



14-16 SEPTEMBER , 2023

DOHA INTERNATIONAL COFFEE EXHIBITION 2023



Specialty
Coffee
Association

amazing
Productions

Doha Exhibition & Convention Center (DECC)



FIRST PREMIER INTERNATIONAL COFFEE TRADE SHOW IN QATAR

After great success of coffee festivals in Paris, London & Amsterdam First Edition in Doha International Coffee Exhibition is the essential event for coffee professionals – drawing a loyal audience from the global specialty coffee community.

Brought to you by the QATSCA, the event has more than tripled in size and stature all around the world over the last six years, growing from 4,000 visitors and 60 exhibitors to 12,945 visitors and +340 exhibitors.

A dynamic showcase of innovation, education, and coffee commerce, the coffee festival has been running for over a decade and is considered the premier event for the global coffee industry, attracting the world's leading coffee and Horeca industry suppliers.

Join us this September as DICEX comes to DOHA for the First time, packed with all the same features like in Europe.

QATAR NATIONAL COFFEE CHAMPIONSHIPS

The Coffee competitions are set to take place at the DICF, DOHAI, QATAR. Which are sanctioned by world of coffee.

ROASTERS VILLAGE

The Roaster Village is the place where micro roasters meet customers, coffees are roasted, brewed and tasted. The Village offers visitors the opportunity to see the latest trends in coffee sourcing, handling, roasting, brewing, and distribution, not to mention coffee tasting!

BREW & ESPRESSO BAR

Taste the world of coffee at the Brew Bar or the Espresso Bar! Beverages will be kindly prepared and served by skilled baristas.

CUPPING CORNER

The Tasting Rooms are a vibrant part of the DICF Made up of glass walls, businesses can hire the space to present their coffees to a select group of customers and tasters, both inside and outside of the room. Batch brewers and manual brew devices will be available. Tasting Room rentals are only available for exhibiting companies to rent. If you are interested in hiring a space.

BEST BOOTH DESIGN AWARDS

Great coffee companies can showcase their distinction via great design, and increasingly serves an important function in distinguishing specialty coffee. Coffee Design Awards seeks to celebrate this effort through four key platforms, brand, coffee vessels, and a packaging showcase. & booth design

DISPLAY NEW PRODUCT AND SERVICES

Display new & Unique products and service idea which will be judged on their quality and value to the specialty coffee. QATSCA Awards are presented to the winners of exhibiting companies during DICF

COFFEE LECTURES & TRAINING PROGRAMME

QATSCA will welcome industry respected experts who inspire, educate, and motivate nearly 7,000 coffee professionals to reach for their goals and expand their coffee knowledge.

QATSCA LOUNGE & STORE

Meet and greet and sign up membership for SCA & QATSCA to discuss for unique opportunity to connect with leaders in the global coffee community,



VISITOR PROFILE

Café owners

Roasters

Retailers

Baristas

Green Coffee Importers & Exporters

Coffee Growers & Producers

Procurement

from hospitality, restaurants & catering

Coffee Enthusiasts



EXHIBITOR PROFILE

Coffee Accessories

Coffee Brewing Equipment

Espresso Machines

Roasting Equipment

Café Décor, Art & Furniture

Coffee Roasters & Roasted Bean suppliers

Dairy & alternate milk manufactures & suppliers

Confectionery and Bakery Products

Flavours and Syrups

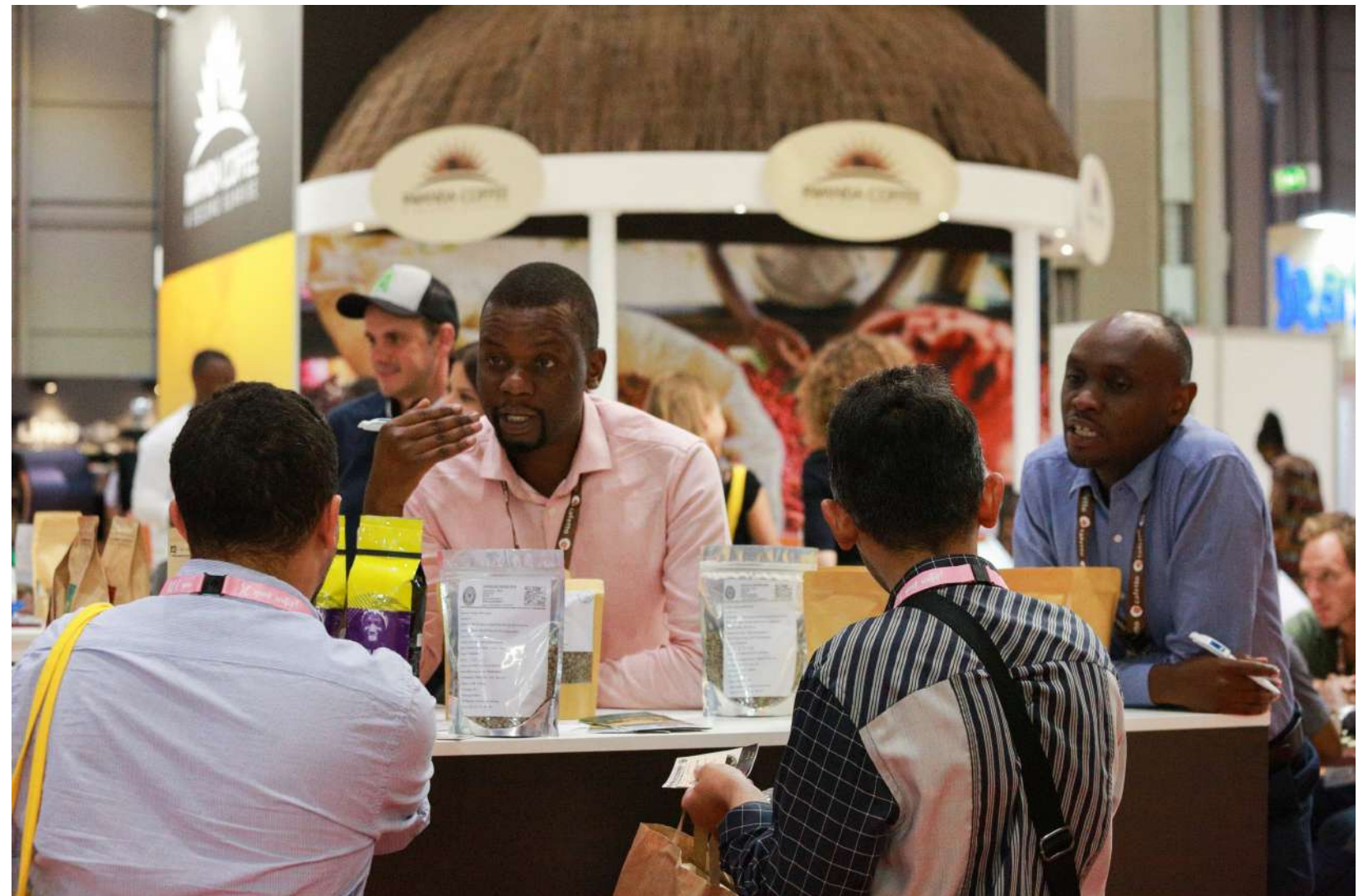
Franchising Opportunities

Beverage Packaging Equipment

Industry Trade Publications

Shipping companies

Water Filtration Systems & Bottled Water Suppliers



A LOYAL COMMUNITY

The QATSCA is proud to be member of SCA & World of Coffee Competition body has become such important fixture for the future coffee events in Qatar



GROWTH OF THE MIDDLE EAST COFFEE INDUSTRY

Middle East & Africa is witnessing a CAGR of %7.5 during the forecast period.

A rise in income has tremendously helped the coffee market to grow in the region.

There is a growing demand for café and coffee shop culture in countries like Qatar, Saudi Arabia, Bahrain, Kuwait etc. Furthermore, the number of Speciality cafés in this region keeps on increasing year on year to meet consumer demands.

Over 2.25 billion cups of coffee is consumed globally every day, while the global market value of the beverage is expected to see an annual growth rate of %5.5 according to Mordor Intelligence.



In line with the Vision and Mission of SCAA (Specialty Coffee Association of America) and SCAE (Specialty Coffee Association of Europe) coffee professionals in QATAR have gathered on March 2019 to propose the establishing of a Qatar Coffee Community in Future will be called as Qatar Specialty Coffee Association for Future Qatar Chapter of Specialty Coffee Association to represents the Qatar coffee community & CB QATCC Competition Licence body was recognized by SCA in December of 2022

**ABOUT
SPECIALTYCOFFEE
ASSOCIATION QATCC CB
(SCA/QATAR)**



DOHA EXHIBITION & CONVENTION CENTER (DECC)

The Doha Exhibition and convention centre is located in west bay the heart of Doha's business district, and whether you are arriving from airport or visiting our venue from within Qatar, reaching DECC never been easier

DOHA EXHIBITION & CONVENTION CENTER

(PRED) 2023 HIGHLIGHTS



TOTAL
REGISTERED
ATTENDEES
6,664



EXHIBITOR
ATTENDEES
920

ORGANIZERS
31

VIP
15

VISITOR
ATTENDEES
5,668



INSIGHTS

**WORD
OF MOUTH
WAS THE 1#
WAY PEOPLE
HEARD ABOUT
THE SHOW**



91%

**ATTENDEES
PLAN TO ATTEND
2023 DICEX IN QATAR**

95%

**ATTENDEES RATED
THE SHOW AS BEING
EXCELLENT OR
GOOD**



COFFEE MAKES EVERYTHING POSSIBLE

Up next ►►

Exhibition and sponsorship
packages

EXHIBITION PACKAGES

SPACE ONLY

Standard Location Area

QAR 2,000 /sqm 18 sqm (min)

Inclusions

- Build your own stand your way, with your components
- The bookings made on first come first served basis
- Exhibitors will have to pay mandatory insurance fees, these cover the Third Party Public Liability Insurance for exhibitors. The insurance costs would vary upon various stand sizes insurance fees
- 2 Exhibitor staff badges for every 9 sqm of space
- 15% Discount on stands built by DECC exclusive for QATSCA 2023 exhibitors



Exclusions

- Carpet
- Furniture
- Structure
- Furnishings
- Electrical or digital and printed signage
- The above exclusions are to be purchased from the official contractor

EXHIBITION PACKAGES

SHELL SCHEME

Standard Location Area
QAR 1,700 /sqm 9 sqm (min)

Inclusions

- Standard Booth -9 sqm (minimum)
- Shell Scheme
- 1 Round Table
- 2 Chairs
- 3 Spot Lights
- 1 Waste Bin
- Floor Carpet
- Electricity x 1 kw
- Power Socket
- Basic Fascia with company name and booth number
- Company profile in QATSCA 2023 Digital/ guide
- Two (2) exhibitor booth staff badges



EXHIBITION PACKAGES

ROASTERS VILLAGE

Standard Location Area
COST QAR 9000 /2m-05m

Inclusions

- 1 Counter
- 1 bar stool
- Power connection
- Drainage
- Water



EXHIBITION PACKAGES

BREW BAR

Cost QAR 2500 per 4 hours
 QAR 2000 per 3 hours

Inclusions

- Logo at the Brew Bar
- Sponsors named and recognized during any Brew Bar promotion
- Prominent branding placement at the conference next to the Championship competition area
- Conference Admission: The sponsors will receive (2) entry badges
- Machines and Cupping equipment
- Espresso section
- Brewing/Cold brew section
- Allocated space will comfortably accommodate one Barista in addition to a range of coffee products
- Options to book either multiple or single time slots will be available to companies



EXHIBITION PACKAGES

CUPPING ROOM

Cost QAR 1000 per hour

Inclusions

- Logo at the Cupping room
- Recognition and mention of the sponsor when Cupping room is promoted
- Conference Admission: The sponsors will receive (2) entry badges
- Machines and Cupping equipment
- Companies will promote their coffees through exclusive cupping sessions.
- Companies will be offered flexible options of single or multiple time slots depending on their preferences.



EXHIBITION PACKAGES

MANDATORY
INSURANCE
FEES

QAR 450

9 SQM - 35 SQM

QAR 675

36 SQM - 100 SQM

QAR 900

101 SQM & ABOVE



SPONSORSHIP PACKAGES

TITLE SPONSOR

Opportunities | One (1)

**“The top level
of DICEX Coffee
sponsorship”**



SPONSORSHIP PACKAGES

TITLE SPONSOR

PRE-EVENT

- Logo as “Title Sponsor” on the website (with hyperlink to brand website), Brochure (digital copy)
- 2 full page advert in the digital show guide
- 3 emailers designed by the sponsor to all our database (National & International)
- Sponsorship announcement on all Social Media
- Platforms 5 dedicated Social Media -Instagram, Facebook and other social media posts
- Inclusion of Company profile in the digital show guide
- Pre-event press releases
- Right to use Event logo
- Lanyard sponsorship, this exclusive feature puts your brand around the neck of every attendee

AT THE EVENT

- Acknowledgement as Title Sponsor
- Brand video to be played on the screens at the venue
- Opportunity to give a 15 minute presentation
- 2 workshop presentations (if desired)
- Logo on all promotional material including signage displayed at the venue as the Title Sponsor
- Logo displayed on the event holding slides
- Sponsorship recognition including logo on exhibition hall aisle signs and exhibition entry signs
- Sponsorship recognition including logo on www.scaofqatar.com
- Nominate 1 person to join the judging committee
- 3 Cupping room sessions

POST-EVENT

- Logo on Post Show Report sent out to the entire exhibitor database
- Logo on thank you e-mail for all visitors after the show has closed



SPONSORSHIP PACKAGES

ASSOCIATE SPONSOR

Opportunities | One (5)

**Doha International
Coffee Exhibition in
“Association
with...”**



SPONSORSHIP PACKAGES

ASSOCIATE SPONSOR

PRE-EVENT

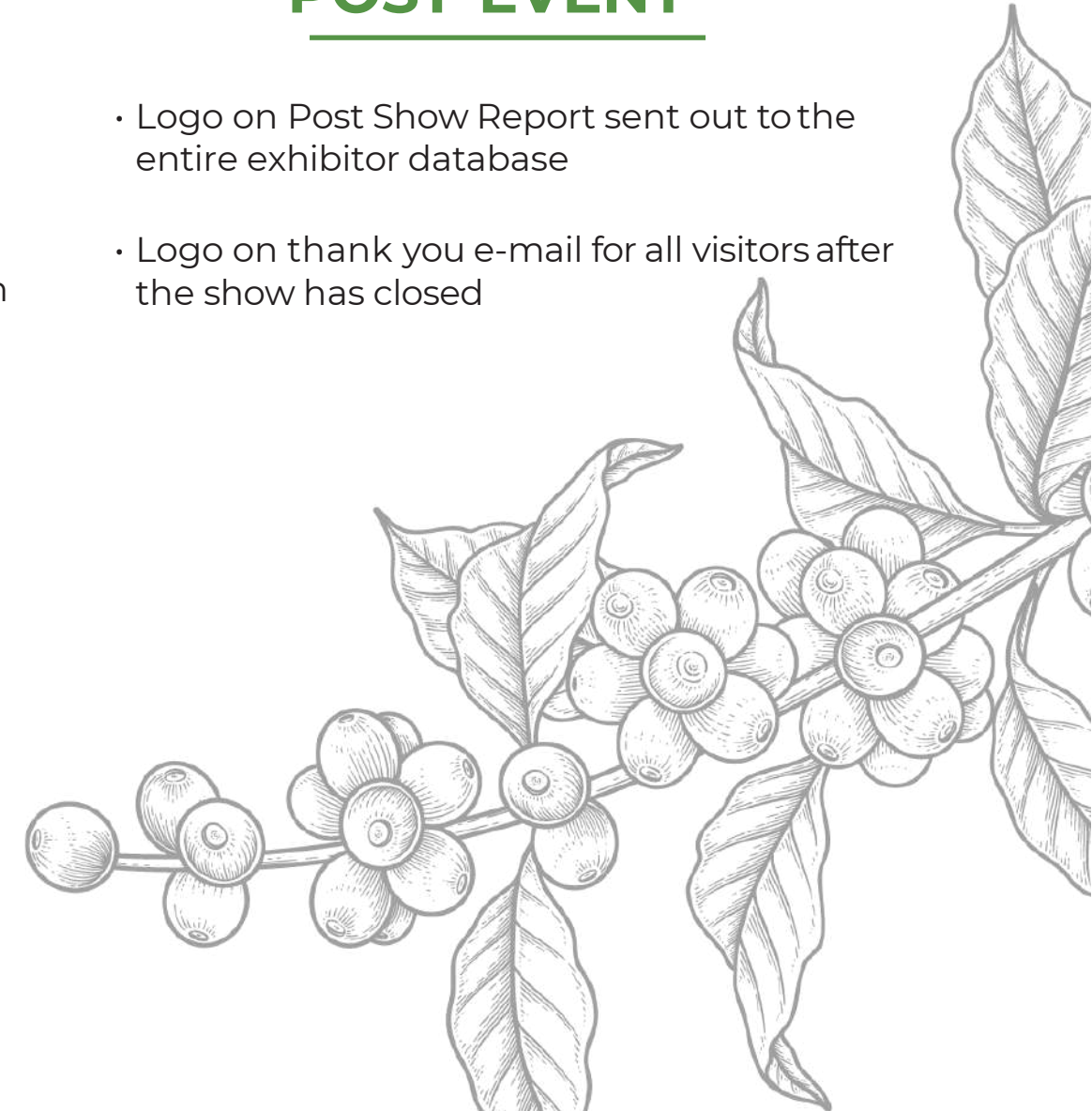
- Logo as “Associate sponsor” on the website (with hyperlink to brand website)
- Brochure (digital copy)
- 1 full page advert in the show guide
- 2 emailers designed by the sponsor to all our database (National & International)
- Sponsorship announcement on all Social Media Platforms
- 3 dedicated social media: Instagram, Facebook and other social media posts
- Inclusion of Company profile in the digital show guide

AT THE EVENT

- Acknowledgement as Associate sponsor
- Brand video to be played on the screens at the venue
- Opportunity to give a 15 minute presentation
- Logo on all promotional material including signage displayed at the venue as the Associate Sponsor
- Logo displayed on the event conference holding slides
- Sponsorship recognition including logo on exhibition hall aisle signs and exhibition entry signs
- Sponsorship recognition including logo on www.scaofqatar.com Nominate 1 person to join the judging committee
- 2 Cupping room sessions

POST-EVENT

- Logo on Post Show Report sent out to the entire exhibitor database
- Logo on thank you e-mail for all visitors after the show has closed



SPONSORSHIP PACKAGES

CB COFFEE CHAMPIONSHIP

Opportunities | One (5)



SPONSORSHIP PACKAGES

COFFEE CHAMPIONSHIP

PRE-EVENT

- Logo as “Championship Sponsor” on the website (with hyperlink to brand website), Brochure (digital copy)
- 1 full page advert in the digital show guide
- 2 emailers designed by the sponsor to all our database including the barista community (National & International)
- Sponsorship announcement on all Social Media Platforms
- 5 championships dedicated Social Media -Instagram, Facebook and other social media posts calling out baristas to take part in the championships
- Inclusion of Company profile in the digital show guide

AT THE EVENT

- Acknowledgement as Championship Sponsor in the Coffee Championship area
- Opportunity to give a 10-minute presentation at ceremony at the championshiptheopening
- 1 workshop presentations (if desired)
- Logo on all promotional material including signage displayed at the venue
- Logo displayed on the event holding slides
- Sponsorship recognition including logo on exhibition hall aisle signs and exhibition entry signs
- Sponsorship recognition including logo on www.scaofqatar.com
- Nominate 1 person to join the judging committee
- 2 Cupping room sessions

POST-EVENT

- Logo on Post Show Report sent out to the entire exhibitor database
- Logo on thank you e-mail for all visitors after the show has closed



SPONSORSHIP PACKAGES

BREW BAR

Opportunities | Two (2)



SPONSORSHIP PACKAGES

BREW BAR

PRE-EVENT

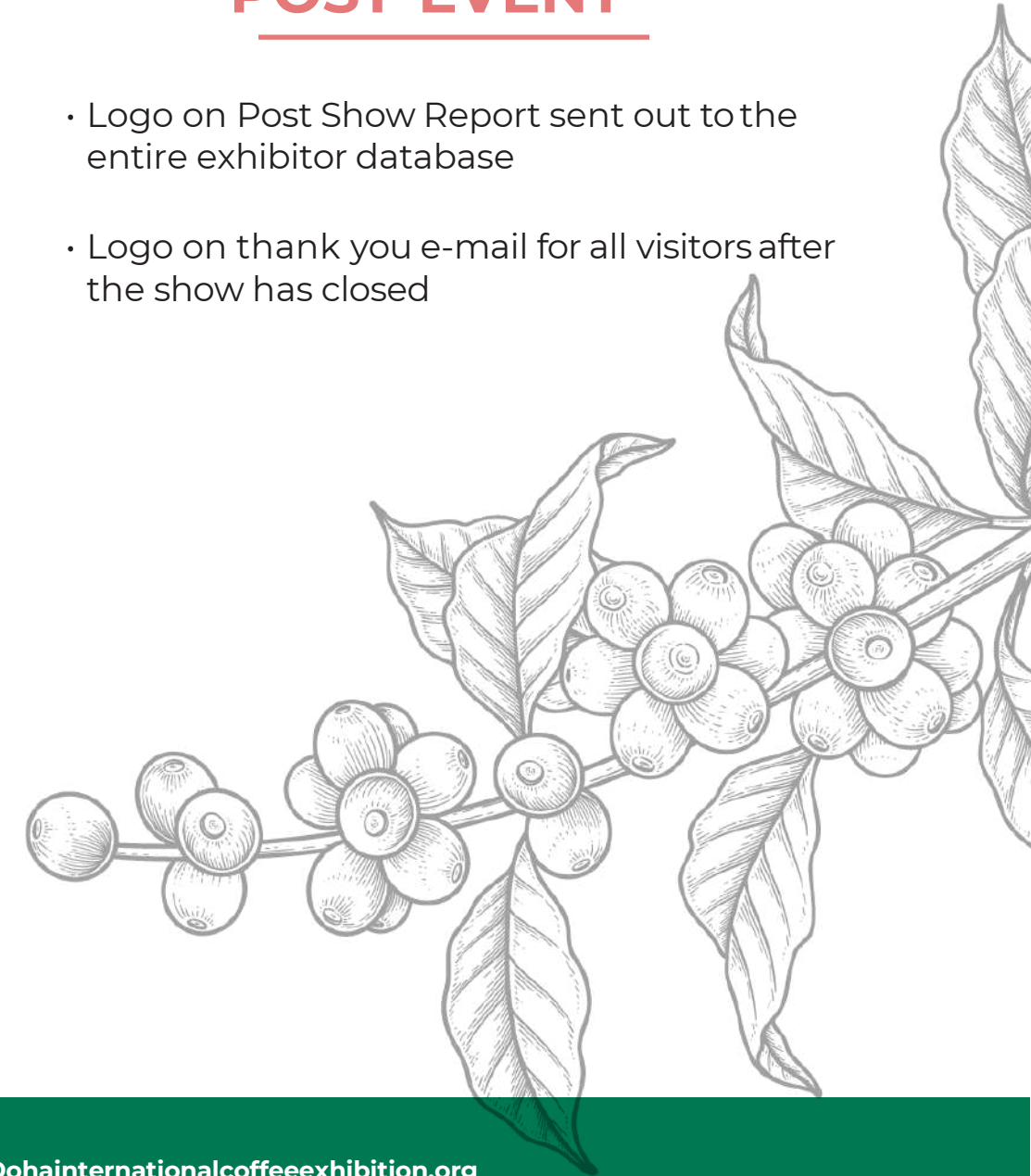
- Logo as “Brew Bar Sponsor” on the website (with hyperlink to brand website), Brochure (digital copy)
- 1 full page advert in the digital show guide
- 1 emailer designed by the sponsor to all our database including the barista community (National & International)
- Sponsorship announcement on all Social Media Platforms
- 3 Brew Bar feature dedicated social media -Instagram, Facebook and other social media
- Inclusion of Company profile in the digital show guide

AT THE EVENT

- Acknowledgement as Brew Bar Sponsor in the Brew Bar area
- 1 workshop presentations (if desired)
- Logo on all promotional material including signage displayed at the venue
- Logo displayed on the event holding slides
- Sponsorship recognition including logo on exhibition hall aisle signs and exhibition entry signs
- Sponsorship recognition including logo on www.scaofqatar.com
- 2 Cupping room sessions

POST-EVENT

- Logo on Post Show Report sent out to the entire exhibitor database
- Logo on thank you e-mail for all visitors after the show has closed



SPONSORSHIP PACKAGES

DAIRY AND PLANT BASED MILK SPONSOR

Opportunities | Two (2)



SPONSORSHIP PACKAGES

DAIRY AND PLANT BASED MILK SPONSOR

PRE-EVENT

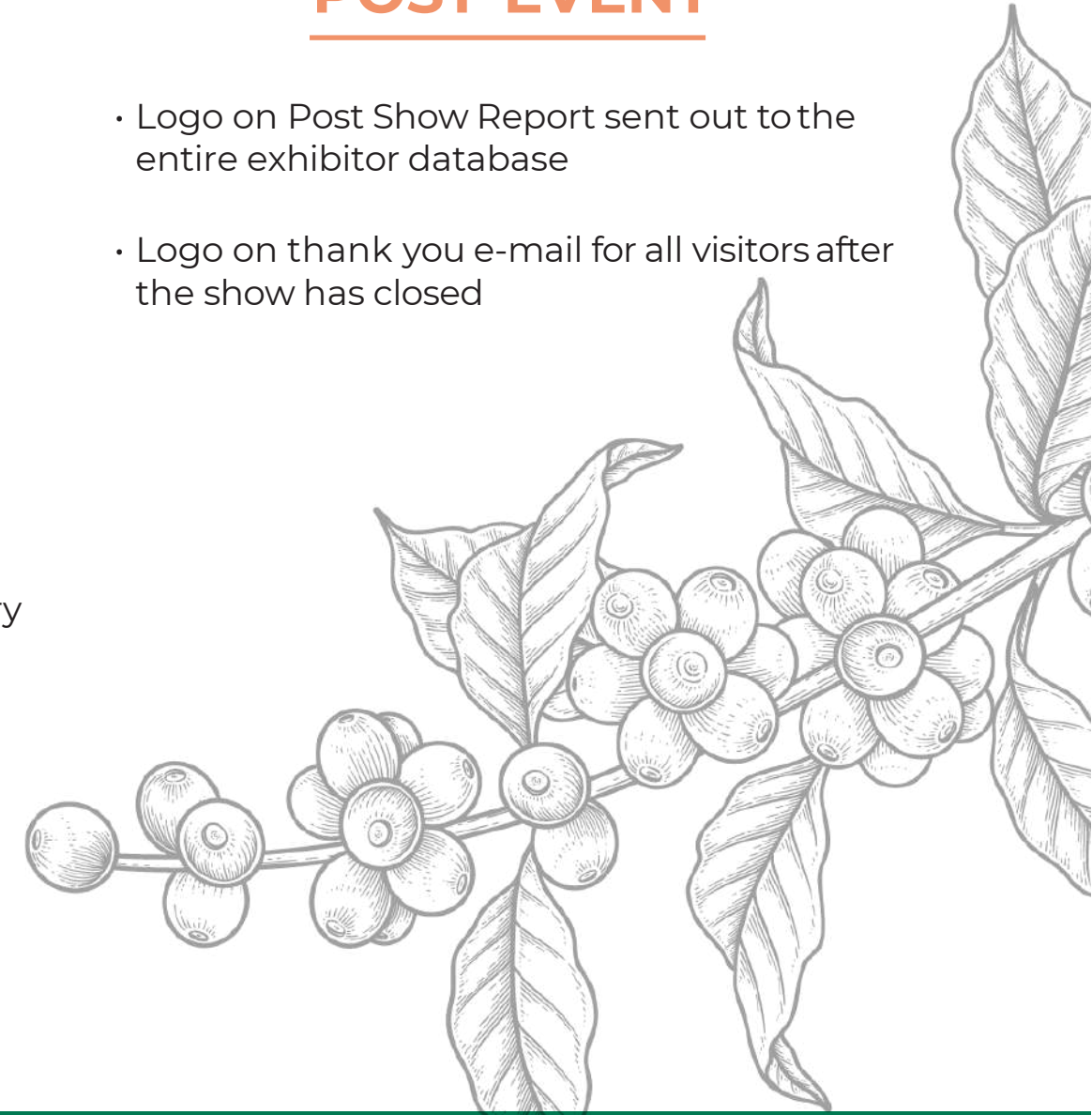
- Logo as “Dairy Sponsor” on the website (with hyperlink to brand website), Brochure (digital copy)
- 1 full page advert in the digital show guide
- 1 emailer designed by the sponsor to all our database including the barista community (National & International)
- Sponsorship announcement on all Social Media Platforms
- 3 dedicated social media posts - Instagram, Facebook and other social media
- Inclusion of Company profile in the digital show guide

AT THE EVENT

- Acknowledgement as Dairy and alternative Milk Sponsor at the venue
- Sampling opportunity
- 1 workshop presentations (if desired)
- Logo on all promotional material including signage displayed at the venue
- Logo displayed on the event holding slides
- Sponsorship recognition including logo on exhibition hall aisle signs and exhibition entry signs
- Sponsorship recognition including logo on www.scaofqatar.com

POST-EVENT

- Logo on Post Show Report sent out to the entire exhibitor database
- Logo on thank you e-mail for all visitors after the show has closed



SPONSORSHIP PACKAGES

WATER SPONSOR

Opportunities | Two (2)



SPONSORSHIP PACKAGES

WATER SPONSOR

PRE-EVENT

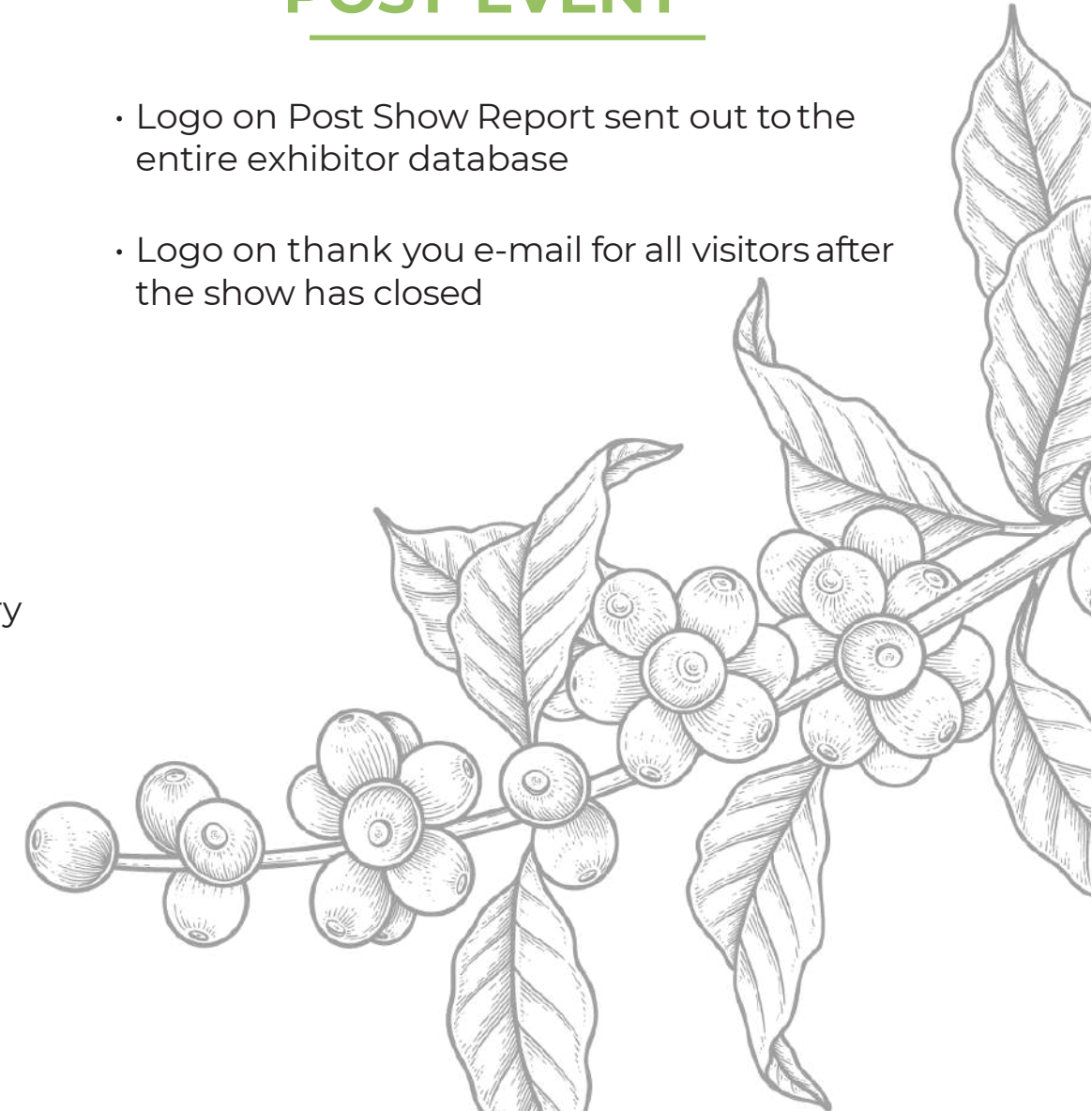
- Logo as “Official Water Sponsor” on the website (with hyperlink to brand website), Brochure (digital copy)
- 1 emailer designed by the sponsor to all our database including the barista community (National & International)
- 1 full page advert in the digital show guide
- Sponsorship announcement on all Social Media Platforms
- 3 dedicated social media posts - Instagram, Facebook and other social media
- Inclusion of Company profile in the digital show guide

AT THE EVENT

- Acknowledgement as Water Sponsor at the venue
- 1 workshop presentations (if desired)
- Provide bottles to all exhibitors at their stand (sampling purposes)
- Logo on all promotional material including signage displayed at the venue
- Logo displayed on the event holding slides
- Sponsorship recognition including logo on exhibition hall aisle signs and exhibition entry signs
- Sponsorship recognition including logo on www.scaofqatar.com

POST-EVENT

- Logo on Post Show Report sent out to the entire exhibitor database
- Logo on thank you e-mail for all visitors after the show has closed



SPONSORSHIP PACKAGES

ROASTERS VILLAGE

Opportunities | Three (1)



SPONSORSHIP PACKAGES

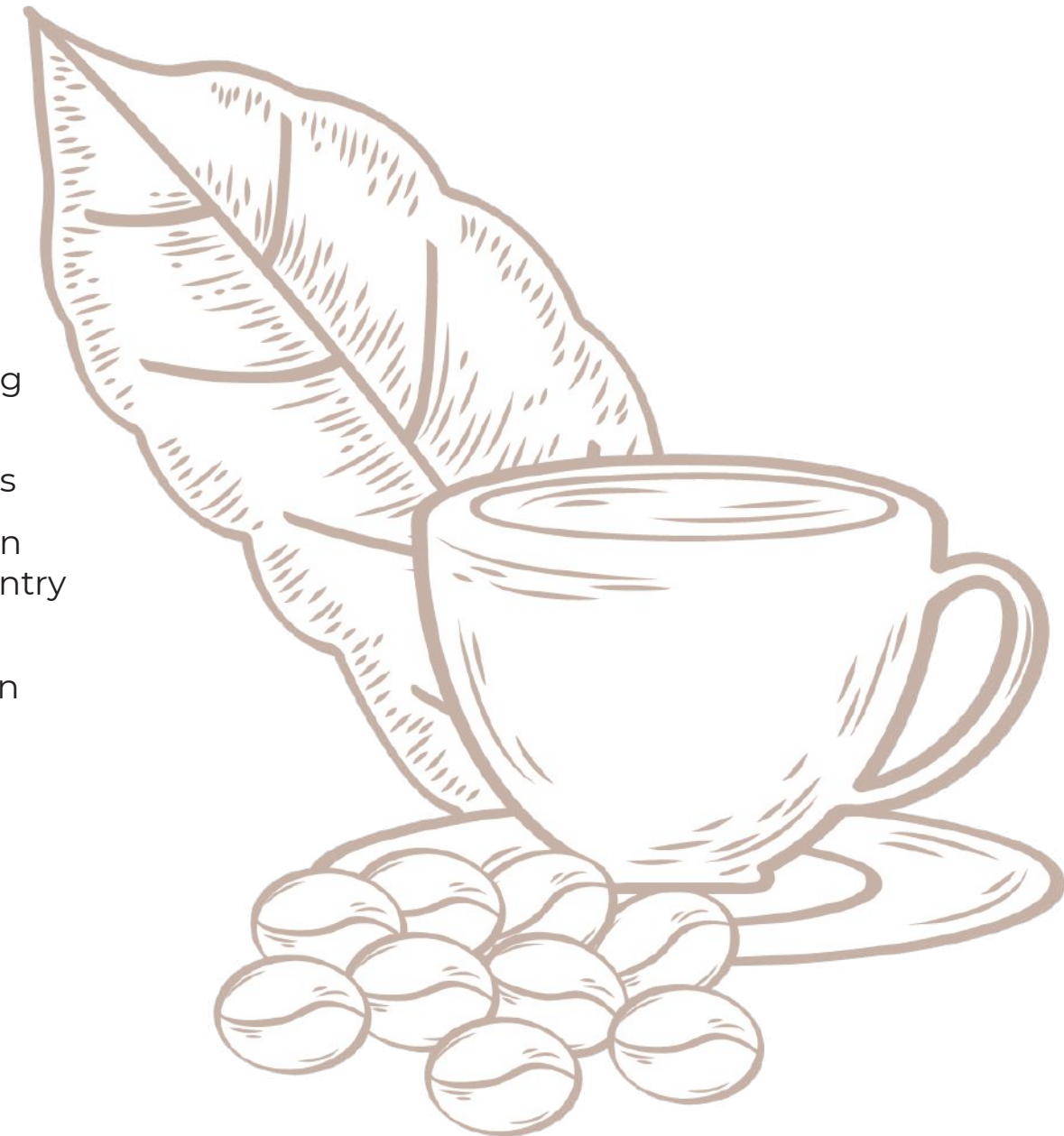
ROASTERS VILLAGE

PRE-EVENT

- Logo as “Roasters Village Sponsor” on the website (with hyperlink to brand website), Brochure (digital copy)
- 1 full page advert in the digital show guide
- 1 emailer designed by the sponsor to all our database including the barista community (National & International)
- 3 Roasters Village dedicated social media posts
- Instagram, Facebook and other social media
- Inclusion of Company profile in the digital show guide

AT THE EVENT

- Acknowledgement as ‘Roasters Village Sponsor’ in the Roasters Village
- 1 workshop presentations (if desired)
- Logo on all promotional material including signage displayed at the venue
- Logo displayed on the event holding slides
- Sponsorship recognition including logo on exhibition hall aisle signs and exhibition entry signs
- Sponsorship recognition including logo on www.scaofqatar.com
- 1 counter at the Roasters Village



SPONSORSHIP PACKAGES

CUPPING SPONSOR

Opportunities | One (1)

PRE-EVENT

- Logo and recognition on Cupping Room promotional material, information packs and other related materials
- Logo recognition on banners
- Product placement inside the Cupping Room
- Recognition and mention of sponsor when the cupping area is mentioned
- 2 hour presentation/cupping slot included



SPONSORSHIP PACKAGES

Shipping

Opportunities | One (1)

Syrup

Opportunities | One (1)

Packaging

Opportunities | One (1)

QATSCA Workshop

Opportunities | One (1)



SPONSORSHIP PACKAGES SHIPPING/SYRUP PACKAGING/QATSCA WORKSHOP SPONSOR

PRE-EVENT

- Logo as “Shipping/Syrup Packaging/QATSCA Workshop Sponsor” on the website (with hyperlink to brand website), Brochure (digital copy)
- 1 full page advert in the digital show guide
- 1 emailer designed by the sponsor to all our database including the barista community (National & International)
- Inclusion of Company profile in the digital show guide
- 5 social media posts

AT THE EVENT

- Acknowledgement as ‘Shipping/Syrup Packaging/QATSCA Workshop Sponsor’ in the venue
- 1 workshop presentations (if desired)
- Logo on all promotional material including signage displayed at the venue
- Logo displayed on the event holding slides
- Sponsorship recognition including logo on exhibition hall aisle signs and exhibition entry signs
- Sponsorship recognition including logo on www.scaofqatar.com
- 1 dedicated 3x3 space to promote the sponsor product and services



BOOK YOUR STAND & SPONSORSHIP

AT THE Doha
Exhibition &
Convention Center
(DECC) 14-16 SEPT 2023

GET IN TOUCH TODAY with Amazing & @qatsca

TEL+974 6641-6684 Email: admin@amazing-productions.net
TEL +974 3123-4221 Email:qatarcoffee@gmail.com



amazing
Productions