

Starting with Asia's first coffee exhibition and growing with the beginning of the Korean coffee industry, Cafe Show Seoul has presented a creative MICE model that combines industry, knowledge, and culture, providing a unique value and experience.

Cafe Show Seoul presents trends in the global F&B market, including coffee, and proposes new business solutions as a professional exhibition.

Recognized for such works, Cafe Show Seoul has been selected as a Global Top Exhibition representing the industries and has been recognized for its competitiveness at home and abroad. As all industries, including the F&B industries, face a period of Rapid change.

Cafe Show Seoul aims to drive the explosive growth of the global coffee industries based on its global super-difference capabilities and create new values for sustainable industry growth.

Cafe Show Seoul, taking off in a new era, will become a business partner for your practical achievement and overwhelming success.

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

TIMELESS



Historic Exhibition that satisfies the participants

Cafe Show Seoul, which was first held in 2002 and is growing together with industries and participants, is highly satisfied with more than 93% of participants re-participating.

- 672 exhibitors, 3,533 brands from 35 countries (2022)
- Exhibitor re-participation rate of 93%
- Exhibitor satisfaction rate of 94%

SIGNIFICANT

Must-Attend Exhibition visited by buyer from all over the world

Each year, prominent buyers and industry professionals gather at Cafe Show Seoul from all around the world.

Cafe Show Seoul is a must-have exhibition where practical business takes place.

- Visitor satisfaction rate of 92%
- AI-recommended business matching platform “Mocha Port” offered
- Operate Big-Buyer invitation program around the world

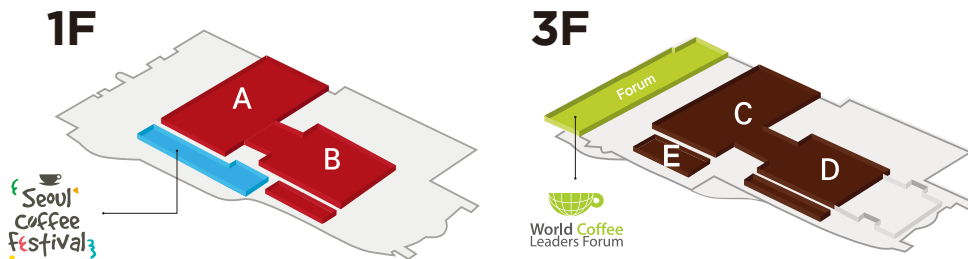


THE SHOW

Title	The 22 nd Seoul International Cafe Show Cafe Show Seoul 2023
Period	Wed, Nov. 8 – Sat, Nov. 11, 2023 (4 days)
Venue	Hall A – E (37,791m ²), Coex, Seoul, Korea
Organized by	REED EXHIBITIONS, EXPORUM
Hosted by	EXPORUM, MONTHLY COFFEE
Item	Coffee, tea, bakery, dessert, ice-cream, chocolate, beverage, raw materials, machine & equipment, interior, franchise & start-up, kitchen appliances, food services, and more
Size	672 exhibitors, 3,533 brands from 35 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 – Brazil, Costa Rica, Cote d'Ivoire, Czech Republic, Ethiopia, Guatemala, Honduras, Nicaragua, Peru, Sri Lanka, United States, Venezuela Trade Association - Indonesian Trade Promotion Center, Busan, Procolombia, PRO ECUADOR, Promperu
Partner	(Expected) Coffee TV, Coffee t&i, Coffee Traveler, Sprudge, Roast Magazine, Bar Talks, Haps Magazine



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 the fundamentals of coffee, from coffee producers to the latest trends

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



Hall D

Unique Blends

Add passion, culture and youth to your business through innovations found in Hall D

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



Hall E

Coffee Alley

Coffee and beans filled with unique characteristics of global Roastery cafe

Cafe Show Seoul Roastery Commune,
Coffee Alley

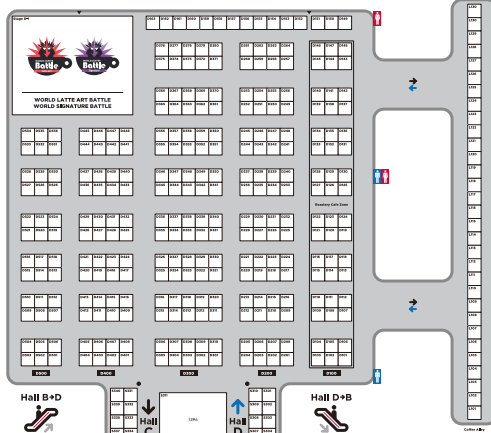


FLOOR PLAN

3F

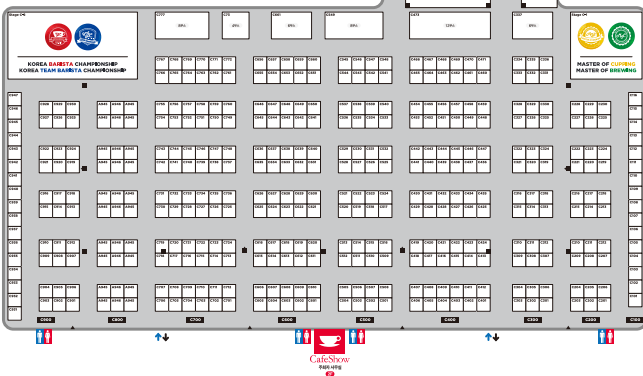
Hall D

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



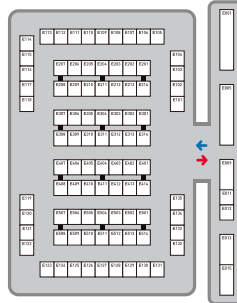
Hall C

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

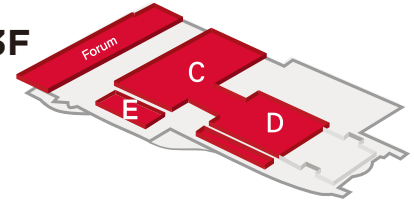


Hall E

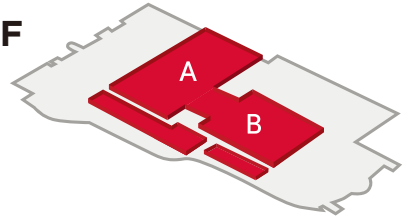
Coffee Alley



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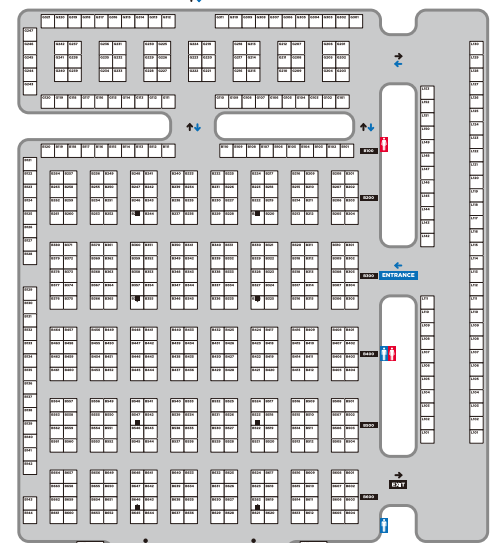


1F



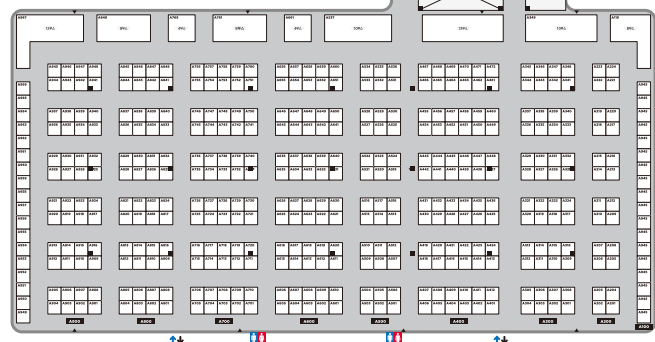
Hall B

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



Hall A

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



1F

*This floor plan may be subject for change.

BUSINESS PROGRAM

Business Program

Mocha Port

Business Matching Platform

Inspired from the 'Port of Mocha,' Cafe Show Seoul's Mocha Port is an exclusive business matching platform that connects exhibitors and buyers to freely connect with one another with similar goals and interests.

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 Unpacked Show 2024 is the first new product launch showcase to unveil an innovative new that will lead the coffee industries at Cafe Show Seoul. Promote your innovative new products that will lead the F&B industries trend in 2024 through online and offline hybrid showcases.

CafeShow

UNPACKED SHOW 2024



Showcase

Cherry's Choice

Special Showcase of Innovation & Popular Products

Cherry's Choice is a special selection and showcase of Cafe Show Seoul's most innovative and popular products of the exhibition year. A selection of products is chosen for each category to be exceptionally showcased.



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 industry.

2022 Award Winners

Award	Company	Product
Outstanding Innovation	HUGH	Leverpresso Pro
	PERFECT MOOSE	Perfect Moose
	UNOSPAY	SAMSUNG Kiosk
Creative Design	TABELLA	Ode Brew Grinder - White
	HARIOKOREA CO., LTD.	HARIO Outdoor
	SANGSOOHYUN INC.	Osco
Superior Sustainability	CJ CHEILJEDANG	Altive Original
	FIRSTEA	Upcycling Blended TEA 4 types
	ZZA	Asobu Pastel Collection
Savory Leader	M.I.C HOLDINGS CO., LTD.	Mavam Espresso Mach 2
	PERNOD RICARD KOREA	Kahlua
	JARDIN	Reve
Made in Korea	PNS CO., LTD.	Allon Blending Tea Set
	DAESANG F&B	BOKUMJARI Easy Latte
	MCNULTY COFFEE	MCNULTY iBrew Plus Black coffee



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



Knowledge Platform for the Global Coffee Industry



Title	The 12 th World Coffee Leaders Forum
Period	Nov. 8 – Nov. 11, 2023 (4 days)
Venue	Coex Conference Room, Seoul, Korea
Organizer	World Coffee Leaders Forum Organizing Committee
Size	3,000 professionals from 60 countries
Language	English, Korean
Program	Global Session, Origin Adventure Session, Professional Session, SCA Education Program, World Coffee Tasting Station, Welcome Reception, etc.
Contact	+82-2-6000-6698 info@wclforum.org www.wclforum.org



FESTIVAL



Taste, Trend and Flavor Filled Coffee Culture Festival of Seoul

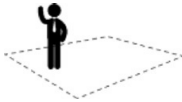



Title	The 8th Seoul Coffee Festival
Period	Nov. 8 – Nov. 11, 2023 (4 days)
Venue	Coex and main cafe streets of Seoul
Sponsor	Seoul Metropolitan City
Size	150,000 visitors from 80 countries
Program	Seoul Coffee Tour Bus, Coffee Alley, Coffee Library, Coffee Art Gallery, Coffee Talk, Coffee Science Lab, etc.
Contact	+82-2-6000-6709

PARTICIPATION

Step 1. Choose your booth type

(VAT Excluded)

Category	Raw Space	Shell Stand	
Price	 USD 2,900	 USD 3,300	
Offered Services	<ul style="list-style-type: none">Exhibition Space Only (9sqm)· Booth design and construction by Coex approved contractor· Additional charge generated apart from participation fee (Average USD 1,000-5,000/Booth)	Space	
		Carpet	9sqm
		Wooden Side Wall	Height 3m, White
		Electricity	1kW
		Spotlight	3ea
		Fasica Board	English and Korean
		Information Desk & Chair	1 set per exhibitor
Details	<ul style="list-style-type: none">· Differentiated brand promotion & marketing available· Improves the image concept of exhibitor and the product· Constructed by Coex approved contractor· Additional charge required apart from participation fee	<ul style="list-style-type: none">· Constructed by the organizer· Upgraded design and cost-effective· Internal design flexible	
Additional Offers	<ul style="list-style-type: none">· 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): USD 500

- ▶ 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, 2022): -USD 290 per booth
- ▶ Consecutive participation (2022): -USD 87 per booth
- ▶ Participated more than 5 times (2017-2022): -USD 145 per 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 on 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 24 Hours USD 100/kW	Compressed Air	USD 300
Telephone	USD 250	LAN (Internet)	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	○			
P-4	Sample Distribution at Entrance	○			
P-5	Logo Exposure on Official Lanyard	100 Lanyards	50 Lanyards		
P-6	Storage Space within Exhibition Hall	○	○		
P-7	Hanging Banner within Exhibition Hall	○	○	○	
P-8	Digital Media at Entrance	Y Package	X Package	Big Bridge	
P-9	Registration Screen DID	○	○	○	
P-10	Logo Exposure on Official Documents	○	○	○	○
P-11	Show Directory Advertisement	○	○	○	○
P-12	Logo Exposure on Floor Plan	○	○	○	○
P-13	Banner Advertisement on Online Floor Plan	○	○	○	○
P-14	Website Banner Advertisement	○	○	○	○
P-15	SNS Post	○	○	○	○
P-16	Newsletter Banner Advertisement	○	○	○	○
P-17	Cherry's Choice Product Selection	○	○	○	○

No.	Classification	Offers	Cost
S-1	Country of the Year	Welcome Reception Opening Toast Official Media Kit Seminar Room Rental	20,000
S-2	Product of the Year	Cafe Show Excellence Awards Winner Official Media Kit Trend Unpacked Show Presentation Cafe Show Seoul Official Event Sponsor	20,000
S-3	Official Event	Opening Speech Sponsor Promotion Video/ Banner Display Sponsor Promotion Materials/ Products Distribution	10,000
S-4	Official Red Bag	Logo Printing on Official Bag Official Bag Distributed to Show Visitors	20,000

※ For inquiries, please contact the organizer.

APPLICATION



Applicant

Company Name	
Address	
Phone	Fax
Person in Charge	Title
Homepage	E-mail
Exhibiting Items	
Brand	
Exhibiting Zone	() Coffee () Tea () Bakery () Chocolate
	() Beverage () Ice cream/Gelato () Raw materials
	() Packaging materials () Interior () Store Facilities
	() Franchises () 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 2,900	USD 3,300	
Discount Programs	① Early-bird Registration (~Dec. 31, 2022)	-USD 290		
	② Re-participation (2022 Exhibitor)	-USD 87		
	③ Participated more than 5 times (2017-2022)	-USD 145		
Special Program	Corner Booth (less than 3booths)	USD 500		
	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 2023" and enclose deposit _____ as 50 percent of the total participation fee.
- ☐ We would like to be a Sponsor for Cafe Show 2023 (☐Yes / ☐No)
- ☐ We would like to receive more information for Global Cafe Show Brand (☐Paris / ☐Vietnam)

2022 .

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 22th Seoul Int'l Cafe Show (Cafe Show Seoul 2023)".

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, 2023. Remaining 50% of the total fee must be paid by July 31, 2023. 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 2023 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, 2022 : 20% of total participation fee
- * Cancellation or Reduction of number of booth from JAN. 1, 2023 - MARCH 31, 2023 : 50% of total participation fee
- * Cancellation or Reduction of number of booth from APRIL 1, 2023 - July 31, 2023 : 80% of total participation fee
- * Cancellation or Reduction of number of booth after AUGUST 1, 2023 : 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 2023
April 13 – April 15, 2023 (3 days)
SECC, Ho Chi Minh, Vietnam
www.cafeshow.com.vn



Europe's Cafe Culture Leader

Cafe Show Paris

Cafe Show Paris 2023
May 13 – May 15, 2023 (3 days)
Porte de Versailles, Paris, France
www.cafeshow.fr



Global Leader in Coffee and F&B Event

Cafe Show Seoul

Cafe Show Seoul 2023
Nov 8 – Nov 11, 2023 (4 days)
COEX, Seoul, Korea
www.cafeshow.com



Inquiries

Cafe Show Organizer
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