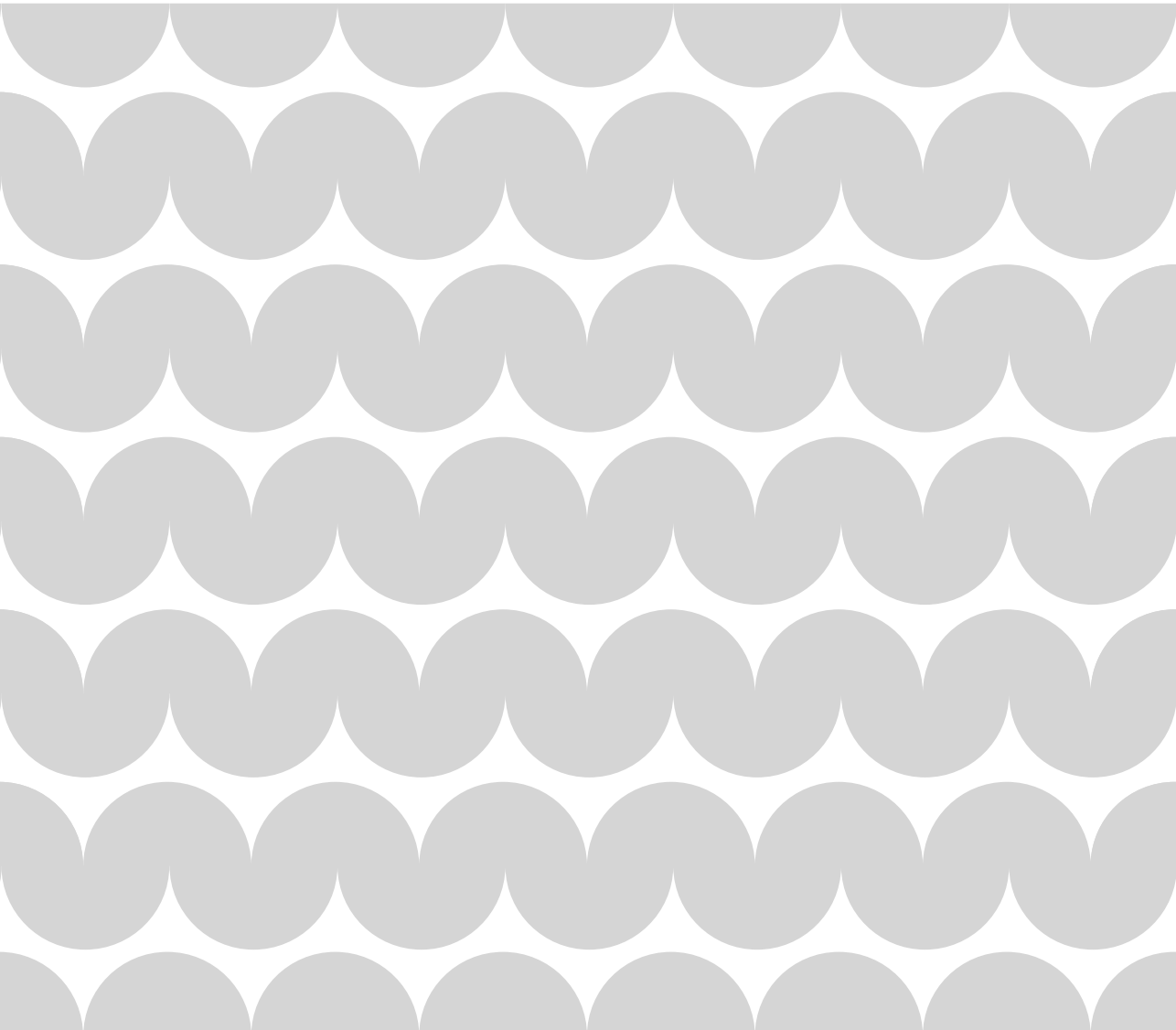


**GLOBAL LEADER
IN COFFEE EVENT**



The 21st Seoul International Cafe Show

Nov 23-26, 2022





The 21st Seoul International Cafe Show



STIR THE NEXT WAVE



World Class



Global Leader in Coffee Event

Cafe Show Seoul is the world's largest coffee exhibition held annually in November, stimulating and supporting the growth of global coffee and F&B industries.

Over the years, Cafe Show Seoul has made immense contributions to the development of coffee industry, first beginning in Korea then spreading to wider parts of the world. Since the start in 2002, Cafe Show Seoul has been providing exceptional experiences to coffee and related communities around the globe through creative and effective business, conference and cultural programs.

As a universally acclaimed exhibition, Cafe Show Seoul shows market trends, provides insightful solutions and offers new business opportunities each year by bringing together industry professionals from around the world to network, connect and exchange ideas.

In 2022, discover Cafe Show Seoul that connects the global world of coffee and F&B industries. Experience the difference Cafe Show Seoul makes in your brand. Stir the next wave with Cafe Show Seoul.

-
- 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



Must-Attend Event for 20 Years and Onward

Cafe Show Seoul is a globally celebrated exhibition as an essential event to attend for industry professionals. The numbers speak for themselves - the average exhibitor satisfaction rate is at 92% while re-participation rate reaches 93%.

- 625 exhibitors, 3,000 brands from 30 countries (2021)
- Exhibitor re-participation rate of 93%
- Exhibitor satisfaction rate of 92%



Significant



Market Center of Exponentially Growing Industry

Each year, prominent buyers and industry professionals gather at Cafe Show Seoul from all around the world to be at the economical and geographical center of the Asian coffee market, which is expected to grow annually by 8.04% (CAGR 2021-2025). Cafe Show Seoul is the place to be to meet the biggest market players face-to-face.

- Visitor satisfaction rate of 99%
- AI-recommended business matching platform “Mocha Port” offered
- Average per capita coffee consumption in Korea at 1.7kg (2021)

The Show



<u>Title</u>	The 21 st Seoul International Cafe Show Cafe Show Seoul 2022
<u>Period</u>	Wed, Nov. 23 – Sat, Nov. 26, 2022 (4 days)
<u>Venue</u>	Hall A – D (36,007m ²), Coex, Seoul, Korea
<u>Organizer</u>	EXPORUM, Reed Exhibitions Korea
<u>Host</u>	EXPORUM, Monthly Coffee Magazine
<u>Item</u>	Coffee, tea, bakery, dessert, ice-cream, chocolate, beverage, raw materials, machine & equipment, interior, franchise & start-up, kitchen appliances, food services, and more
<u>Size</u>	650 exhibitors, 2,000 booths from 40 countries 150,000 visitors from 80 countries
<u>Certification</u>	The Global Association of the Exhibition Industry (UFI), Association of Korean Exhibition Industry (AKEI)
<u>Sponsor</u>	International Coffee Organization (ICO), Ministry of Trade, Industry and Energy (MOTIE), Seoul Metropolitan City
<u>Supporter</u>	(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
<u>Partner</u>	(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.



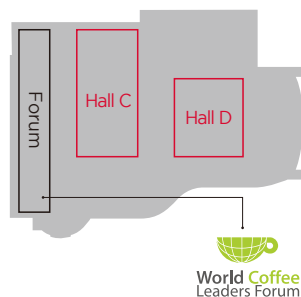
Hall B Sweet Additions

Sweeten up your business through items found in Hall B

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



3F



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.

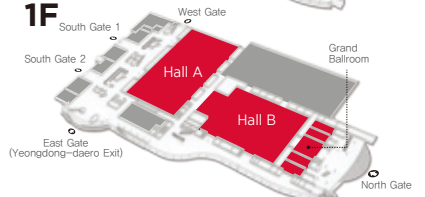


Floor Plan

3F



1F



Hall D

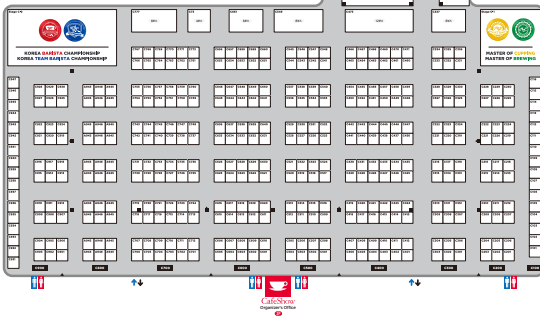
Specialty coffee, roastery cafe, coffee machine & equipment, etc.

3F



Hall C

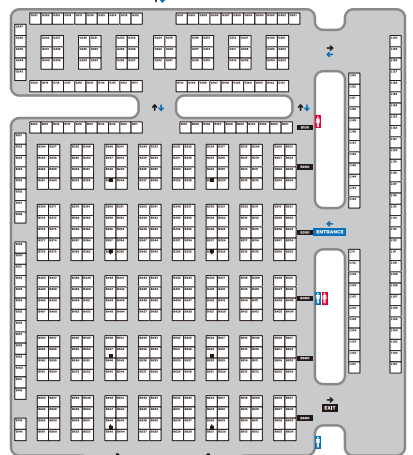
Coffee beans (green & roasted), roasting machine, grinder, espresso machine, filter, etc.



Hall B

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

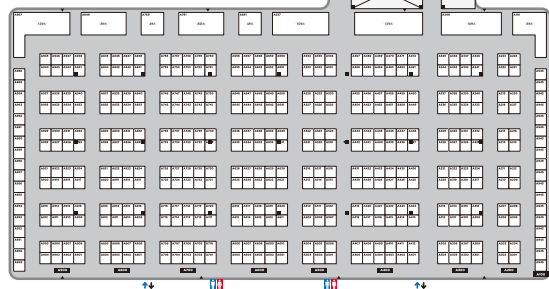
GRAND BALLROOM



Hall A

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

1F



*This floor plan may be subject for change.



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

Cherry's Choice

Special Showcase of Innovative & 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.



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.

2020 Award Winners

Award	Company	Product
Creative Design	Global Generation	FRTEA
	Morphy Richards	Scandi Kettle
Outstanding Innovation	Peters Pan	Peters Pantry the Tray
	Sami Corporation	Yogurt
Superior Sustainability	Moorim Paper	Neoforet Cup
	Freshico	I'm Alive Organic Kombucha



* Information on 2021 winners can be found on Cafe Show's website.

Featured Event



Seminar

- Global Session
- Professional Session
- Origin Adventure Session
- Coffee Talk



Competition

World Coffee Battle

- World Latte Art Battle
- World Cocktail Battle

Korea Coffee League

- Korea Barista Championship
- Korea TEAM Barista Championship
- Master of Cupping
- Master of Brewing

Roastery

- Coffee Alley
- Coffee Brewing Bar





Award

- Cherry's Choice
- Cafe Show Excellence Award



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



<u>Title</u>	The 11 th World Coffee Leaders Forum
<u>Period</u>	Wed, Nov. 23 – Fri, Nov. 26, 2022 (4 days)
<u>Venue</u>	Coex Conference Room, Seoul, Korea
<u>Organizer</u>	World Coffee Leaders Forum Organizing Committee
<u>Size</u>	3,000 professionals from 60 countries
<u>Language</u>	English, Korean
<u>Program</u>	Global Session, Origin Adventure Session, Professional Session, SCA Education Program, World Coffee Tasting Station, Welcome Reception, etc.
<u>Contact</u>	+82-2-6000-6673 info@wclforum.org www.wclforum.org



Festival



Taste, Trend and Flavor Filled Coffee Culture Festival of Seoul





<u>Title</u>	The 7th Seoul Coffee Festival
<u>Period</u>	Wed, Nov. 23 – Fri, Nov. 26, 2022 (4 days)
<u>Venue</u>	Coex and main cafe streets of Seoul
<u>Sponsor</u>	Seoul Metropolitan City
<u>Size</u>	150,000 visitors from 80 countries
<u>Program</u>	Seoul Coffee Tour Bus, Coffee Alley, Coffee Library, Coffee Art Gallery, Coffee Talk, Coffee Science Lab, etc.
<u>Contact</u>	+82-2-6000-6709



Participation

Step 1. Choose your booth type

(VAT Excluded)

Category	Raw Space	Shell Stand												
Price	 <p>USD 2,800</p>	 <p>USD 3,200</p>												
Offered Services	<p>Exhibition Space Only (9sqm)</p> <ul style="list-style-type: none"> Booth design and construction by Coex approved contractor Additional charge generated apart from participation fee (Average USD 1,000-5,000/Booth) 	<p>Space</p> <table border="1"> <tr> <td>Carpet</td> <td>9sqm</td> </tr> <tr> <td>Wooden Side Wall</td> <td>Height 3m, White</td> </tr> <tr> <td>Electricity</td> <td>1kW</td> </tr> <tr> <td>Spotlight</td> <td>3ea</td> </tr> <tr> <td>Fasica Board</td> <td>English and Korean</td> </tr> <tr> <td>Information Desk & Chair</td> <td>1 set per exhibitor</td> </tr> </table>	Carpet	9sqm	Wooden Side Wall	Height 3m, White	Electricity	1kW	Spotlight	3ea	Fasica Board	English and Korean	Information Desk & Chair	1 set per exhibitor
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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 400

- ▶ Option only available for exhibitors with less than 3 booths
- ▶ First-come, first-serve to 50 exhibitors

Step 4. Check discount programs

- ▶ Early-bird (-Feb. 25, 2022): -USD 280 per booth
- ▶ Consecutive participation (2021, 2022): -USD 84 per booth
- ▶ Participated more than 5 times (2016-2022): -USD 140 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 70/kW 24 Hours USD 90/kW	Compressed Air	USD 250
Telephone	USD 200	LAN (Internet)	USD 250
Water & Drainage	USD 250	Visitor Registration System	USD 250

*1kW electricity is included in a shell stand

Sponsorship

Be the first to catch the eyes of 150,000 visitors that attend Cafe Show Seoul

Booth Selection Order

- 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.

No.	Category	Platinum	Gold	Silver	Bronze
		USD 50,000	USD 36,000	USD 24,000	USD 12,000
	Limited number of sponsors	1	2	3	10
P-1	Booth Selection	Immediately after registration			
P-2	Welcome Reception (Proposal of Toast)	○			
P-3	Distribution of samples or gifts (Exhibition Hall Entrance)	○			
P-4	Brand Exposure (Official installation)	○	○		
P-5	Sponsor Badge	100	50		
P-6	Concourse Banner (Lobby)	○	○		
P-7	Hanging Banner (Exhibition Hall)	○	○	○	
P-8	Storage Space	○	○	○	
P-9	Brand Exposure (Banners and signs)	○	○	○	
P-10	Brand Exposure (Printed materials)	○	○	○	○
P-11	Brand Exposure (Floor plan)	○	○	○	○
P-12	Promotional Video on LED screen (Exhibition Hall Entrance)	○	○	○	○
P-13	Brand Exposure (Registration area)	○	○	○	○
P-14	Brand Exposure (Photo wall)	○	○	○	○
P-15	Website Banner	○	○	○	○
P-16	Mobile APP Banner	○	○	○	○
P-17	Newsletter Banner	○	○	○	○
P-18	Directory Advertisement	○	○	○	○
P-19	Business Matching System Search Premium	○	○	○	○

No.	Classification	Offers
S-22	Visitor Badge	Visitor Badge (Lanyard) with Sponsor Logo/ Lanyard Width: 20mm
S-23	Official Cafe Show Bag	Cafe Show Bag with Sponsor Logo/ Color: RED

※ 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 2,800	USD 3,200	
Discount Programs	① Early-bird Registration (-Feb. 25, 2022)	-USD 280		
	② Re-participation (2021 Exhibitor)	-USD 84		
	③ Participated more than 5 times (2016-2022)	-USD 140		
Special Program	Corner Booth (less than 3booths)	USD 400		
	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 2022" and enclose deposit _____ as 50 percent of the total participation fee.
- We would like to be a Sponsor for Cafe Show 2022 (Yes / No)
- We would like to receive more information for Global Cafe Show Brand (Paris / Vietnam)

2022.

Signature of authorized person

Terms

T. +82-2-6000-6673
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 KOREA' and 'EXPORUM'. The term 'Organizer' shall mean, 'REED EXHIBITIONS KOREA' and 'EXPORUM'. The term 'Exhibition' shall mean "The 21st Seoul International Cafe Show (Cafe Show Seoul 2022)."

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 submitted. 30% of the total fee must be paid by Feb. 28, 2022. Remaining 50% of the total fee must be paid by Jul. 31, 2022. 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 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 Organizer.

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 detracton 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 Withdrawal by Exhibitor

In the event that the Exhibitor refuses to use all or part of the spare 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 and Reduction Penalty

Once the application and contract has been submitted, the cancellation of 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 Feb. 28, 2022 : 50% of total participation fee
- * Cancellation or Reduction of number of booth from Mar. 1, 2022 - Jul. 31, 2022 : 80% of total participation fee
- * Cancellation or Reduction of number of booth after Aug. 1, 2022 : 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 countries on the Exhibition's official website.





Cafe Show Global



Open Your Doors to the World Coffee and F&B Markets with Cafe Show



Europe's Cafe Culture Leader

Cafe Show Paris

—

Cafe Show Paris 2022
Sun, May 21 – Mon, May 23, 2022 (3 days)
Porte de Versailles, Paris, France
www.cafeshow.fr



Bridgehead for Southeast Asian Market

Cafe Show Vietnam

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Cafe Show Vietnam 2022
Thu, Jul. 21 – Sat, Jul. 23, 2022 (3 days)
SECC, Ho Chi Minh, Vietnam
www.cafeshow.com.vn

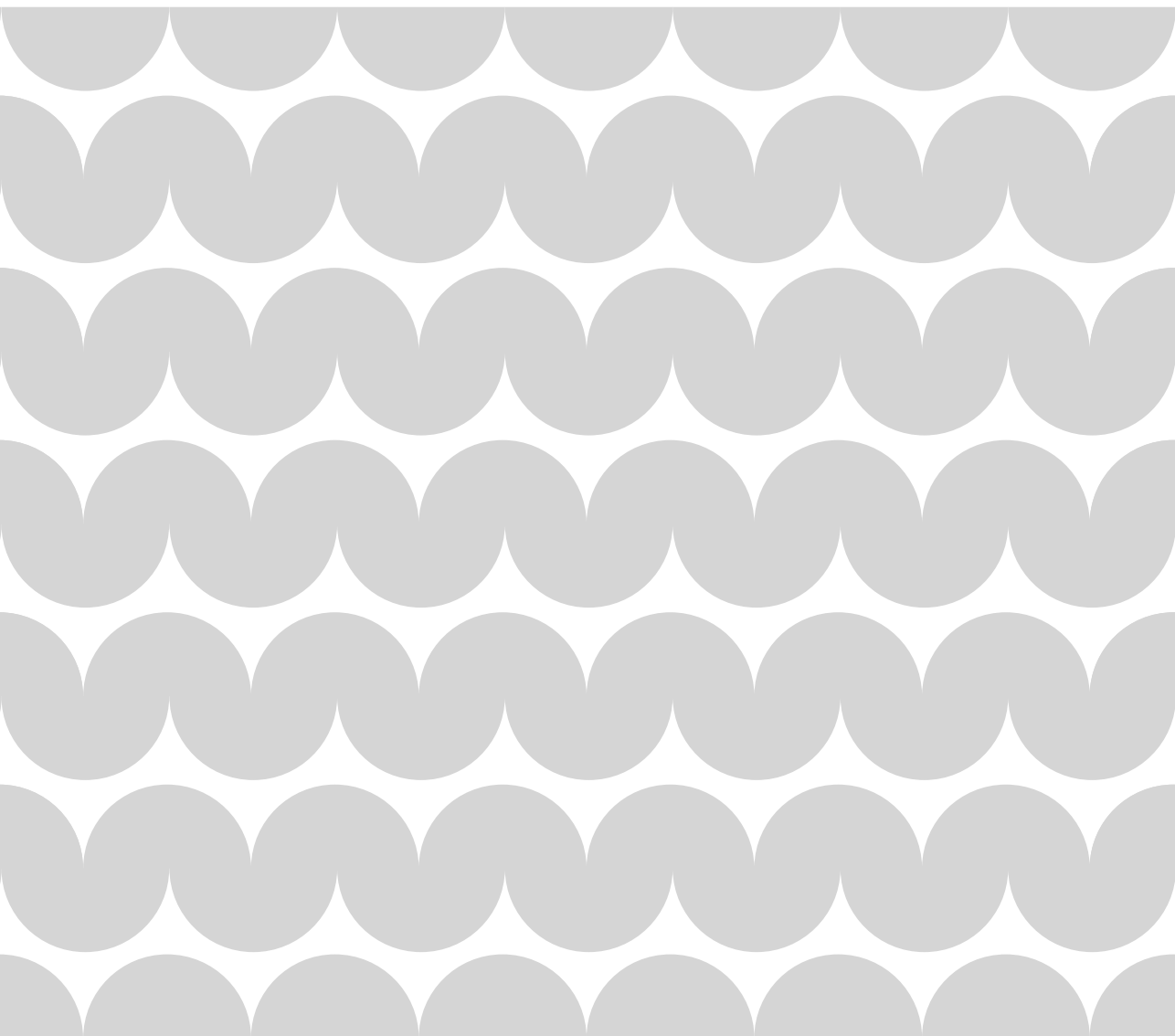


Global Leader in Coffee and F&B Event

Cafe Show Seoul

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COEX, Seoul, Korea
www.cafeshow.com



Inquiries

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