

ATHENS COFFEE FESTIVAL

EXHIBITORS BROCHURE



THE GREAT CELEBRATION OF COFFEE

28
30
SEP
2024
TECHNOPOLIS CITY OF ATHENS

UNDER THE AUSPICES



GRAND SPONSOR



FORUMSA. Member of NürnbergMesse Group

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NÜRNBERG MESSE





TOGETHER WE CREATE THE MOST AUTHENTIC COFFEE STORIES!

Athens Coffee Festival 2024 will bring together the best of Greece's bustling coffee scene. Specialty coffee lovers, home barista and professionals are getting ready to discover new trends from more than 120 renowned brands and roasters, learn from the experts, experience the latest products and gear, enjoy street food, beats and good times. From 28th until 30th of September, Athens Coffee Festival will be an unmissable event for coffee connoisseurs

and those working in the industry. Secure now your spot, be part of our festival and grab the opportunity to expand your reach at qualified decision-makers from coffee and hospitality sectors and amplify your brand's presence at a genuine community that honours the coffee culture. The festival is the perfect place to forge connections at a new dynamic market while fuelling your passion. Join us now!



THE FESTIVAL IN NUMBERS*



120
Exhibitors



6,500 m²
Festival Area



22,000
Visitors

*Forecast

COFFEE MARKET IN GREECE



5,5 kg
Annual per capita consumption



730
Cups is the personal annual consumption



40,000
Coffee shops

ACF is a must attend event for the coffee industry in our country and we couldn't be happier that we are a part of it.

Lydia Valsami
Brand Manager - Marketing Dept.
FrieslandCampina Hellas
NOYNOY BARISTA'S GOLD

A great number of consumers visit the festival to discover unique flavours and trends shaping the future of coffee.

Panagiotis Haskos
Managing Director
CAFFE' LUIGI - HASKOS Ltd.

19,350

coffee professionals & lovers attended ACF 2023!



WHO'S EXHIBITING?

Businesses that participate in the festival produce or market products from the following categories:

- Espresso blends
- Single origin, single estate, specialty coffees
- Coffee pods
- Greek coffee
- Organic coffee
- Tea & Soft drinks
- Energy drinks & Refreshments
- Milks & Flavoured syrups
- Espresso machines
- Coffee grinders
- Brew bars & extraction systems
- Equipment for coffee shop-bar
- Consumables & Coffee accompaniments
- Barista tool & utensils
- Equipment for home baristas



WHO IS VISITING ATHENS COFFEE FESTIVAL?

- Owners & Managers of coffee shops, bars, bakeries
- Barista, Sommeliers & Bartenders
- Coffee Roasters
- Coffee aficionados
- Home Barista
- F&B Managers

MUSIC, HAPPENINGS & COFFEE TALKS

- **Coffee Masterclasses:** Fascinating talks and debates on key topical issues and themes within the industry, an array of interactive demonstrations and workshops by coffee experts.
- **Concerts & Live Dj sets:** With live gigs from famous radio producers, artists and bands, the Stage offers everything you need to turn this festival weekend into a party.



LET'S SPREAD THE MESSAGE

65,000€
Marketing budget

1,200 Spots
aired at 12 radio stations

4 months
Digital campaign
(Google, Social, Newsletter)

LET'S LEARN, TASTE & HAVE FUN

25
Hours of Masterclasses

47
Coffee experts & Market specialists

3
Days of concerts & live DJ sets

Every year during the festival a lot of coffee lovers visit our booth in order to celebrate together specialty coffee.

Emma Tzanetoulea
Marketing Manager
Coffee & Beverages
W. S KAROULIAS

During ACF we presented to a targeted b2b audience our new coffee, which led to a lot of partnerships after the festival.

Vasilis Loumidis
CEO
LOUMIDIS COFFEE SHOPS

58,000

coffee cups were prepared by coffee masters & offered to the festival's visitors.

FLOOR PLAN

ALL ABOUT THE FESTIVAL

FREE TO BUILD STANDS (FOOTPRINT) €110/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 (4,00 x 2,00 sq.m.)	€1,680
b. Tent pavilion (3,00 x 3,00 sq.m.)	€1,890
c. Tent pavilion (4,00 x 2,50 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)



Scan the QR code to discover all the value for money construction choices that we can create for you.

Build your stand with the help of FORUM TOTAL SOLUTIONS. Our team is here to propose you stands of modern design at the most competitive prices on the market, for your participation in Athens Coffee Festival 2024.



BOOK YOUR CORPORATE EVENT
In the modern and fully-equipped hall of INNOVATHENS with 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

- Outdoor stands
- Indoor stands
- Outdoor area
- Championships & Workshops halls / Stage
- Visitors' routes
- Areas not accessible to visitors



ATHENS COFFEE FESTIVAL



Scan the QR code
in order to fill the
Book your stand form

BOOK YOUR STAND NOW

T. +30 210 5242100 • e-mail: sales@forumsa.gr

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