

2027 World Coffee Championships- China Regional Sponsorship Proposal

@ Shanghai Sinoexpo Informa Markets International Exhibitions Co., Ltd.

2026-2027 Season

TABLE OF CONTENTS

- 01 **Company Profile**
- 02 **Events & Activities**
- 03 **Sponsorship
Benefits**
- 04 **Sponsorship
Price**



Company

Profile



Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd. is a leading domestic commercial exhibition, conference and event, and B2B online trade procurement platform operator. Its subsidiary, Hotelex Shanghai, has been held 34 times in China, making it one of the largest hotel and catering exhibitions globally.

Total annual leased exhibition area: 1500000+ m²

Total employees: 600+

Business Coverage

Cover multiple fields including medical care, health care and pharmaceuticals, infrastructure, construction and real estate, fashion apparel, hotels, food and beverage, health and nutrition, etc.

- Leading domestic operator of commercial exhibitions, conferences and events, and B2B online trade procurement
- Provide professional data and actionable solutions through face-to-face meetings, creating opportunities for customers and partners to participate, experience and complete transactions.
- As a leading global host, Informa Markets injects development momentum into various trade industries and contributes to their vigorous development.



Events & Activities



China Event Pioneer

Up to now
25 Years of Event Experience



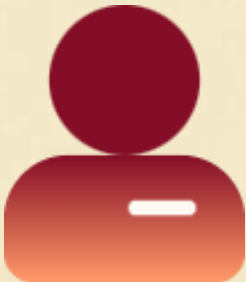
60

Cities



350

Events



50000 +

Contestant Sign-ups

2027 CHINA BARISTA CHAMPIONSHIP
2027世界咖啡师大赛中国区选拔赛

CBC

2027 CHINA LATTE ART CHAMPIONSHIP
2027世界咖啡拉花艺术大赛中国区选拔赛

CLAC

2027 CHINA BREWERS CUP
2027世界咖啡冲煮大赛中国区选拔赛

CBrC

2027 CHINA COFFEE ROASTING CHAMPIONSHIP
2027世界咖啡烘焙大赛中国区选拔赛

CCRC

2027 CHINA CUP TASTERS CHAMPIONSHIP
2027世界咖啡杯测大赛中国区总决赛

CCTC

2027 CHINA COFFEE IN GOOD SPIRITS CHAMPIONSHIP
2027世界咖啡与烈酒大赛中国区总决赛

CCIGSC



China Barista Championship (CBC)

Event Introduction

China Barista Championship (CBC) is one of the world coffee series events initiated by World Coffee Championships (WCC), the pioneer of world coffee activities.

This competition was introduced to China by Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd. in 2003, and the company has been the host of the China Barista Championship (CBC). For over two decades, CBC has been committed to promoting premium coffee culture, holding regional qualifiers across the country every year to cultivate outstanding barista talents. Through a tiered elimination system, the champion of mainland China is selected to represent China in the CBC finals.

In 2025, Sun Lei, the champion of CBC, won the runner-up at the 2025 CBC finals, achieving the best result in the history of mainland China. To this day, CBC has served as a crucial platform for mainland Chinese baristas to step onto the international stage, continuously showcasing the professional style of China's premium coffee to the world, advancing premium coffee culture, and striving for champions glory!





25-26 Season CBC Venue Review & Highlights

Taiyuan

Hefei

Shenzhen

Nanjing

Taizhou

East China

Jinan

Shanghai

Guiyang

Kunshan

OCTOBER
2025.10

NOVEMBER
2025.11

DECEMBER
2025.12

JANUARY
2026.1

MARCH
2026.3

MARCH
2026.3

May
2026.5

MAY
2026.5

JUNE
2026.6

JUNE
2026.6

Chengdu



JULY
2026.7



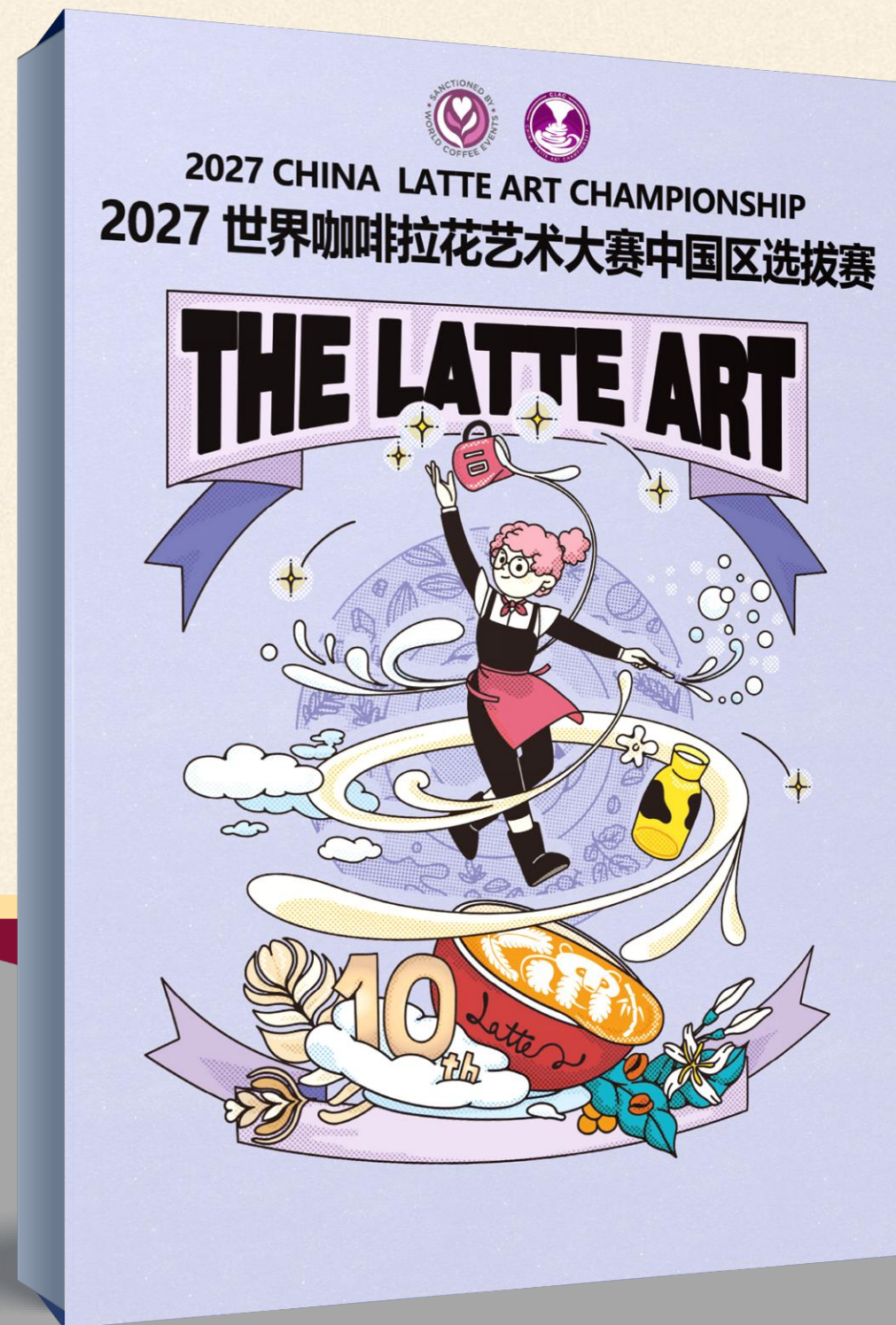


China Latte Art Championship (CLAC)

Event Introduction

China Latte Art Championship (CLAC) is a professional competition launched by World Coffee Events (WCE), the pioneer of world coffee activities, to promote premium coffee. It represents the highest level of latte art in the world. As a highly visual coffee skill competition, latte art is known as the “first love” of many coffee lovers, and latte artists are hailed as “artists who use coffee as canvas and steamed milk as brush”.

Since 2013, Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd. has introduced this international competition to China. With professional events, authoritative judges and international certification, and driven by market demand, this event has gradually gained attention and recognition in the domestic coffee industry.





25-26 Season CLAC Venue Review & Highlights

Chengdu

Zhengzhou

Shanghai

Shenzhen

Nanjing

Shanghai

JULY
2025.7

AUGUST
2025.8

NOVEMBER
2025.11

DECEMBER
2025.12

JANUARY
2026.1


MARCH
2026.3





China Brewers Cup (CBrC)

Event Introduction

China Brewers Cup consists of two rounds: **Compulsory Brew** and **Open Service**.

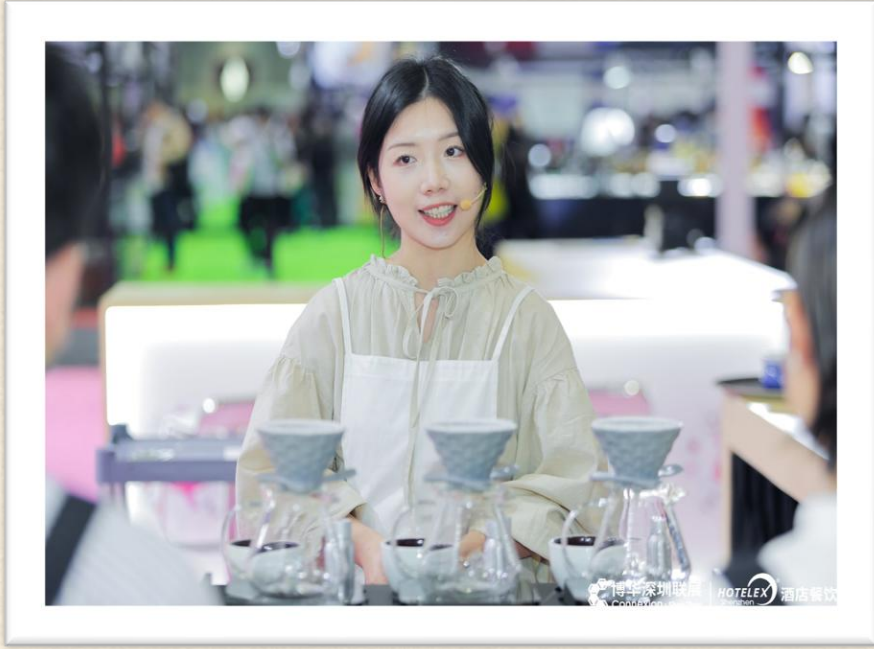
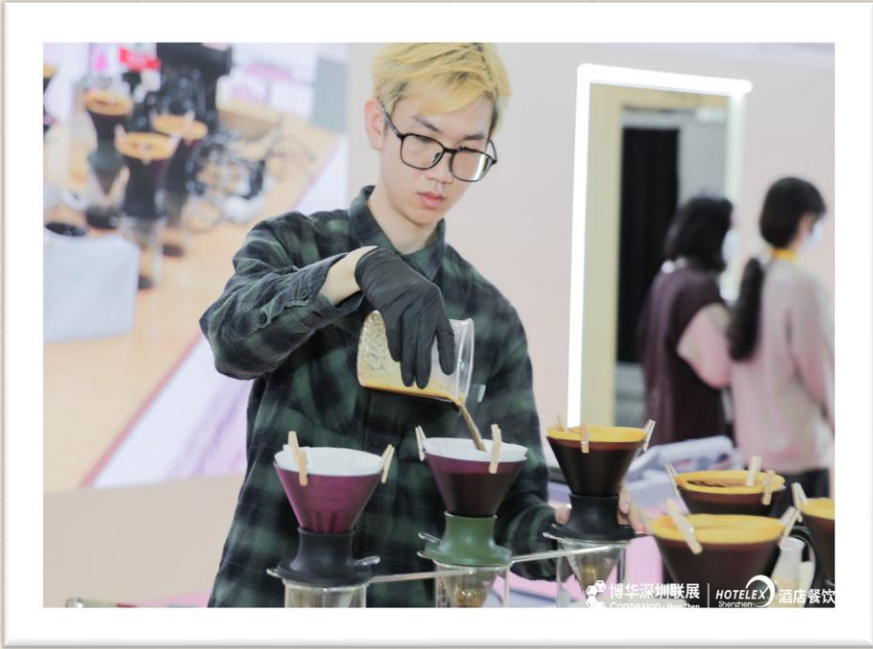
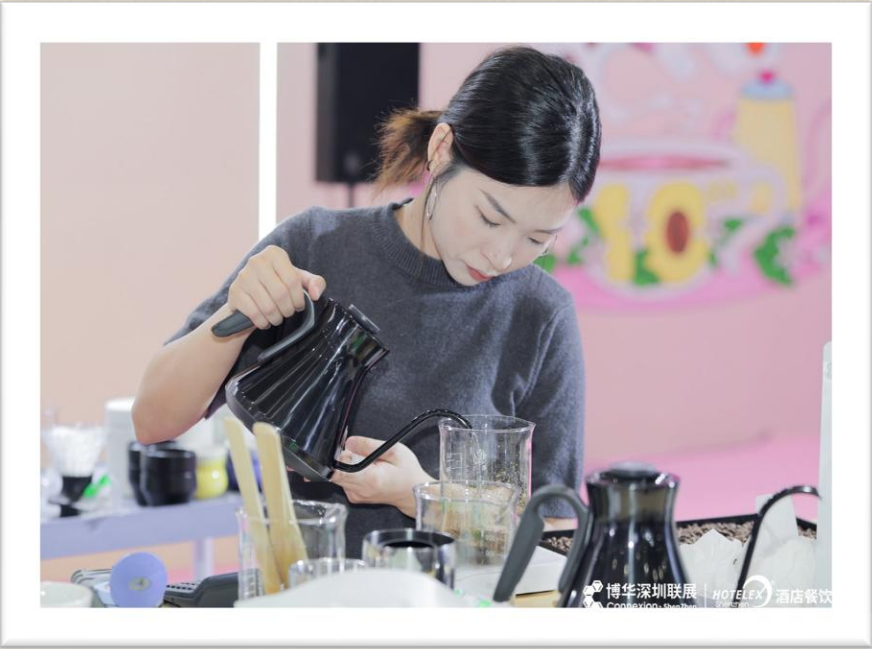
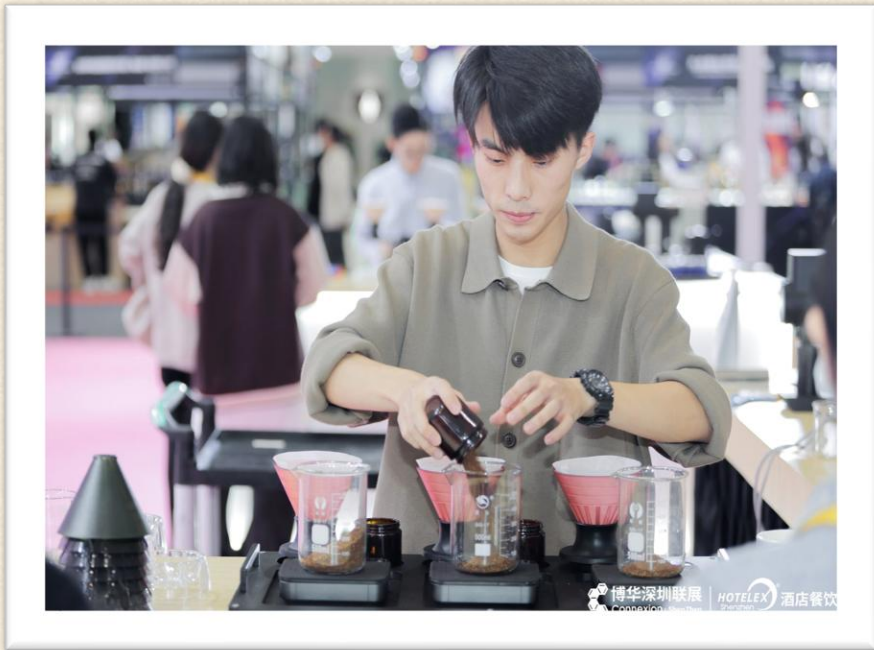
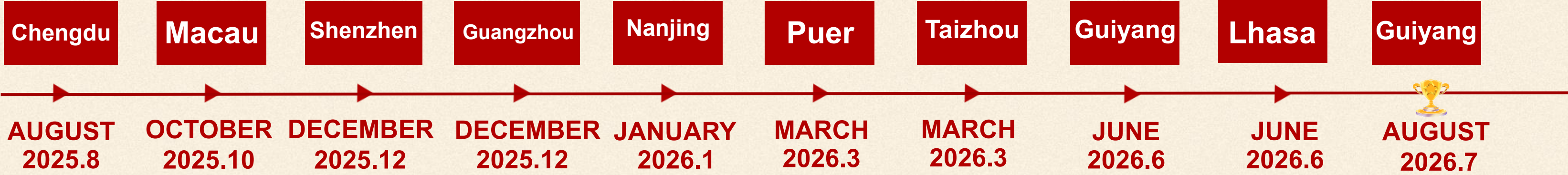
In the **Compulsory Brew**, all competitors use the same batch of coffee beans, grinder and the brewing water, with brewing equipment of their own choice. In the **Open Service**, competitors are required to deliver a performance-oriented presentation, expressing their ideas and creativity through their own unique brewing concepts. These two stages comprehensively assess competitors' overall brewing skills from multiple dimensions.

Since Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd. introduced the World Brewers Cup (CBrC) to China in 2015, we have witnessed the passionate participation of countless outstanding coffee brewers, who have showcased the infinite charm of coffee through their unique brewing techniques.





25-26 Season CBrC Venue Review & Highlights





China Coffee Roasting Championship (CCRC)

Event Introduction

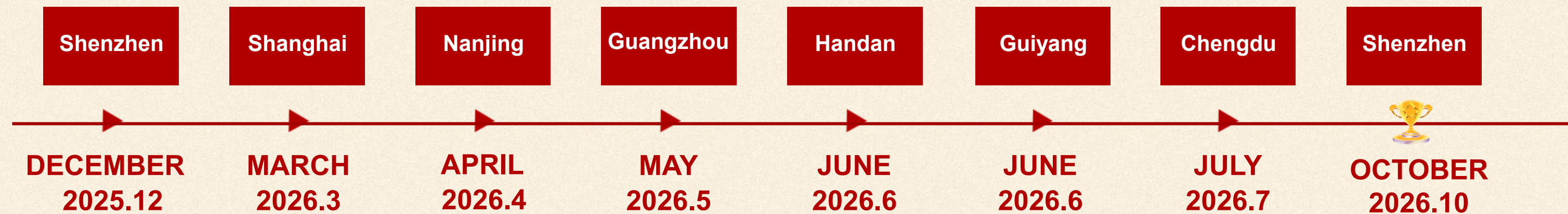
China Coffee Roasting Championship is one of the most technically demanding projects in the “**seed to cup**” journey for coffee roasters. It requires not only the dedicated effort of roasters but also a deep understanding of green coffee characteristics and proficiency with roasting machines.

Each roaster applies unique **temperature settings, time control and temperature-adjusting curves** during roasting, resulting in distinct flavor profiles for every batch. By precisely controlling the temperature in the roasting machine, roasters stir, roll and feel the beans to witness the magical moment of roasting and bring out the rich aroma of coffee beans. In the CCRC, competitors use roasting machines provided by sponsors, with **50 minutes** allocated to roast their coffee samples, followed by cup evaluation and scoring within the specified open time.





25-26 Season CCRC Venue Review & Highlights





China Cup Tasters Championship (CCTC)

Event Introduction

CCTC is a world-class annual coffee competition organized by WCE. Cup tasting is not only a professional skill and a profession but also a passion. It requires professional cupping methods to evaluate coffee quality. The significance of cupping lies in comparing and evaluating differences in coffee(flavor, strength, freshness) can be affected by various extraction methods. To eliminate these variables, a well-prepared cupping session reveals the most fundamental inherent characteristics of coffee.

In the competition, each group of three coffees is arranged in a triangular formation: two cups are identical, and one is different. Competitors must quickly identify the outlier through sensory experience and expertise such as taste and smell. Each round features 8 groups. **The top 16 competitors** with the highest accuracy and fastest speed advance to the next round, with the final champion determined among the last four remaining competitors.



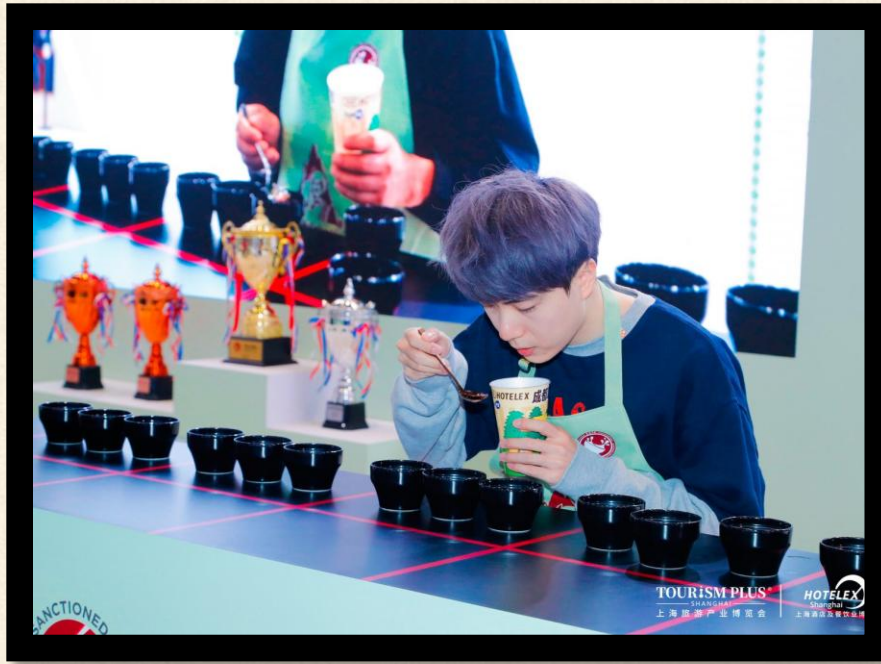


25-26 Season CCTC Venue Review & Highlights

Shanghai



NOVEMBER
2026.11





China Coffee in Good Spirits Championship (CCIGSC)

Event Introduction

The World Coffee in Good Spirits Champion is one of the World Coffee Championships initiated by World Coffee Events, the global coffee activities.

The 2022 CCIGSC final was hosted by Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd. This competition aims to perfectly combine coffee beverages with spirits, allowing baristas and bartenders to fully unleash their imagination and skills, enabling consumers and coffee-spirit lovers to explore and taste more unique coffee and spirit flavors.

As one of the world coffee championships, this event focuses on **the perfect integration of coffee beverages and spirits**, empowering baristas and bartenders to showcase their creativity and craftsmanship.





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25-26 Season CCI GSC Venue Review & Highlights

Shenzhen



DECEMBER
2025.12



2026 HOTELEX Coffee & Food Festival

Festival Introduction

In March 2017, **HOTELEX Coffee & Food Festival** made its debut in Shanghai and has since expanded to Guangzhou, Chengdu, Shenzhen and other cities, building a world-class coffee culture exchange platform. The 2025 Shanghai exhibition gathered nearly **200** specialty coffee shops, including over **30 Hong Kong, Macau, Taiwan and overseas brands**, and featured four major themed activities: All Star World Coffee Champion Show, WRTC etc.

With its scale and innovation, the event attracted **over 80,000 on-site visitors**, becoming the largest ToC coffee and food market in China, driving interaction among practitioners, and cross-border groups. The HOTELEX Coffee & Food Festival reconstructs the boundaries of coffee consumption, empowering both business-to-business trade and public popularity.





2025 HOTELEX Coffee & Food Festival

Chengdu

Shanghai FHC

Shenzhen

Shanghai HOT

JULY
2025.7

NOVEMBER
2025.11

DECEMBER
2025.12

MARCH
2026.3





Sponsorship

Benefits



2027 World Coffee Championships

Sponsorship Tier

Full-Series Sponsor

Sponsoring companies must be direct exhibitors at the 2026 regional exhibitions and the 2027 Shanghai exhibitions, with a booth size of **36m²** or above. Non-exhibitor sponsors are required to pay an additional **30%** sponsorship fee on top of the bid price.

Sponsorship Tier Differentiation

Chief Sponsors have the **exclusive right to select one sponsorship category, with exclusivity.** For other sponsorship tiers, the organizer may recruit multiple sponsors within the same category.

Category Limit

Due to the special nature of the competitions, certain **high-frequency usage categories** such as designated equipment and dairy products, may **only accept Chief or Designated Sponsors for specific competitions.**

Special Sponsor

Only applicable to gift sponsorship or special thanks sponsors, with only company logo display or gift provision.

Bidding Principle

For sponsorship of the same product category, the bidding company with the highest bid wins. In case of equal bids, a second bidding round is required.



Basic Benefits Package(Shared by All Sponsorship Tier)

Offline Benefits

Backdrop Display: Sponsor tier and logo will be featured on the main backdrop of all regional competitions and the final

Prize Provision: Option to present awards to winning or all contestants

Video Screening: Sponsor video or advertisement will be played at the China Finals venue (duration not exceeding 3 minutes)

Live Announcement: Host will announce sponsor information at least 3 times during on-site competitions.

Trademark Authorization: Right to use event trademarks during the contract period.

Fence Display: Sponsor logos will be displayed on Grand Final fences or lightboxes according to sponsorship tier.

Online Benefits

Media Promotion: Logo or company name displayed on event-related promotion platforms according to sponsorship tier(company name, logo, sponsored product exposure)

Infographic Creation: Sponsor provides infographics for competition push articles.

Wechat Promotion: Reposted on the official Wechat account of “HOTELEX” and the “Shanghai Sinoexpo International Coffee Festival” public account.

Mini Apps Display: Logo exposure on the official “HOTELEX GO” mini apps

Official Website Display: Logo or company name displayed on the event page of the HOTELEX official website activity section(valid for 1 year)

Media Coverage: Logo or company name featured in event reports by partner media.

For any inquiries, please consult the sales team for details

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Chief Sponsor-Partial Event Display Reference



Chief Sponsor Benefits

@Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd.

Offline Benefits

- new Product Display:** Additional venue near the competition area for product display and on-site sharing opportunities.
- new Complimentary Accommodation:** 3 king-size/twin rooms at the organizer’s designated hotel during the entire HOTELEX exhibition series
- new Vehicle Pass Gift:** 1 free vehicle pass for the entire HOTELEX exhibition series
- new Priority Undertaking:** Priority undertaking rights for the season
- new Overseas Promotion:** Sponsor promotional pages and eBay promotion at fixed booths in HOTELEX overseas exhibitions
- Contestant Photo Opportunity:** Exclusive photo opportunity with contestants and products during the competition
- Exclusive Display:** Chief Sponsor logo can be listed at the top alongside the event logo on all regional qualifier/Grand Final backdrops and posters of the season
- Competition Stage Display:** Exclusive sponsor logo exposure rights on the competition operation console
- Award Ceremony:** Present awards to champion Contestants at all regional qualifiers and the Grand Final
- Champion Cooperation :** Invite the annual Grand Champion to participate in sponsor activities within one year after the competition

Online Benefits

- new Exclusive Interview :** 1 exclusive custom interview by HOTELEX official
- new Photo Exposure:** Exclusive logo watermark on live broadcast photos of the Grand Final
- new B2B Rights:** Automatically upgrade to the highest level B2B rights for any HOTELEX exhibition participation
- new Joint Launch:** Opportunity for joint launch with HOTELEX and Tencent Moments
- new Official Live Broadcast Rights:** Separate logo exposure in the official live broadcast rooms of the China Grand Final and World Championship live broadcasts
- new Wechat Promotion:** 1 repost on the headline and secondary columns of the official “HOTELEX” WeChat account, plus 1 original custom push article;1 repost on the headline and secondary columns of the “Shanghai Sinoexpo International Coffee Festival” public account, plus 1 original custom push article
- new Official Media Promotion :** 2 promotional videos from the official Douyin account “Shanghai International Coffee & Food Festival”;2 promotions from the official Xiaohongshu account “Shanghai Sinoexpo International Coffee Festival & Event Official Account”
- Poster Exposure:** Logo featured at the top alongside the organizer’s logo on the Grand Final contestant poster
- Media Coverage:** Logo or company name featured in event reports by partner media(arranged for at least 3 media outlets)

For any inquiries, please consult the sales team for details

*All benefits are in addition to the basic package (see Page 23 for details)

Designated Sponsor-Partial Event Display Reference



Offline Benefits

- new* **Undertaking Rights:** Priority undertaking rights for the season
- new* **Vehicle Pass Gift:** 1 free vehicle pass for the entire HOTELEX exhibition series
- Equipment Support:** Mandatory use of sponsor’s equipment in all regional qualifiers and Grand Final competition sessions
- Award Ceremony:** Present awards to winning contestants at all regional qualifiers and the Grand Final
- Champion Cooperation:** Invite the annual Grand Champion to participate in sponsor activities within one year after the competition
- Product Display:** Provide opportunities for sponsor product display and on-site sharing

Online Benefits

- new* **Official Media Matrix Promotion:** 1 promotional video from the official Douyin account “Shanghai International Coffee & Food Festival”;1 promotion from the “Shanghai Sinoexpo International Coffee Festival & Event Official Account”
- new* **Joint Launch:** Opportunity for joint launch with HOTELEX and Tecent Moments
- Wechat Promotion:** 1 repost on the headline of the official “HOTELEX” Wechat account;2 reposts on the secondary columns of the “Shanghai Sinoexpo International Coffee Festival”public account
- Media Coverage:** Logo or company name featured in event reports by partner media(arranged for at least 2 media outlets)

For any inquiries, please consult the sales team for details

*All benefits are in addition to the basic package (see Page 23 for details)

Official Sponsor-Partial Event Display Reference



Offline Benefits

Award Ceremony: Present awards to winning contestants at all regional qualifiers and the Grand Final

Champion Cooperation: Invite the annual Grand Champion to participate in sponsor activities within one year after the competition

Product Display: Provide opportunities for sponsor product display and on-site sharing

Online Benefits

WeChat Promotion: 2 reposts on the secondary columns of the official “HOTELEX” Wechat account;1 repost on the secondary columns of the “Shanghai Sinoexpo International Coffee Festival” public account

Media Coverage : Logo or company name featured in event reports by partner media(arrange for at least 1 media outlet)

For any inquiries, please consult the sales team for details

*All benefits are in addition to the basic package (see Page 23 for details)

Special Sponsor-Partial Event Display Reference



Offline Benefits

***Special Sponsors only enjoy the basic benefits(see Page 23 for details)**

Online Benefits

***Special Sponsors only enjoy the basic benefits(see Page 23 for details)**

For any inquiries, please consult the sales team for details

Additional Sponsorship Bonus——Sinoexpo x SCA Activity

SCA (Specialty Coffee Association)

SCA was formed by the merger of the world’s two leading specialty coffee associations: the SCAA and the SCAE. It is a professional, authoritative, innovative international specialty coffee organization dedicated to coffee training and education.

Course Name	Course Introduction	Target Audience	Course Fee
AST Instructor Course	This SCA Instructor activity aims to advance instructor skills, provide ongoing professional development for instructors and support SCA’s new education initiatives	Professionals who already hold an SCA Instructor Certificate and wish to further their development	4888RMB
JSP World Coffee Championship International Judge Training Camp	An educational workshop activity designed to enhance judge skills,teaching participants how to become judges for World Coffee Championships	Industry professionals aspiring to become international judges	4800RMB

*The specific course schedule will be subject to the actual situation

Additional Sponsorship Bonus —— Sinoexpo x SCA Activity

Annual Sponsorship Amount Accumulation:

- 100,000RMB and above: 1 free spot for any Sinoexpo x SCA coffee series activity
 - 150,000RMB and above: 2 free spots for any Sinoexpo x SCA coffee series activity
 - 200,000RMB and above: Co-branding undertaking rights for any Sinoexpo x SCA coffee series activity (choose one)
- (The above benefits cannot be stacked or transferred, subject to the organizer's requirements)

Note: Sinoexpo x SCA coffee series activities include: AST Instructor Course, JSP World Coffee Championships International Judge Training Camp





Sponsorship



Price

Sponsorship Tier	Sponsorship Category	Starting Bid Price(Base Price/Starting From)
Chief Sponsor (Limited to 1)	Chief Sponsorship includes 1 designated category(exclusive)	300,000RMB/starting from
Designated Sponsor	Espresso Machine	300000RMB/starting from
	Espresso Grinder	300000RMB/starting from
Official Sponsor	Dairy Products	200000RMB/starting from
	Apron	100000RMB/starting from
	Scoring Board	100000RMB/starting from
	Espresso Coffee Beans	100000RMB/starting from
	Water Treatment Equipment	80000RMB/starting from
	Syrup / Fruit Syrup	80000RMB/starting from
	Cleaning Agent	80000RMB/starting from
	Ice Maker	80000RMB/starting from
	Other Categories: Digital Scale,Tamper,Distribution Tools,etc.	30000RMB/starting from
Special Sponsor	Contestants Gifts(Unlimited Categories)	20000RMB

Sponsorship Tier	Sponsorship Categories	Starting Bid Price (Base Price/Starting From)
Chief Sponsor (Limited to 1)	Chief Sponsorship includes 1 designated category(exclusive)	300000RMB/starting from
Designated Sponsor	Automatic Coffee Machine	300000RMB/starting from
	Dairy Products	200000RMB/starting from
	Espresso Coffee Beans	120000RMB/starting from
	Coffee Cup	60000RMB/starting from
Official Sponsor	Latte Art Cup	30000RMB/starting from
	Water Treatment Equipment	30000RMB/starting from
	Syrup / Fruit Syrup	30000RMB/starting from
	Scoring Board	20000RMB/starting from
	Apron	20000RMB/starting from
	Tamper/Powder Hammer (Including Digital Version)	20000RMB/starting from
	Digital Scale	10000RMB/starting from
Special Sponsor	Contestants Gifts(Unlimited Categories)	20000RMB

Sponsorship Tier	Sponsorship Categories	Starting Bid Price (Base Price/Starting From)
Chief Sponsor (Limited to 1)	Chief Sponsorship includes 1 designated category(exclusive)	250000RMB/starting from
Designated Sponsor	Single-Origin Grinder	200000RMB/starting from
	Water Treatment/Competition Water	80000RMB/starting from
	Coffee Beans (Limited to 4 Suppliers)	50000RMB/starting from
Official Sponsor	Filter Paper/Filter Cup/Sharing Pot	60000RMB/starting from
	Temperature Control Kettle	50000RMB/starting from
	Apron	35000RMB/starting from
	Scoring Board	35000RMB/starting from
	Digital Scale	30000RMB/starting from
	Automatic Brewer	30000RMB/starting from
	Sample Roaster	30000RMB/starting from
	Hand Grinder	30000RMB/starting from
	Other Categories: Concentration Analyzer,Spitting Cup (PP Cup) ,Cupping Spoon,etc.	10000RMB/starting from
Special Sponsor	Contestants Gifts(Unlimited Categories)	10000RMB

Sponsorship Tier	Sponsorship Category	Starting Bid Price (Base Price/Starting From)
Chief Sponsor (Limited to 1)	Chief Sponsorship includes 1 designated category(exclusive)	250000RMB/starting from
Designated Sponsor	Roaster (Sample Roaster)	250000RMB/starting from
	Roaster (Competition Roaster)	200000RMB/starting from
	Single-Origin Grinder	60000RMB/starting from
	Coffee Analyzer	30000RMB/starting from
	Cupping Bowl/Spoon (Including Cupping Competition)	20000RMB/starting from
	Brewing Water/Water Treatment Equipment	20000RMB/starting from
	Water Density Meter	20000RMB/starting from
	Green Coffee Bean Sieve	20000RMB/starting from
	Disposable Spitting Cup (Including Cupping Competition)	20000RMB/starting from
	Kraft Paper Bag	10000RMB/starting from
Official Sponsor	Green Coffee Beans (Including Cupping Competition Beans)	20000RMB/starting from
	Scoring Board	20000RMB/starting from
	Apron	20000RMB/starting from
	Digital Scale	20000RMB/starting from
Special Sponsor	Advancing Contestant Gifts (Unlimited Categories)	10000RMB

Sponsorship Tier	Sponsorship Category	Starting Bid Price (Base Price/Starting From)
Chief Sponsor (Limited to 1)	Chief Sponsorship includes 1 designated category(exclusive)	200000元/起
Designated Sponsor	Single-Origin Grinder	30000元/起
	American Drip Brewer	30000元/起
	Brewing Water/Water Treatment Equipment	20000元/起
	Cupping Bowl/Spoon (Including Roasting Competition)	10000元/起
Official Sponsor	Roasting Service Provider+Sieve	20000元/起
	Disposable Spitting Cup (Including Roasting Competition)	20000元/起
	Green Coffee Beans (Including Roasting Competition)	20000元/起
	Bottled Water For Contestants(330ml)	10000元/起
	Other Categories: Kraft Paper Bag/Digital Scale/Temperature Control Kettle/Timer	5000元/起
Special Sponsor	Advancing Contestant Gifts (Unlimited Categories)	5000元

Sponsorship Tier	Sponsorship Category	Starting Bid Price (Base Price/Starting From)
Chief Sponsor (Limited to 1)	Chief Sponsorship includes 1 designated category(exclusive)	200000RMB/starting from
Designated Sponsor	Espresso Machine	50000RMB/starting from
	Grinder	50000RMB/starting from
	Whiskey	50000RMB/starting from
	Irish Coffee Cup Set	30000RMB/starting from
	Dairy Products (Including Cream)	30000RMB/starting from
Official Sponsor	Other Alcoholic Beverages	30000RMB/starting from
	Syrup / Fruit Syrup	30000RMB/starting from
	Water Treatment Equipment	10000RMB/starting from
	Tamper	10000RMB/starting from
	Apron	10000RMB/starting from
	Scoring Board	10000RMB/starting from
	Ice Maker	10000RMB/starting from
Special Sponsor	Advancing Contestant Gifts (Unlimited Categories)	10000RMB

Shanghai International Coffee & Food Festival

Sponsorship Price list

Sponsorship Tier	Sponsorship Category	Starting Bid Price (Base Price/Starting From)
Strategic Partner	Chief Sponsorship includes 1 designated category(exclusive)	200000RMB/starting from
Official Sponsor	Dairy Products	50000RMB/starting from
	Ice Maker	50000RMB/starting from
	Coffee Festival Gifts (e.g..Dreg Cups,Mugs,Badges,etc.)	30000RMB/starting from
	Canvas (Sponsorship Only, Customizable)	30000RMB/starting from
	Coffee Festival Water (Drinking Water)	30000RMB/starting from
	Disposable Cups	30000RMB/starting from
	Tissues	30000RMB/starting from
	Raw&Auxiliary Materials	30000RMB

plan: 4 stops

Sponsor Qualification & Process (All time points are in 2026)

01 FIRST

- Sponsors who did not sponsor the 25-26 season and are sponsoring the 26-27 season must pay the full sponsorship fee in one lump sum
- Sponsors who are neither sponsors of the 25-26 season nor exhibitors of Sinoexpo series exhibitions & overseas series exhibitions will be subject to a 30% surcharge on the base sponsorship fee for the 26-27 season.
- Sponsors must submit the application reply form within the specified time
- Sponsorship application deadline: May 26,2026(via unified email).All selected sponsors must complete the full payment of sponsorship funds by July 15,2026
- The organizer plans to release the sponsorship announcement on June 10,2026 to announce the sponsorship results
- All bidding sponsorship are prioritized to the highest bidder; all non-bidding sponsorships are prioritized by the submission time of the sponsorship application within the specified time. The organizer reserves the final interpretation right for all sponsorship matters.

Note: Sponsor must select bidding or non-bidding sponsorship items on the selection form, fill it out and submit to the organizer

Regional Qualifier Sponsorship Rules

02 SECOND

- Designated sponsors have the priority to designate the right to use for all regional Qualifiers of coffee series events. If the designated equipment to be provided cannot be delivered to the regional Qualifiers for competition use, the undertaking party of each regional Qualifier and local sponsors shall have the priority to independently select physical provision, sponsorship and display
- For the selected regional Qualifiers, sponsors are responsible for the provision, transportation and maintenance of equipment and materials.
- In the physical display area of each regional qualifier, official sponsors have priority. However, if no sponsor of any level selects this regional qualifier, the organizer has the right to recruit new sponsors of this category
- Sponsors must select bidding or non-bidding sponsorship items on the selection form, fill it out and submit to the organizer
- All bidding sponsorships are prioritized to the highest bidder; all bidding sponsorships are prioritized by the submission time of the reply form within the specified time. The organizer reserves the final interpretation right for all sponsorship matters

Thank You



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