

THE GREAT CELEBRATION OF COFFEE



FORUMS.A. Member of NürnbergMesse Group 328 Vouliagmenis Anevue • 173 42 • Athens - Greece • +30210 5242100 • www.athenscoffeefestival.gr • sales@forumsa.gr 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!

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120	

THE FESTIVAL IN NUMBERS*

Exhibitors

: ⊥_ -... 6,500 m² **Festival Area**

 $\bullet \bullet \bullet$ ת, ה 22,000 Visitors * Forecast

5,5 kg Annual per capita consumption

COFFEE MARKET IN GREECE

WE HOST THE COFFEE CHAMPIONSHIPS

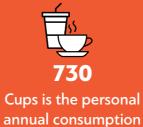
ultimate showcase of skill, knowledge, tivity, passion and personality in the d of coffee, Coffee Championships CA Greece, will be held during the val. The competitors will bring their ue blend of talents to the forefront, ing the competitions a celebration that defines a true Coffee Master.

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.





40.000 Coffee shops

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

IN-FO

ALL ABOUT THE FESTIVAL

- 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

& COFFEE TALKS

- into a party.





budget

LET'S SPREAD THE MESSAGE

aired at 12

radio stations



4 months **Digital campaign** (Google, Social, Newsletter)



25 Hours of **Masterclasses**

3

MUSIC, HAPPENINGS

• 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

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

LET'S LEARN, TASTE & HAVE FUN



Coffee experts & Market specialists



Days of concerts & live DJ sets

58,000

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



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.

R<u>EADY MADE</u> ST<u>A</u>NDS FROM €1,<u>6</u>80*

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

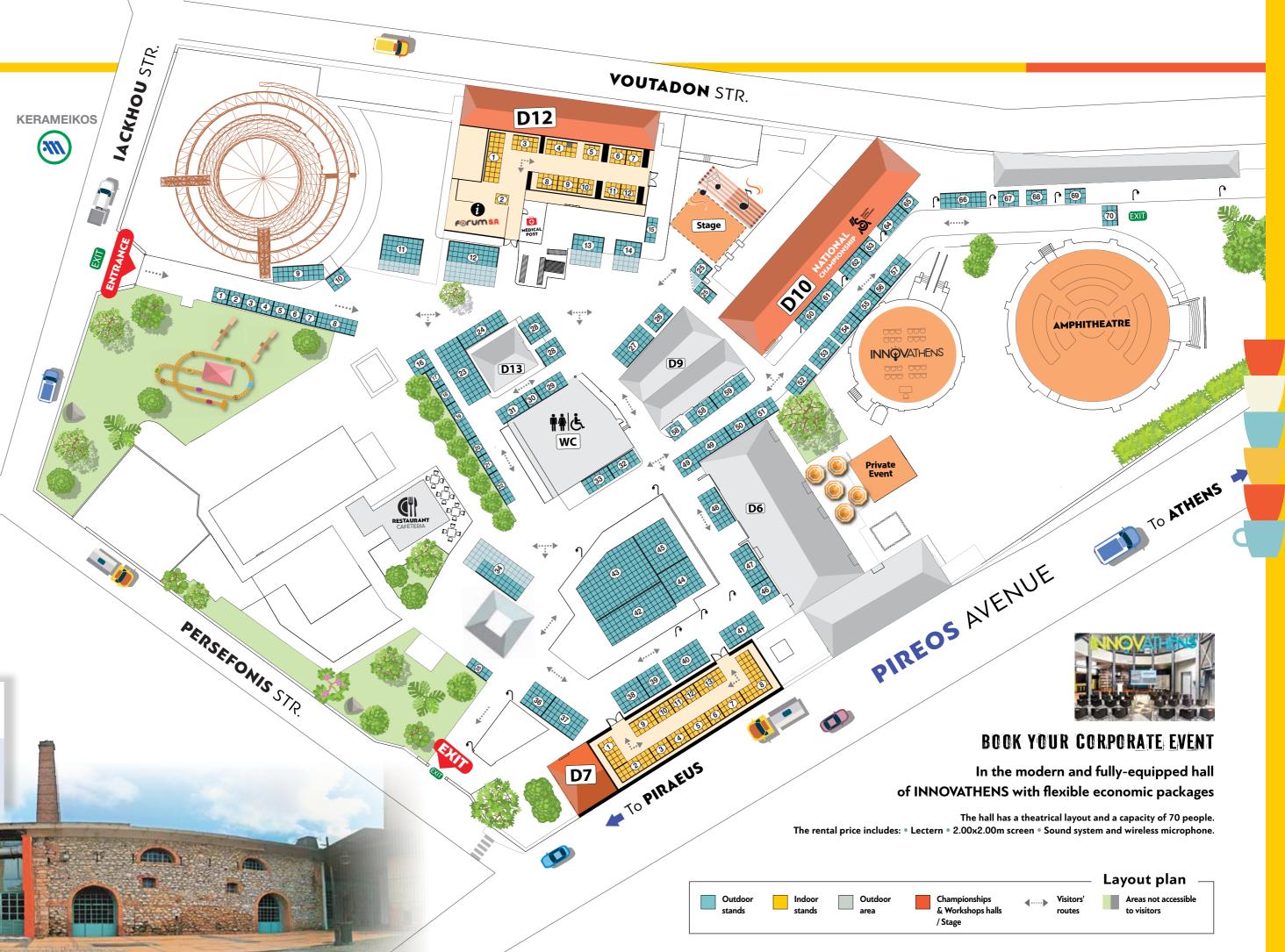
* Ready-made tent stands include: • Tent • Raised floor • Partition walls • Sign with the brand name • Basic lighting • A single phase current socket outlet (500 Watt)





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.







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



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