

**V 23
25
SEP
2023**

TECHNOPOLIS CITY OF ATHENS

EXHIBITOR BROCHURE



THE BIGGEST COFFEE PARTY IN TOWN!

UNDER THE AUSPICES



GRAND SPONSOR



FORUMSA. Member of NürnbergMesse Group

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NÜRNBERG MESSE

BE PART OF THE LEADING COFFEE EVENT IN GREECE!

From September 23th to 25th the city of Athens will live to the rhythm of the biggest Coffee Festival in Greece! Featuring the top coffee companies as exhibitors, demonstrations from world-class baristas, interactive workshops, street food, coffee-based cocktails, competitions and so much more, the festival is going to be the must visit event for more than 25,000 creative urbanites and industry professionals who are expected to attend. So, don't miss the chance and secure now your booth at ACF 2023!



UNDER THE AUSPICES OF SCA GREECE

Athens Coffee Festival is under the auspices of SCA Greece, institutional representative of the international Specialty Coffee Association, which represents thousands of coffee professionals worldwide.



PANHELLENIC COFFEE CHAMPIONSHIPS

The Greek coffee industry will meet at Athens Coffee Festival 2023! Top-skilled baristas, brewers and roasters will visit the festival in order to either participate in the Panhellenic Coffee Championships of Good Spirits, Roasting, Ibrik, Latte Art, or to just watch all these exciting coffee battles.

ACF 2023 IN NUMBERS*



120
Exhibitors



6.500sq.m
Exhibition area



25.000
Visitors

* Forecast

COFFEE MARKET IN GREECE



41.000
Tonnes of coffee are consumed every year



510
Cups per capita consumption



40.000
Coffee shops



89%

of ACF 2022 exhibitors were amazed by their participation in the festival.

Athens Coffee Festival contributes dynamically to the development of coffee culture in our country.

Panagiotis Haskos
Managing Partner
CAFFE' LUIGI - HASKOS Ltd.

Athens Coffee Festival is the premier coffee trade show in Greece and a point of reference for the coffee industry.

Lydia Valsami
Brand Manager
FRIESLANDCAMPINA HELLAS S.A.

WHO EXHIBITS?

Companies that produce or sell products from the following categories, participate in the festival:

- Espresso blends
- Single origin, single estate, specialty coffees
- Coffee pods
- Greek coffees
- Varieties of green coffee
- Tea
- Energy Drinks & soft drinks
- Milk & syrups for coffee
- Espresso machines
- Grinding mills
- Brew bars & extraction systems
- Coffee accessories
- Coffee equipment
- Barista tools & utensils
- Home espresso machines & Grinder setups



WHO VISITS ATHENS COFFEE FESTIVAL?

- Coffee store owners & managers
- Baristas & Coffee Roasters
- Owners of bakery cafés
- Sommeliers & Bartenders
- F&B Managers
- Executives from the hospitality & foodservice industry
- Coffee market executives
- Home baristas & consumers



MUSIC, HAPPENINGS & COFFEE TALKS

- **Coffee Masterclasses:** Top coffee experts will analyze topics such as developments in processing, the importance of sample roasting, innovations in coffee machines and equipment, the trend of microroasteries and much more.
- **Music Events:** Concerts & live dj sets from radio producers will turn the festival into the biggest party in town!



40.000

invitations will be sent to coffee store owners & managers, market executives, baristas, f&b managers.

The festival gives us the opportunity to get in touch with coffee professionals and consumers.

Paola Cello
Digital Marketing Coordinator
TAF COFFEE

We were pleasantly surprised by the number of professionals who visited our stand and were eager to know our products.

Vassilis Arnakis
Managing Director
AVEK VEKRAKOS SA

ADVERTISING PLAN

€
60.000€
Advertising budget

1.200
Radio spot will air for 2 weeks

4 month
Digital Campaing (GDN, E-mail marketing)

OUR EVENTS AT A GLANCE

25
Hours of seminars & workshops

45
Seminar speakers

4
Panhellenic Coffee Championships



FLOOR PLAN

FREE TO BUILD STANDS (FOOTPRINT) €100/SQ.M.

The free-to-build stands are developed both in the exterior and interior spaces of Technopolis. There are special building conditions for outdoor pavilions that also have a courtyard.

READY MADE STANDS FROM €1,680*

For exhibitors that wish to upgrade their presence at the minimum cost, we offer ready-made executive highly appealing and functional stands. These stands are the following:



a. Tent pavilion (4,00x2,00 sq.m)	€1.680
b. Tent pavilion (3,00x3,00 sq.m)	€1.890
c. Tent pavilion (4,00x2,50 sq.m)	€2.100
d. Tent pavilion (4,00 x 4,00 sq.m)	€3.360

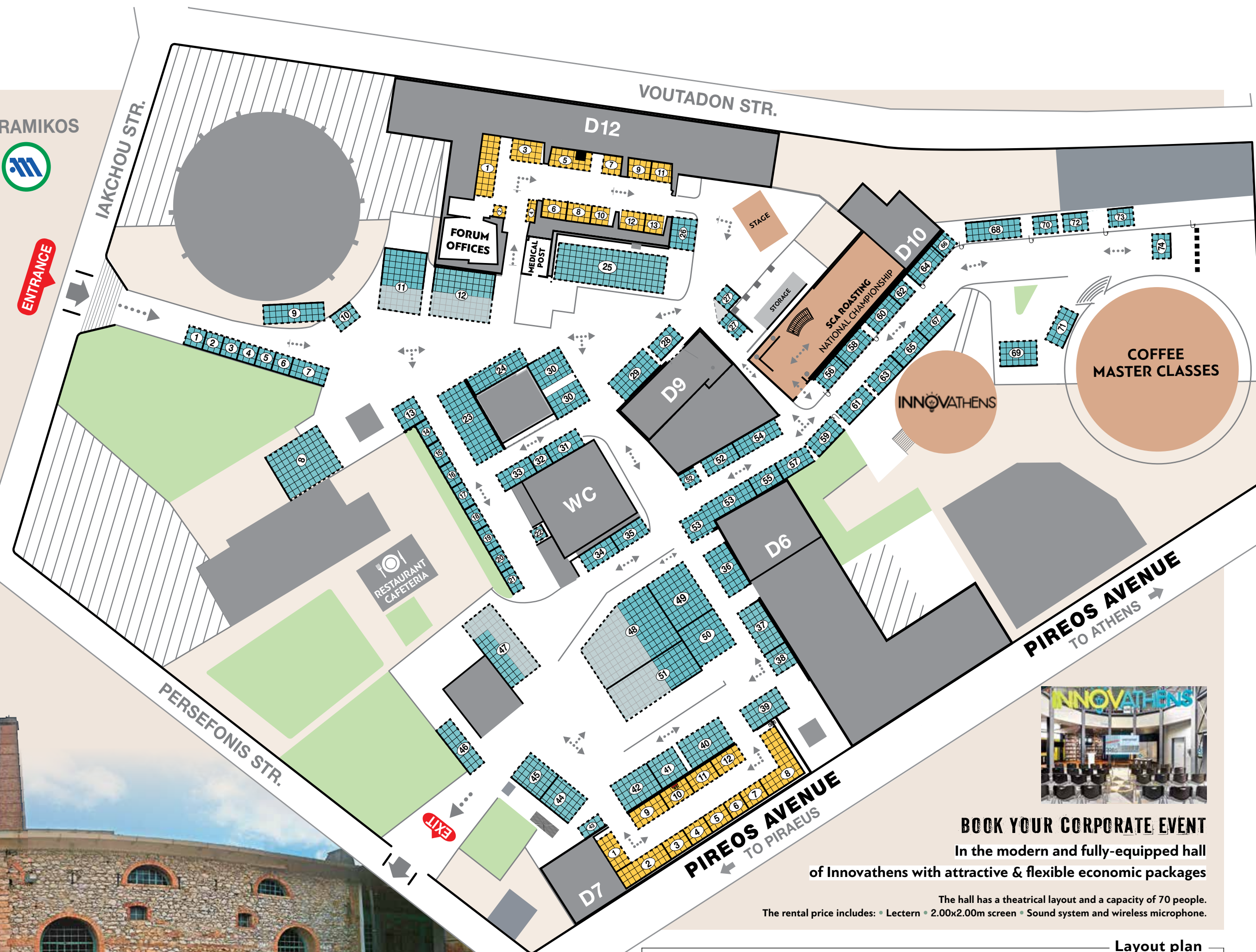
*Ready-made tent stands include: • Tent • Raised floor • Partition walls • Sign with the brand name • Basic lighting • A single phase current socket outlet (500 Watt)



KERAMIKOS



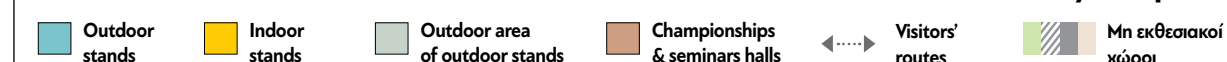
ENTRANCE



BOOK YOUR CORPORATE EVENT
In the modern and fully-equipped hall
of Innovathens with attractive & flexible economic packages

The hall has a theatrical layout and a capacity of 70 people.
The rental price includes: • Lectern • 2.00x2.00m screen • Sound system and wireless microphone.

Layout plan



THE GREAT
VCE
LE
BRA
TION
OF COFFEE

TECHNOLIS CITY OF ATHENS

ATHENS COFFEE FESTIVAL



23

SEPTEMBER

SATURDAY

10.00 – 21.00

24

SEPTEMBER

SUNDAY

10.00 – 21.00

25

SEPTEMBER

MONDAY

11.00 – 20.00

www.athenscoffeefestival.gr

BOOK YOUR STAND NOW

Tel.: +30210 5242100 • e-mail: sales@forumsa.gr

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