



**PARTNERSHIP OFFER**  
makro **CZECH GASTRO FEST 2**

## Basic information

### Coffee Zone makro CZECH GASTRO FEST 2

**Date:** 12. – 13. 4. 2024

**Location:** O2 universum, Prague

MAKRO CZECH GASTRO FEST 2 will once again be a **memorable event** that will inject new energy into Czech gastronomy. Over the span of two days, a diverse array of visitors – from restaurant owners, head chefs, and suppliers to representatives of professional associations and institutions supporting gastronomy – will gain numerous practical insights and tips, taste fantastic food and beverages, and witness a variety of shows. At this festival, SCA CR will ensure a **complete coffee zone** covering more than 1000 m<sup>2</sup>. The event will also include the prestigious Czech Latte Art Championship 2024 and the student competition Barista junior 2024. The festival is **unique for its elaborate program** focused on presenting the European coffee scene, barista shows, thematic workshops, and lectures, guided coffee tastings, and more. The festival aims to introduce the general public to coffee roasteries (primarily from the Czech and Slovak Republics) through coffee tastings at espresso & brew bars, complemented by the experience from the world of coffee competitions.

## What else is coming up in 2024?

### **BARISTA ROKU 2024**

**Date:** 15. – 16. 3. 2024

**Location:** Královka Sports Hall, Prague

During the festival, there will be two competitions – Czech **Barista & Cup Tasters** Championship 2024.

### Coffee Zone **makro CZECH GASTRO FEST 2**

**Date:** 12. – 13. 4. 2024

**Location:** O2 universum, Prague

We are preparing a large coffee zone, and you can be a part of this fantastic event, aimed at both B2B and B2C customers! The festival will also include the Czech **Latte Art** Championship 2024.

### Coffee Zone **PRIMA FRESH FESTIVAL 2024**

**Date:** May & June 2024

**Location:** Pilsner, Pardubice, Brno, Kroměříž

Be a part of the coffee zone at the largest Czech gastronomic festival.

## Partnership Opportunities

In 2024, we are introducing new partnership opportunities:

- **ROASTERS VILLAGE**

- Unified presentation booth with a limited size of one table, part of a 'village' with dozens of other booths, primarily intended for roasteries that cannot fill their own festival booth or bar. The presentation of the roastery is limited to this presentation table 1 pcs with roll-up banner and extra space of 0,6 m2 for example for shelf.

- **SCA BAR**

- Presentation of a coffee shop or roastery within a fully equipped festival SCA café. Primarily intended for coffee shops or smaller roasteries.

- **BREW BAR**

- Unified presentation booth for a roastery/coffee shop on an equipped brew bar.

- **PARTNER BOOTH**

- Individually designed presentation booth for a roastery/partner.

### **ROASTERS VILLAGE – full-festival espresso slot**

**620 €**

- Allocated presentation area – table max. 2 m (including electrical connection 230 V)
- Provision of equipment (1 group espresso machine, grinder)
- 4 complimentary entries to the event
- Name of the partner displayed on the booth

### **ROASTERS VILLAGE – full-festival slot**

**420 €**

- Allocated presentation area – table max. 2 m (including electrical connection 230 V)
- Without the possibility of connecting the coffee machine
- Without equipment
- 4 complimentary entries to the event
- Name of the partner displayed on the booth

As part of the Roasters Village, the exhibitor from us will receive a table for presentation, a space of 0.6 square meters for placing, for example, a shelf, and the opportunity to display 1 roll-up banner.

## SCA BAR – Three-hour slot

170 €

- Partner presentation within the SCA bar – espresso or brew bar
- Provision of complete bar equipment
- 2 complimentary entries to the event
- Bar branding with your logo

In the 2024 season, we will introduce a new concept of the SCA bar, which will function as a festival café. In this café, various roasteries and coffee shops will take turns behind the bar. You will have access to the finest coffee equipment; your role is simply to bring your own coffee and share smiles with the visitors.

## **ESPRESSO or BREW BAR – full-day slot**

**620 €**

- Allocated presentation area (including 1-phase electrical connection)
- Option to provide equipment (espresso machine, grinder, boiler)
- 4 complimentary entries to the event
- Bar branding with your logo

## **PARTNER OF THE FESTIVAL**

**2050 €**

- Allocated exhibition space
  - Exhibition space of 5 m<sup>2</sup> (including 1-phase electrical connection)
  - Alternatively, a full-festival espresso/brew bar
- 10 complimentary entries to the event
- Your logo displayed on the booth

### Advertising

- Placement of the partner's logo (with a link to their website, in a category corresponding to the type of chosen membership) on the official event website
- Placement of the partner's logo on electronic and printed promotional materials
- Advertisement placement within the mobile app, with the option to engage visitors using push notifications



## MAIN PARTNER OF THE FESTIVAL

3300 €

- Allocated exhibition space
  - Exhibition space of 10 m<sup>2</sup> (including 1-phase electrical connection)
  - Alternatively, a full-festival espresso/brew bar
- 20 complimentary entries to the event
- Your logo displayed on the booth

## Advertising

*Identical to the main partner, plus:*

- Placement of the partner's profile (100 words in length) on the official event website
- One-time sharing of the partner's profile on SCA Czech Republic's social networks
- Placement of the partner's logo on all electronic and printed promotional materials
- Placement of the partner's logo on promotional walls and projection screens
- Option to include one piece of promotional material in the promotional bag
- Advertisement placement within the mobile app, with the option to engage visitors using push notifications

## EXHIBITOR

1050 €

- Allocated exhibition space
- Exhibition space of 5 m<sup>2</sup> (including electrical connection)
- 2 complimentary entries to the event

## COFFEE EXHIBITOR

1200 €

- Allocated exhibition space
- Exhibition space of 5 m<sup>2</sup> (including electrical connection)
- 2 complimentary entries to the event

## GENERAL CONDITIONS

Price for additional m<sup>2</sup> of exhibition space

**210 €**

Payment can be made in-kind following prior agreement, up to a maximum of 50% of the total, with a corresponding reduction coefficient applied (0.5 for services; 0.7 for goods; 0.9 for electronics) based on the agreed contractual value of the barter.

Direct sales at the festival are possible only with prior agreement, only cashless, using the provided partner solution. A commission of 10% on sales is set here. The sale of coffee packages and accessories is allowed only at the designated sales area of the festival or directly at the full-festival booth.

In the entire festival area, there are restrictions on the placement of own advertising – especially advertising roll-ups, presentation walls, etc. The placement of advertising materials is possible only with prior agreement.

If you are interested in participating as a partner or exhibitor, please send a written order.  
Feel free to contact us for a personalized offer.



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